



PRO TRACE: AN INNOVATIVE LOT BASED TRACEABILITY SOLUTION

How a retailer communicates sustainability to their
customers @ The Seafood Conference Iceland

Reykjavik 16 November 2017

METRO CASH & CARRY – A CORE BRAND OF METRO AG



WHOLESALE

METRO

makro

FOOD SERVICE DISTRIBUTION



DIGITAL ASSETS



**METRO
ACCELERATOR**
powered by techstars

HYPERMARKETS



Cross-functional companies

Sales 2015/16: over €29 billion

Status: July 2017

METRO CASH & CARRY - OUR BUSINESS

▪ Champion for Independent Business



25 countries
750 stores

AUSTRIA BELGIUM
BULGARIA CHINA
CROATIA CZECH REP.
FRANCE GERMANY
HUNGARY INDIA ITALY
JAPAN KAZAKHSTAN
MOLDOVA
NETHERLANDS
PAKISTAN POLAND
PORTUGAL ROMANIA
RUSSIA SERBIA
SLOVAKIA SPAIN
TURKEY UKRAINE



> 107,000 employees
> 29 billion € SALES IN 2015/16
> 5.4 million m² SELLING SPACE

OCEAN GOVERNANCE - FISH MUST BE PROTECTED

IUU



Stock
Management
MSC



FISH

Bycatch



Traceability

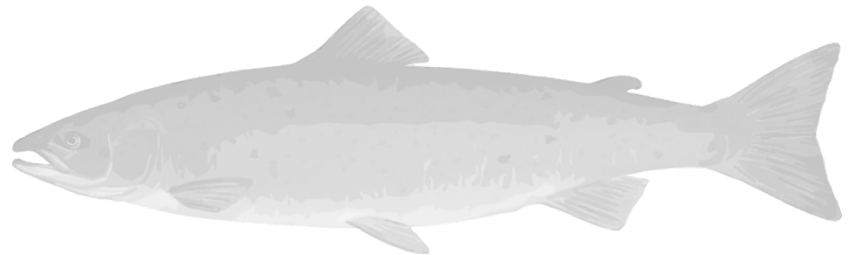


FISH IS PART OF OUR BUSINESS

METRO IS **EUROPE'S LEADING RETAILER**
FOR FRESH FISH:

200,000 TONNES SOLD FISH P. A. WORLDWIDE
EQUIVALENT TO 50 PER CENT OF FISH
CONSUMPTION IN GERMANY PER YEAR
(400 000 TONNES, FIZ)

1.3 BILLION € REVENUE
(FRESH, FROZEN, DEEP-FROZEN,
TINNED)



METRO'S COMMITMENT: FISH & SEAFOOD PROCUREMENT POLICY

80% of major 12 species will be certified by 2020 by one of the following certification standards:

- ASC (Aquaculture Stewardship Council) 
- European Organic Certification 
- FOS (Friend of the Sea) 
- GAA – BAP (Global Aquaculture Alliance – Best Aquaculture Practices) 
- GLOBALG.A.P. 
The Global Partnership for Good Agricultural Practice
- MSC (Marine Stewardship Council) 

or any other certification standard which has been recognized by the Global Sustainable Seafood Initiative*



* Global benchmark for sustainable seafood certifications

TRACEABILITY VISION

METRO GROUP works towards a “**Global Standard Traceability solution (GSTS)**” as a

- new robust and **scalable** general traceability approach
- **applicable** to food and non-food products on
- an **internationally harmonized** level,
- covering sustainability and safety aspects,
but also advanced marketing, efficient recall handling
and anti-counterfeiting.

This system should be strictly based on open global standards to ensure **global interoperability**, avoidance of cost caused by spreading **island-solutions** and best use of modern technology.

TRACKING & TRACING OF PRODUCTS

Product recall,
Anti counterfeiting,
Shrinkage reduction



Consistent Solution



Increasing legal
requirements

Global scalable

Food scandals
&
Consumer trust



Traceability System

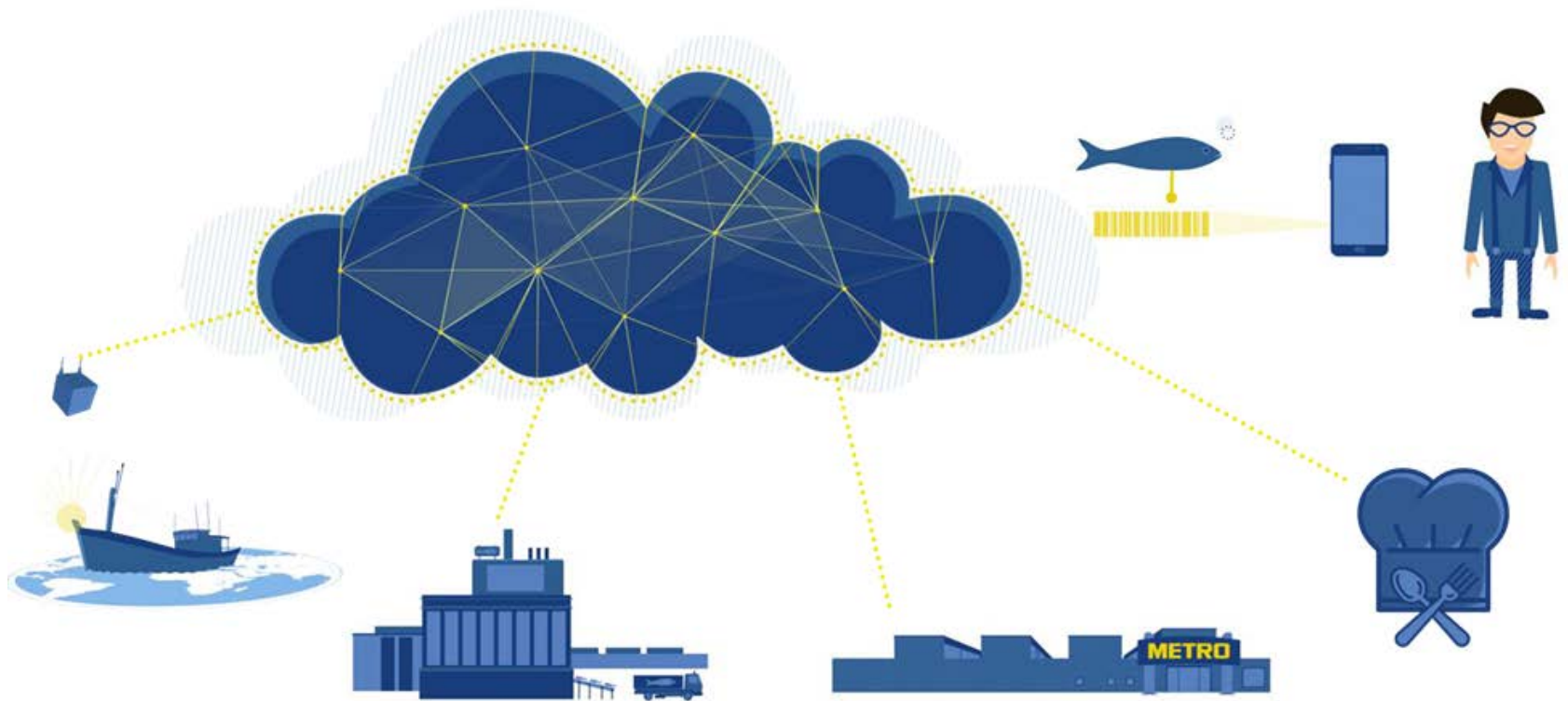


Digitalisation and
increasing
consumer demand
for more
information

OUR ANSWER TO OUR CUSTOMERS' NEEDS



OUR ANSWER TO OUR CUSTOMERS' NEEDS



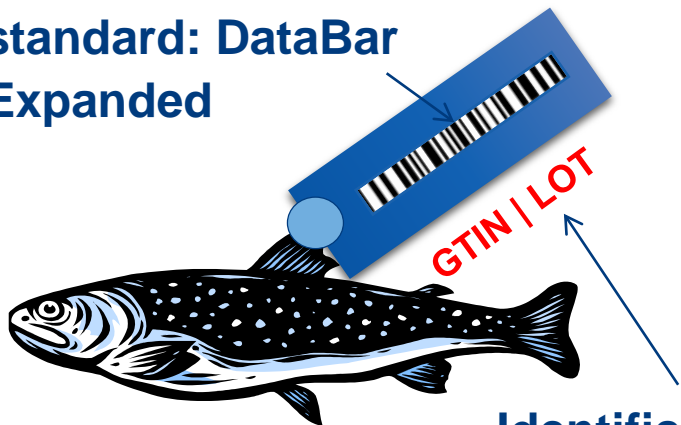
Video link

<http://www.metrogroup.de/en/responsibility/customer/traceability>

TRACEABILITY @ METRO



**Data collection
standard: DataBar
Expanded**

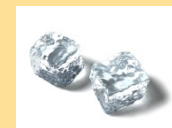


**Identification
Standard: key
to traceability
information**

- scientific name
- lot
- fishing vessel
- FAO fishing area
- sub area
- date of catches
- ...



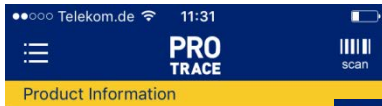
- production method
- minimum durability
- quantity
- ...
- ...



▪ ...

▪ ...

CUSTOMERS CAN OBTAIN INFOS VIA PROTRACE APP



General product information

Catch areas: FAO 27.4 - North Sea (Subarea IV)
FAO 27.4 - North Sea (Subarea IV)

Catch method: Trawls - Otter twin trawls
Trawls - Otter twin trawls

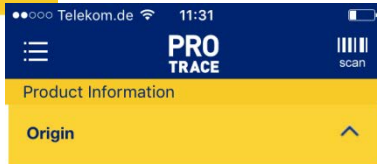
Catch period: 25.01.2016 - 28.01.2016

Vessels: PD147
PD43

Unloading port: Harlingen

Manufacturer: Ekofish Group, Urk, Nederlande

Manufacturing date: 29.01.2016



This lot was caught in the following area:

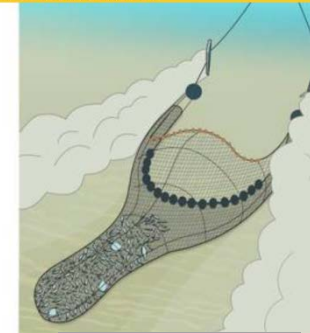
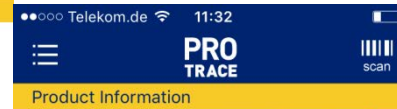


European plaice



The **European plaice** (Lat. *Pleuronectes platessa*) is a flatfish that lives in shallow waters. The larvae swim upright. The metamorphosis to flatfish form begins once the larvae reach a length of around 10 millimeters; the most striking modification is the migration of the left eye to the right, later the upper, side. Older European plaice inhabit deeper waters. Although the European plaice are seabed inhabitants and burrow into sandy sediment for camouflage, they are known to

Species Info



Catching Method

Description: With this fishing method, a cutt trawler drags two to four bottom otter trawls alongside one another, increasing the area fished. The construction of the individual net corresponds to the bottom otter trawls. The horizontal opening of the net is essentially



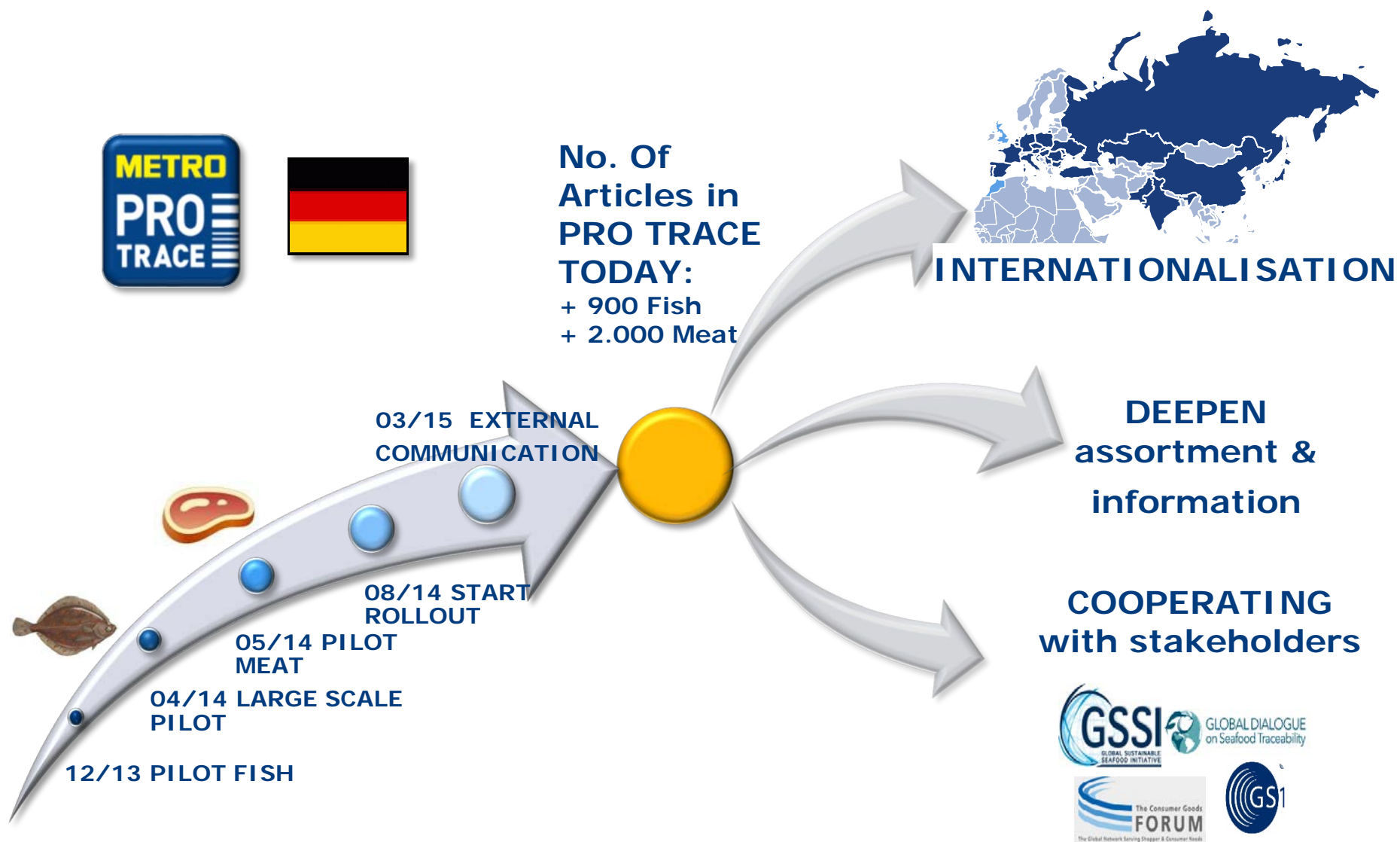
What does the MSC Certificate stand for?



MSC's mission is to use their ecolabel and fishery to the health and reward influencing the choices people make when buying seafood, and working with MSCs partners to transform the seafood market to a sustainable basis. MSC is the abbreviation of Marine Stewardship Council.

Certification

THE SUCCESS STORY SO FAR



THERE 'S A STORY TO TELL

TELL AND SELL



CLICK HERE TO DISCOVER METRO TRACEABILITY!

FOLLOW US WHERE BEST QUALITY IS RAISED!

From farm to fork – experience the source of high quality.



FOLLOW US TO THE HOMELAND OF BEST BREEDS!

From plains to store – experience the origin of our fresh products.

Find out more about the upcoming traceability system:
METRO.COUNTRY/TRACEABILITY

YOU & METRO



CLICK HERE TO DISCOVER METRO TRACEABILITY!

FOLLOW US TO THE BEST CATCH OF THE DAY!

From vastest depths to the sales counter – trace our fish and seafood back to the origin.



CUSTOMER INFORMATION



Startseite > Nachhaltigkeit > Pro Trace > PRO TRACE Fisch

PRO TRACE Fisch



METRO-Kunde werden ✕

> Mehr Informationen



Als größter Fischhändler Europas ist sich METRO seiner Verantwortung bewusst und setzt sich gezielt für eine nachhaltige Warenbeschaffung ein.

Durch unsere Rückverfolgbarkeit schaffen wir Transparenz und fördern die Sicherung der Fischbestände für die Zukunft, denn sie sind hierdurch besser kontrollierbar. Zudem unterstützen wir auf diese Weise die Bekämpfung des illegalen Fischfangs.

PRO TRACE bietet wichtige Informationen zu unserem Fisch:

- ✓ Fanggebiet
- ✓ Fangmethode
- ✓ Fangperiode
- ✓ Schiffsnamen
- ✓ Anlandehafen

Wie funktioniert die App?

Mit Ihrem Smartphone scannen Sie einfach den Code am Produkt und erhalten Informationen zur Herkunft. Der Code befindet sich bei verpackter Ware direkt auf der Verpackung. Bei Frischware wird der Code nach dem Wiegen auf das Etikett gedruckt.

Laden Sie sich ganz einfach im App-Store ([iOS-Geräte](#)) oder Playstore

([Android-Geräte](#)) die METRO PRO TRACE App.

ENTDECKEN SIE JETZT
DIE GANZE VIelfALT VOM LEINENFANG
IN IHRER FISCHABTEILUNG.



AUSGEWÄHLTES PREMIERSORTIMENT
Die METRO-Experten im Fischverkauf sind täglich auf mehreren internationalen Auktionen, um die besten Fischsorten für Sie zu finden. Sobald wir Sie das passende Sortiment aus.

Der schnelle Umgang mit dem Fisch und der schnelle Transport ermöglicht ein frisches und nachhaltiges Produkt.



MSC Kabeljaufilet Leine
• Ohne Haut, weiß, Sortierungen
• Wildfang Nordatlantik
• Warenschrift: Gadus morhua
• Hochwertiger Fisch mit der Leine gefangen, sehr schmackhafter Fleisch

15⁹⁹*
(17,11)

je kg



Steinbeilfilet Leinenfang
• Ohne Haut, ca. 200-400 g
• Wildfang, Nordatlantik
• Warenschrift: Gadus morhua
• Anzahl des Lages

20⁹⁹*
(22,46)

je kg



MSC Schnellfischfilets Leinenfang
• Ohne Haut, ca. 180 g/Stück
• Wildfang Nordatlantik
• Warenschrift: Gadus morhua
• Metakennzeichen angegeben

24⁹⁹*
(26,74)

je kg

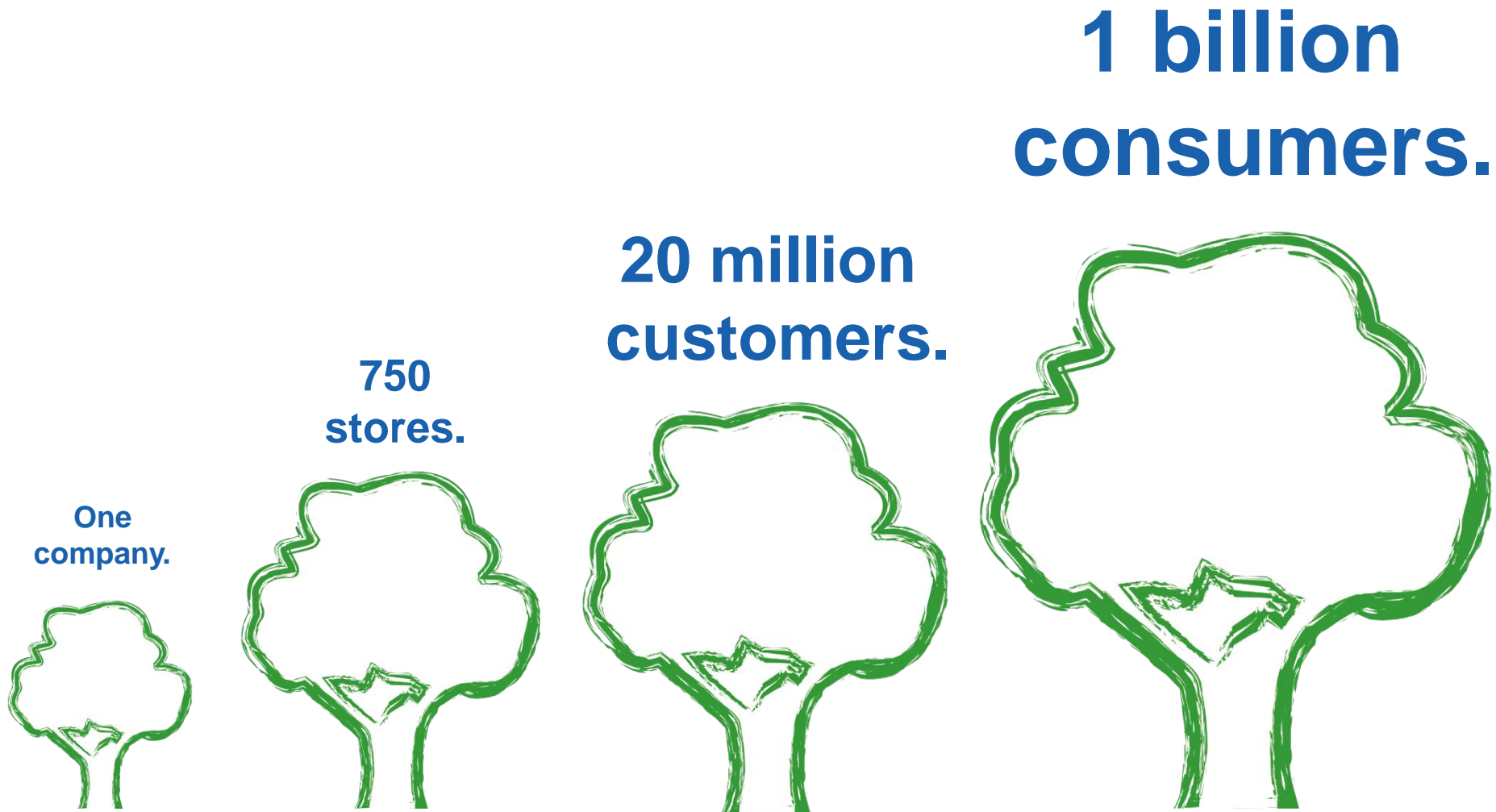


MSC Kabeljaufilets Leinenfang
• Ohne Haut, ca. 400 g/Stück
• Wildfang Nordatlantik
• Warenschrift: Gadus morhua
• Größe frei

23⁹⁹*
(25,67)

je kg

OUR LEVER



CONTACT

Anna-Maria Oikonomou

Supply Chain Management
Programs and Risk Assessment

METRO AG
Metro-Straße 1
40235 Düsseldorf

T +49 211 6886-7434

E anna-maria.oikonomou@metro.de

www.metroag.de