Revolutionizing ROI

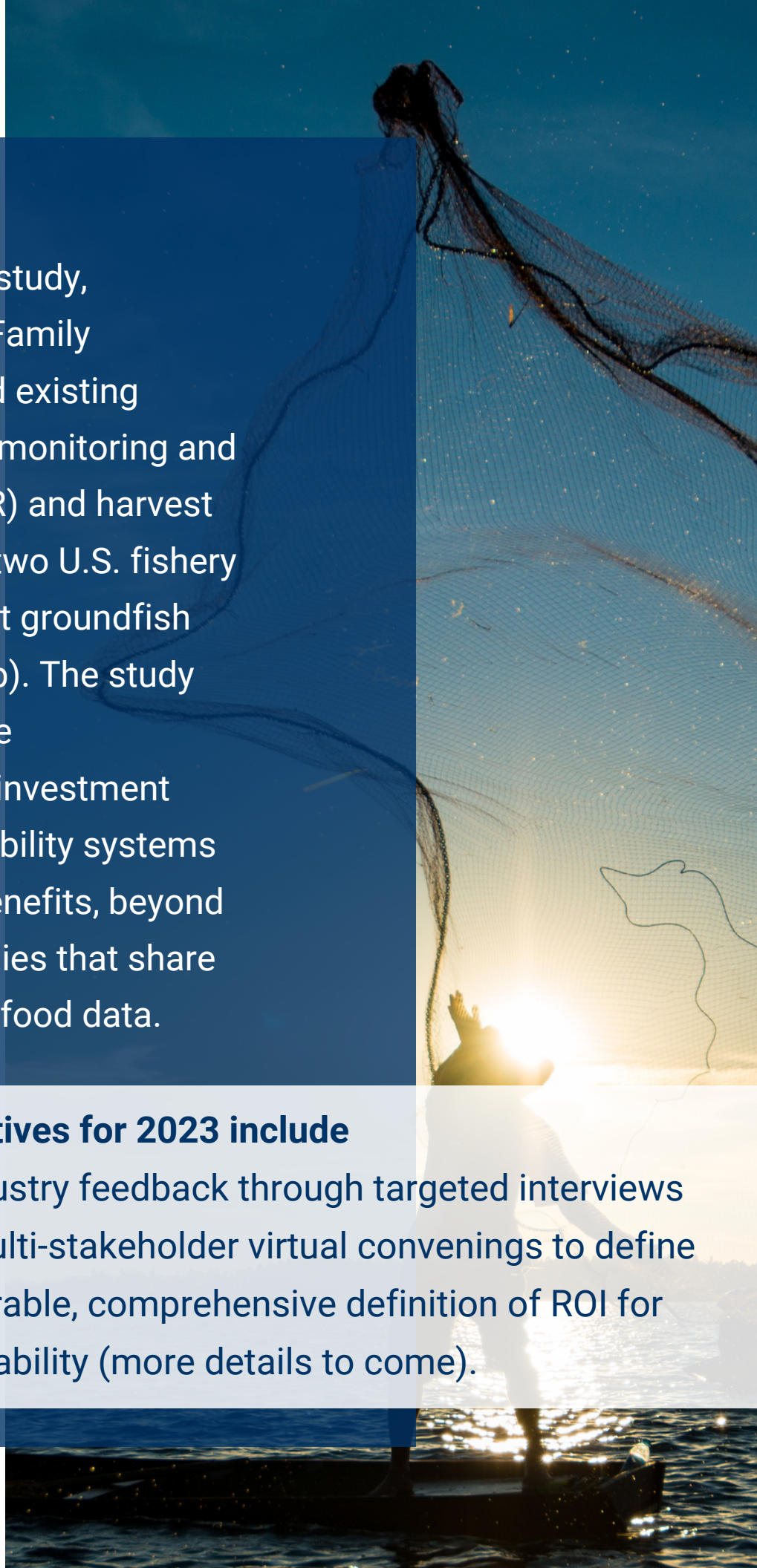
Unlocking the Full Benefits of Electronic Catch Documentation and Traceability in the Seafood Industry

March 2023

FISH WISE

Project Overview

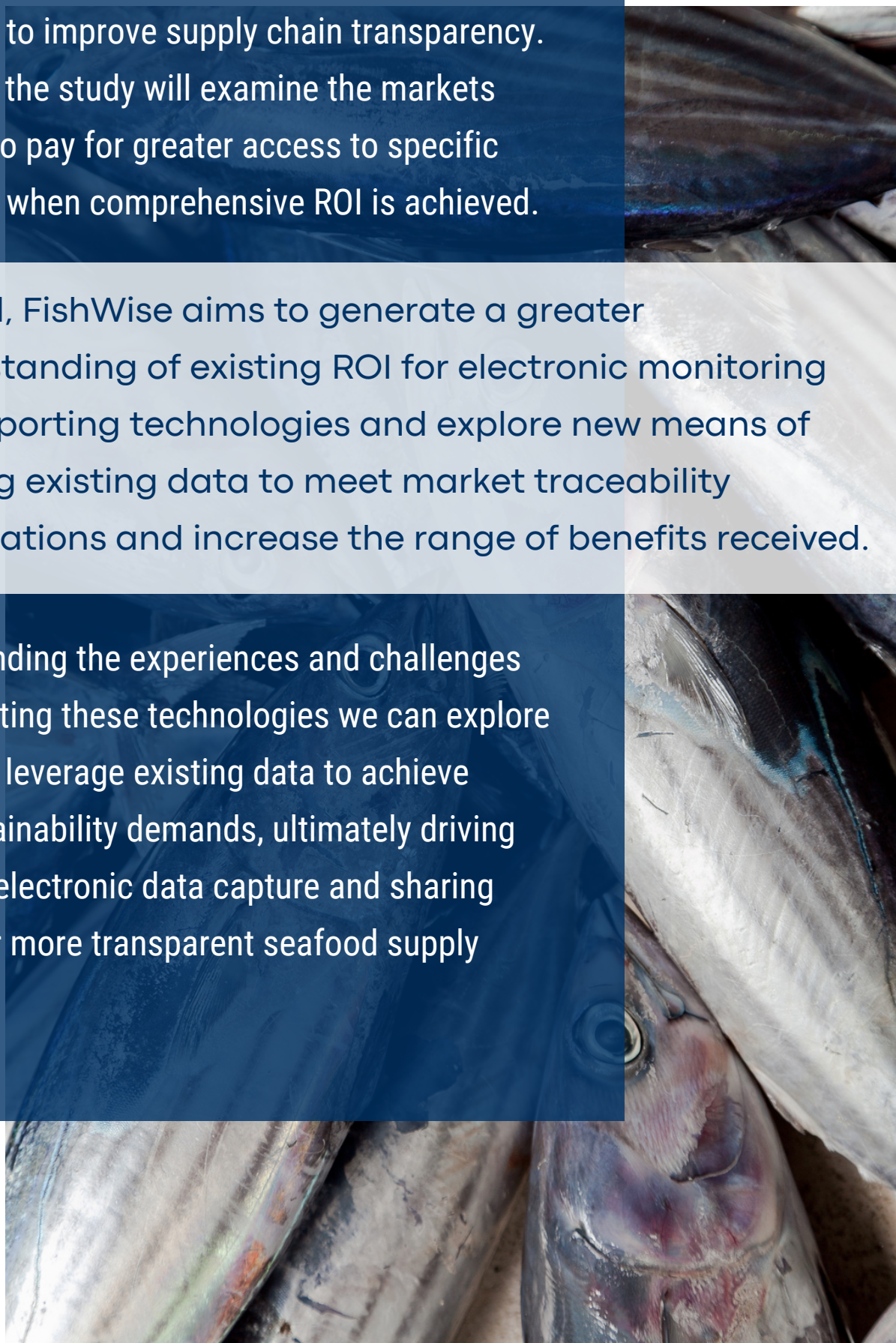
FishWise is conducting a study, supported by the Walton Family Foundation, to understand existing investments in electronic monitoring and reporting systems (EM/ER) and harvest data-sharing practices in two U.S. fishery supply chains (West Coast groundfish and Gulf of Mexico shrimp). The study also aims to define a more comprehensive return on investment (ROI) for electronic traceability systems to explore the potential benefits, beyond financial gain, for companies that share and receive access to seafood data.



The project objectives for 2023 include

- Collecting industry feedback through targeted interviews
- Facilitating multi-stakeholder virtual convenings to define a new, measurable, comprehensive definition of ROI for seafood traceability (more details to come).

Through this process we will explore whether there are new use cases for EM/ER data at the end-buyer level and how to leverage this existing electronic harvest data to improve supply chain transparency. Additionally, the study will examine the markets willingness to pay for greater access to specific harvest data when comprehensive ROI is achieved.



Overall, FishWise aims to generate a greater understanding of existing ROI for electronic monitoring and reporting technologies and explore new means of utilizing existing data to meet market traceability expectations and increase the range of benefits received.

By understanding the experiences and challenges of implementing these technologies we can explore new ways to leverage existing data to achieve market sustainability demands, ultimately driving adoption of electronic data capture and sharing practices for more transparent seafood supply chains.

The Ask & Opportunity

FishWise is seeking seafood buyers interested in participating in a brief 30-minute, confidential informational interview to gain insight into your company's experience and perspective on (but not limited to) the following topics:

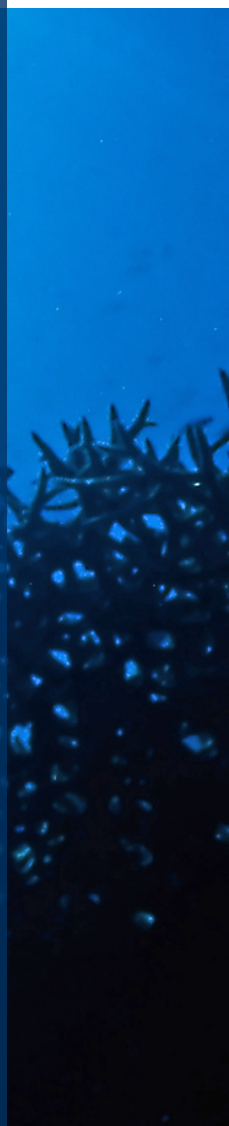
- Utilizing existing eCDT data to support sustainability commitments at the end-buyer level
- The match between existing data collection at harvest and the needs of seafood buyers
- The market willingness to pay for direct access to specific harvest data
- The non-financial benefits that can be achieved by investing in and implementing electronic traceability programs.

If interested, please contact Alyssa Withrow, a.withrow@fishwise.org.

Scaling Up: Knowledge Sharing to Support Expanded Definition of Electronic Catch Documentation and Traceability Return on Investment

In 2021, FishWise assessed data flow through two U.S. fishery supply chains: the Gulf of Mexico shrimp fishery and the West Coast groundfish fishery. These geographical case studies aimed to better understand fisheries data collection and data access along two distinct supply chains, from harvest to end-buyer. The study identified priority areas for industry and government to improve scalability and modernization of electronic monitoring and electronic reporting (EM/ER) systems and explore potential new data use cases beyond regulatory compliance and fisheries management. Stemming from this body of work was the need to conduct additional research on return on investment (ROI) for electronic data systems to determine the benefits a company receives, beyond financial gains, when sharing and receiving access to seafood data.

With the continued support of the Walton Family Foundation in 2022 and 2023, FishWise is conducting phase two of this work to collaboratively develop and pilot a comprehensive definition of ROI that would allow seafood companies to evaluate and measure the full range of benefits gained from existing supply chain data.



Scaling Up, Con't.

Over the next year, FishWise will connect with EM/ER data users, NGO and technology implementers, and seafood companies to learn more about existing ROI for implementing electronic catch documentation and traceability (eCDT) systems by harvesters and end-buyers. FishWise has the opportunity to test assumptions regarding the perceived benefits–outside financial gain–of sharing supply chain data downstream to the end-buyer and final consumer.

More profound research into ROI, understanding new uses for supply chain data, and sharing EM/ER experiences across fisheries and stakeholders can generate political will and buy-in for more substantial adoption and scaling of these technologies. Additionally, this project will address the feasibility and appetite for directly connecting end-buyers and harvesters to specific data, bypassing mid-supply chain companies.

PROJECT OBJECTIVES & RESEARCH QUESTIONS

- **Long-term Objective**
  - This project seeks to leverage the power of existing EM/ER data by expanding the traditional definition of ROI and exploring new data use cases for end-buyers. By expanding the value of EM/ER data to harvesters and their supply chains —understanding their experiences using these technologies and overcoming barriers and strategies for reducing costs— the potential for increased product value can be realized and ultimately drive adoption of electronic data capture and sharing practices.

- **Project Objectives [2022-2023]**
  - Collect industry feedback via semi-structured interviews and facilitate three virtual convenings to support development and piloting of a new, measurable, comprehensive definition of eCDT ROI.
  - End-buyers willingness to pay for harvest data incentivizes data flow downstream. By increasing the value of shared data, we incentivize full-chain data sharing and leverage its use for corporate sustainability claims, thereby increasing supply chain transparency.

Project Research Questions

1. Given shifts in industry CSR priorities and increasing consumer demands for product data (e.g., origin, sustainability claims), are there new use cases for EM/ER data at the end-buyer level?
2. What is the current level of investment into EM/ER systems and perception of existing ROI for those systems?
3. Does existing data collection at harvest match the needs of end-buyers?
4. Is there a market willingness to pay (WTP) for access to specific harvest key data elements (KDEs)?
    a. *Is there additional investment from the end-buyers needed to access this information and what is the likely return on investment?*
5. Where is the greatest ROI value perceived (strongest link) between end-buyers and harvesters/producers?
    a. *Would there be cost savings or other benefits for companies to not transmit data through all nodes of the supply chain?*

FishWise recognizes that progress toward transformational change requires first-movers and a critical mass to follow once given an example. Therefore, we directly engage with supply chain actors to set the example, test solutions, and normalize progressive business practices. Through semi-structured interviews and virtual convenings with targeted stakeholder groups, FishWise plans to learn from the following seafood industry experts directly and use this knowledge exchange to draft and then pilot a new approach to defining and measuring comprehensive ROI for eCDT.

- Targeted Stakeholder Groups
  - Gulf of Mexico (GOM) shrimp harvesters
  - West Coast groundfish (WCG) harvesters
  - Markets (e.g., GOM and WCG markets and end-buyers)
  - Traceability and fishery NGOs working on ROI analyses and improving electronic monitoring (EM) of U.S. Fisheries
  - U.S. fishery government actors (e.g., NMFS, Fishery Management Councils, etc.)

If you or your company would like to talk about comprehensive ROI, contact us at traceability@fishwise.org