



# How fresh is the fish?

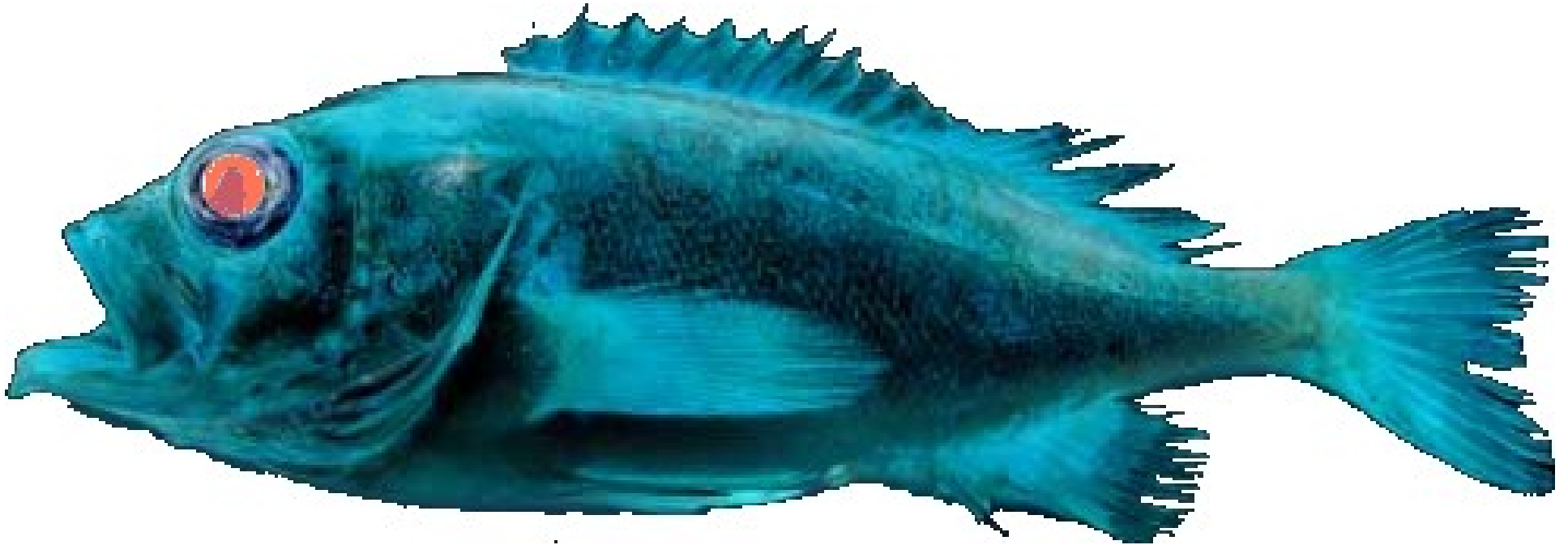
Øystein Gran Larsen

Joint SEAFOODplus and InnovaRFID workshop

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# Quality check

The average consumer today is removed from the origin of products, so they have limited knowledge of what to look for.



And maybe features used in checks, like eyes and gills, are not available anyway.

# What does “fresh” mean?

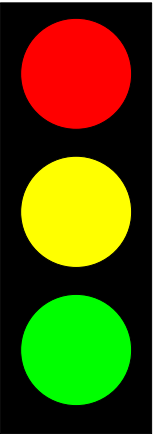
Fresh often means high quality:

*Quality is decided by a product's ability to satisfy the customer's needs, wishes, requirements and expectations every time the consumer buys the product.*

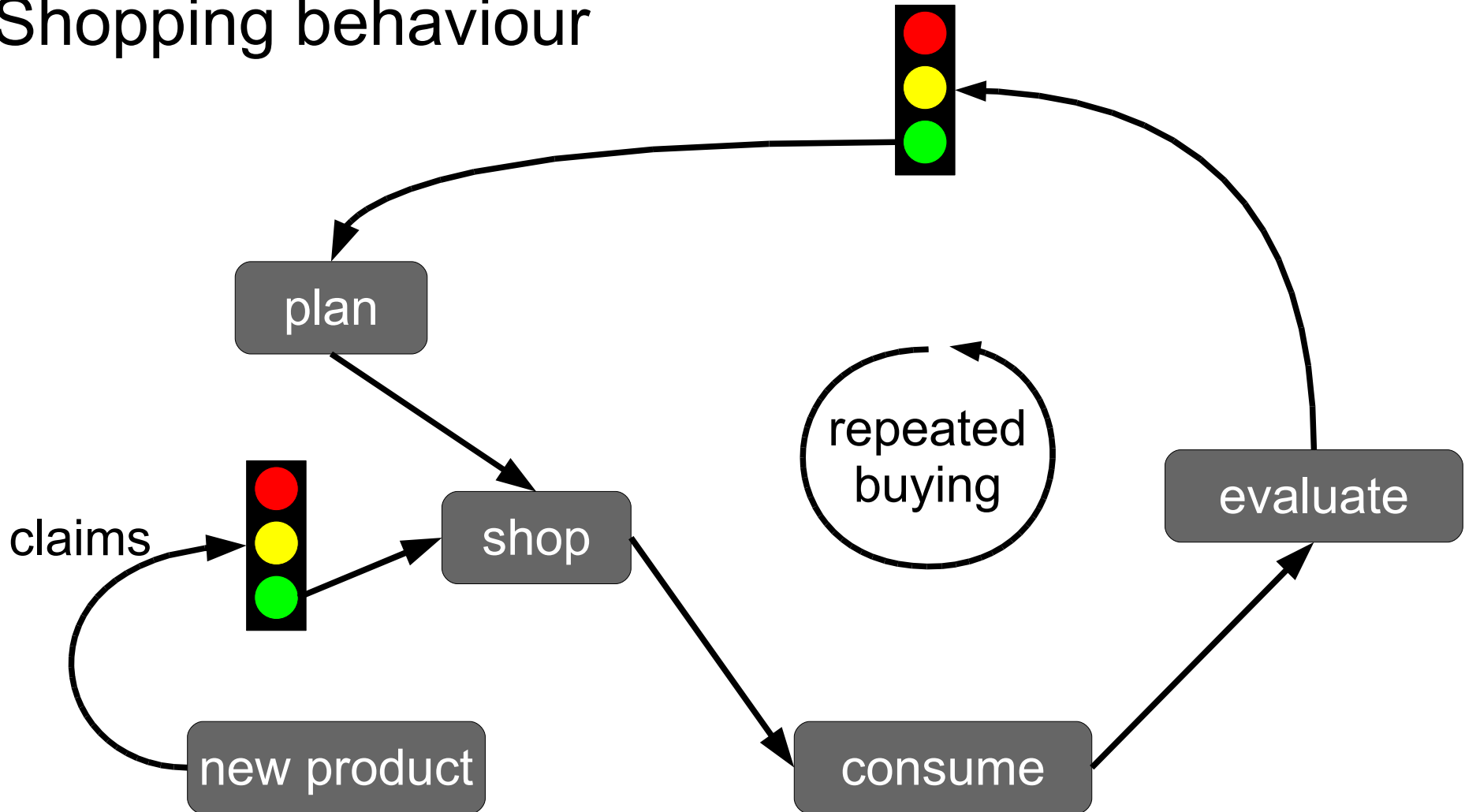
or more simply:

*The same every time*

Experience must be made, but recorded information can become a placeholder for expectations

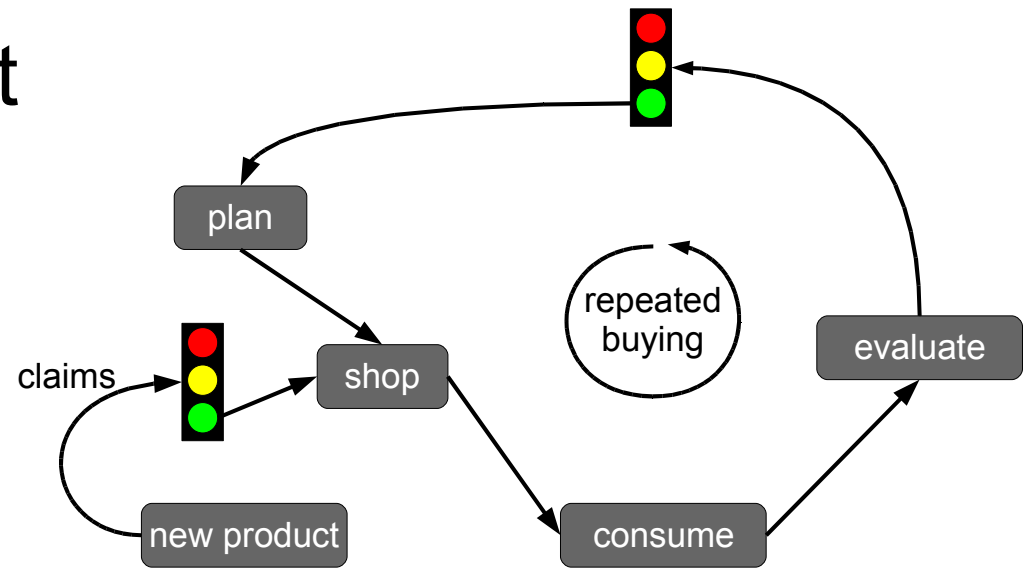


# Shopping behaviour



From inside the shop and onwards, value chains loose control over transport, storage and use!

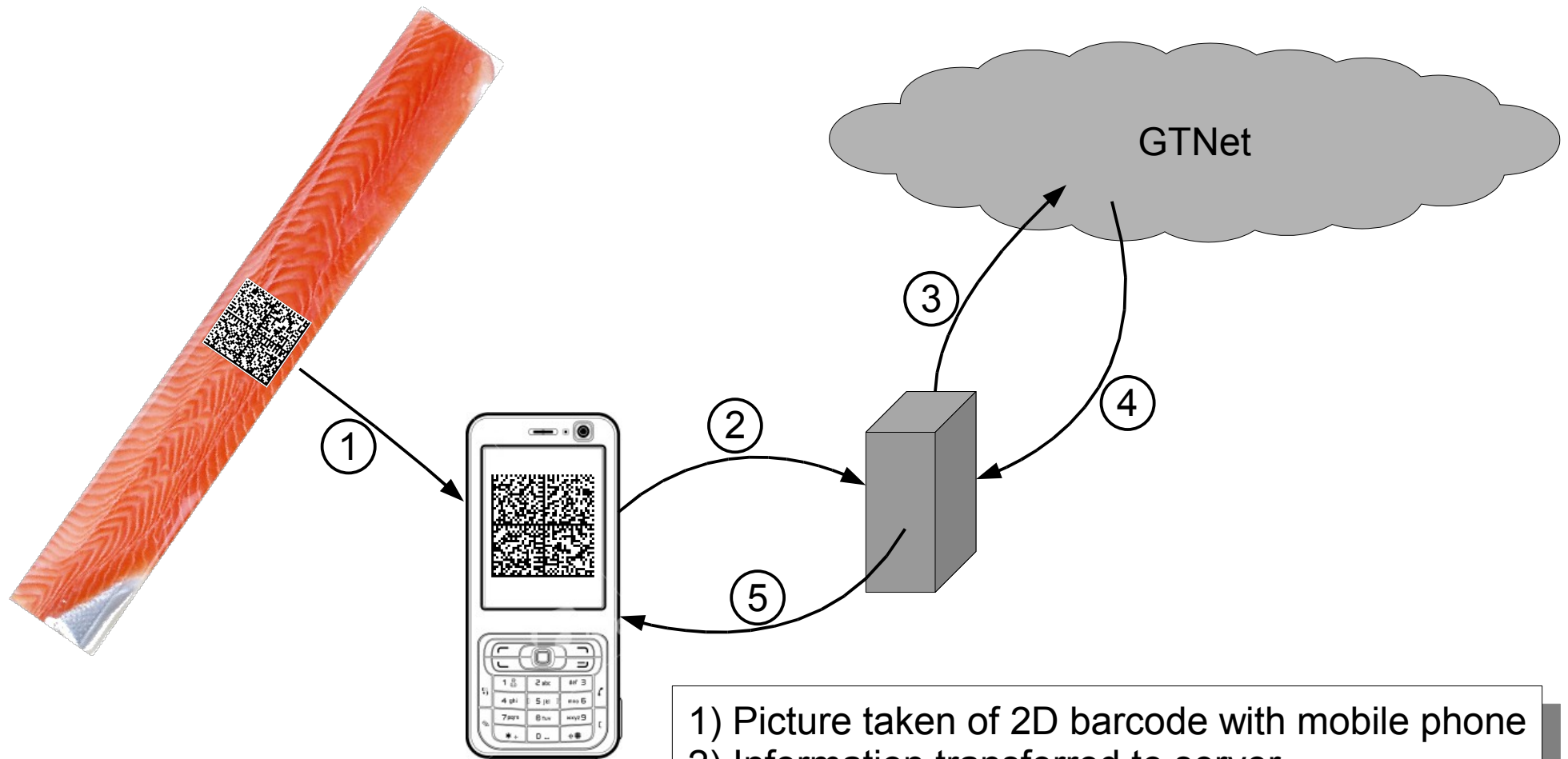
# A traceability traffic light



[20071115\\_GTNet\\_COOP\\_News\\_eng\\_Short.wmv](http://www.tracetracker.com/cgi/news.cgi?id=182)

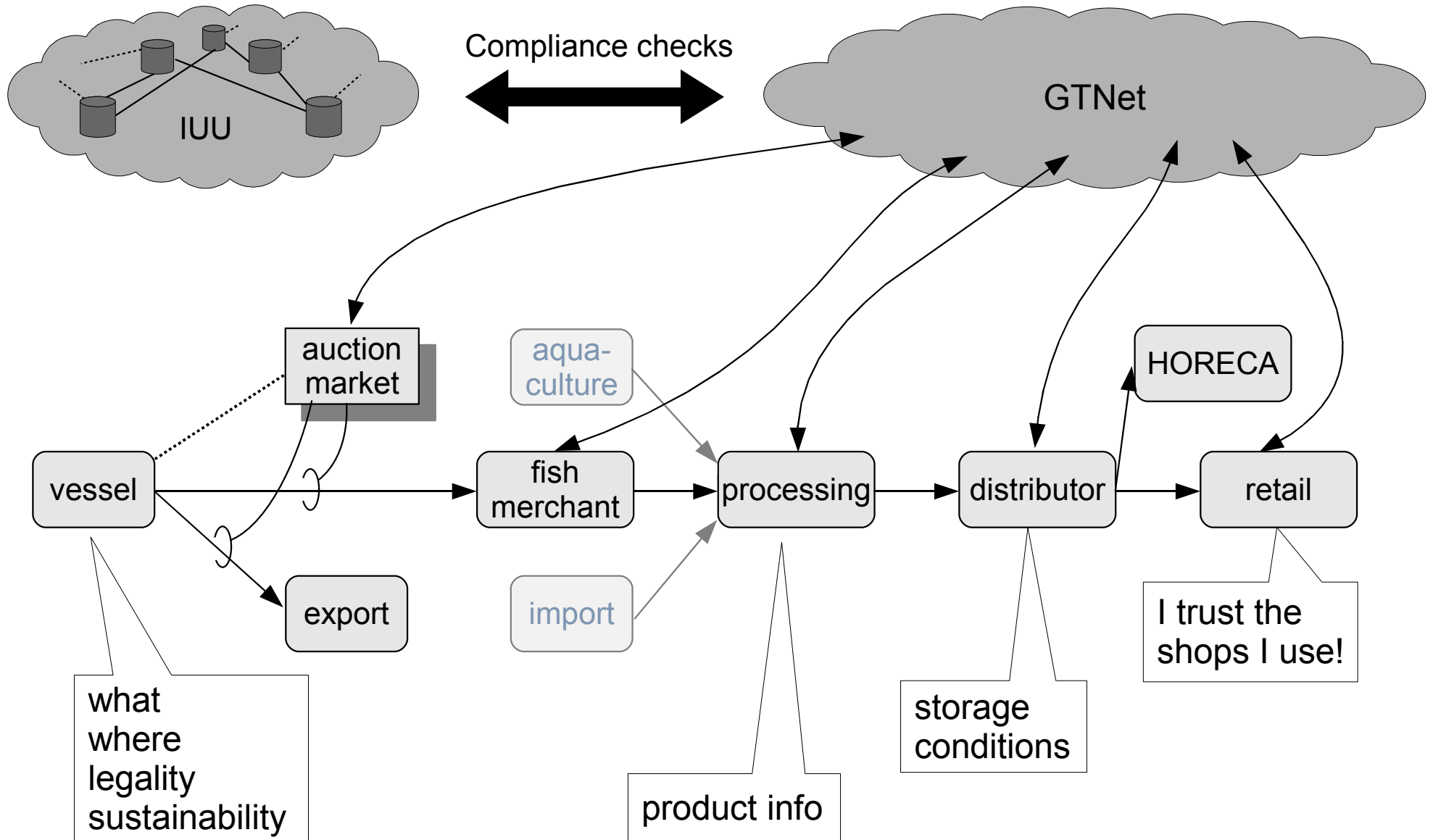
<http://www.tracetracker.com/cgi/news.cgi?id=182>

# Traffic light architecture



- 1) Picture taken of 2D barcode with mobile phone
- 2) Information transferred to server
- 3) Server asks GTNet for information
- 4) Information sent back to server
- 5) SMS transferred back to mobile phone

# Information about products come from a chain



# Example: a seafood product

## Langoustines / Scampi

Otherwise known as Norwegian lobsters or Dublin Bay Prawns, (or “Prawns” in Scotland) Langoustines are found in the deep cold waters off the coast of North East Scotland and are landed at specialist langoustine ports in Scotland and the North of England.

Marks and Spencer have selected a small number of fishermen who are dedicated to fishing langoustines for Marks and Spencer.

Handling of this increasingly popular species needs to be quick and with a good deal of care as quality can deteriorate quickly, Supply is year-round from the ports

Although larger Langoustines can be sold whole or as shell-on tails, smaller Langoustines are peeled and the tail meat covered in crispy breadcrumbs to make Scampi. Although Scampi can also be made from minced or treated Langoustine meat, Marks and Spencer only use whole tail scampi for their products.

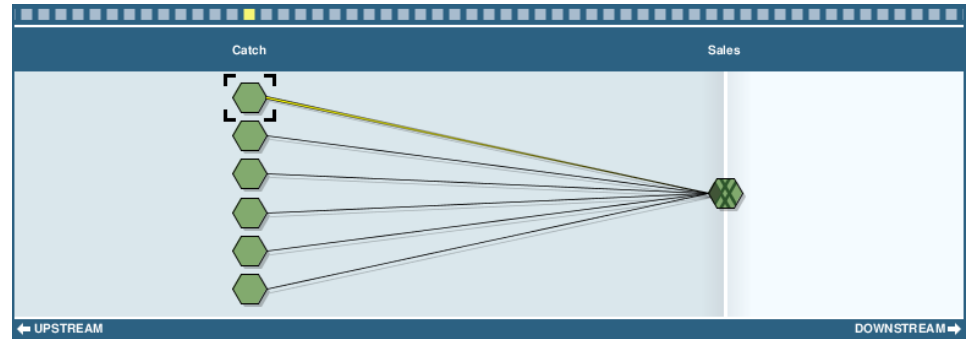


Source: <http://www.marksandspencer.com/gp/node/n/46582031?ie=UTF8&mnSBrand=core>

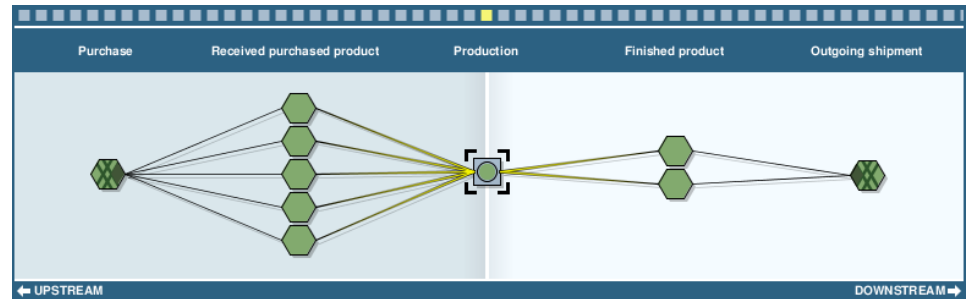


# Individual companies have their information

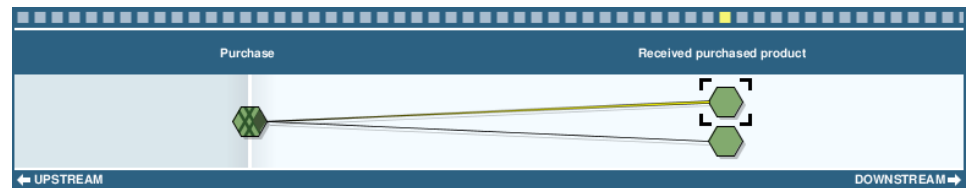
Catch date 4/2/08 19:48  
Code 161-10-001709  
Deck time 07:57  
GPS position 58°04'06"N, 6°06'52"W  
Haul number 1  
Trawl time 05:16  
Weight 25.00 kg



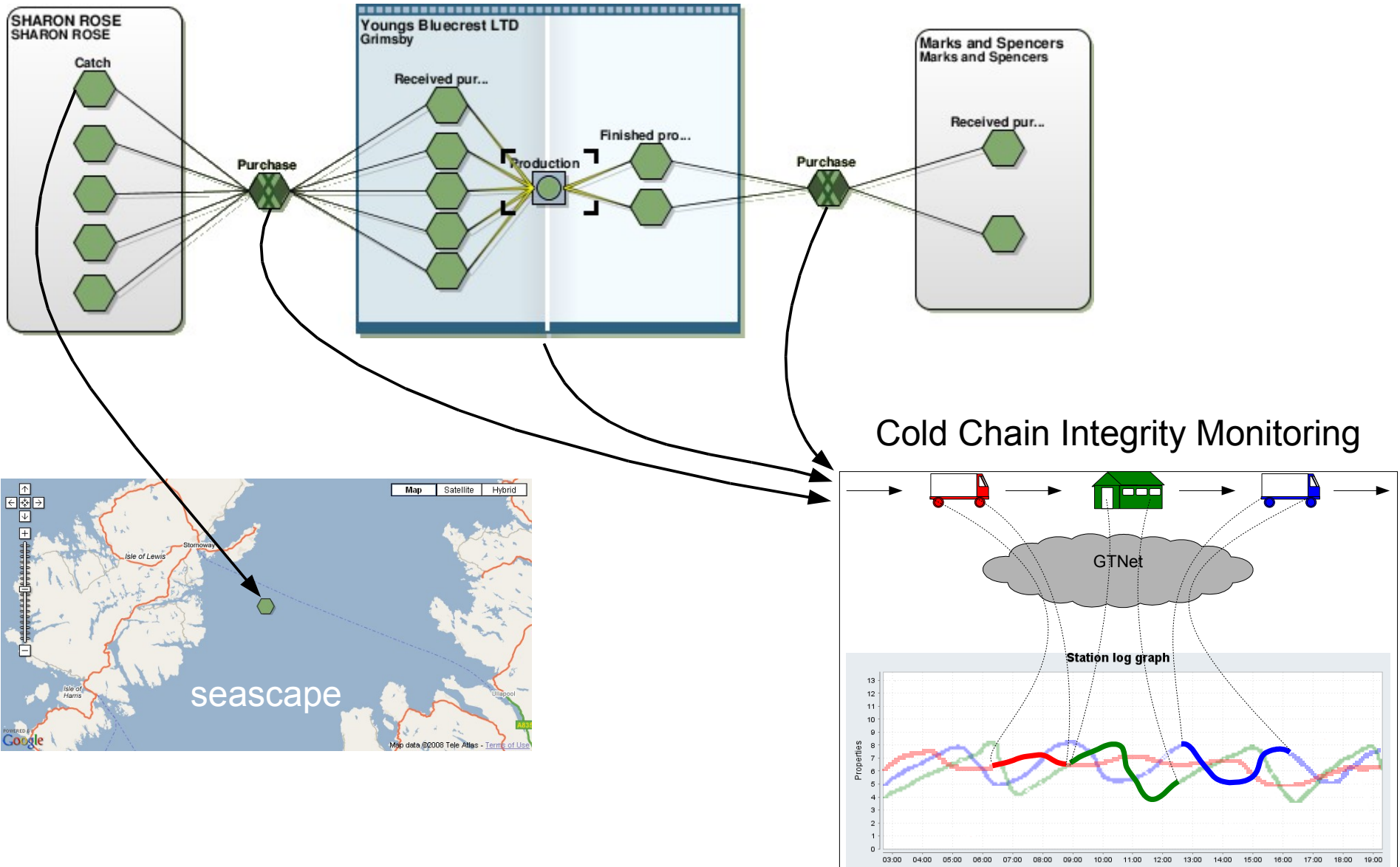
Process description FREEZING AND PACKING  
Producer name Youngs Bluecrest Ltd  
Product description Whole Langoustine 8x300  
Production date 4/3/08  
Production number 2086  
Production step # 3



Article description Whole Langoustine 8x300  
Batchnumber 0304YBL2086-3  
Best before date 7/3/09  
Package description BOX 8x300  
Package quantity 26  
Unit quantity 62.4



# Consumers may want a chain perspective



# Alternative carriers for traffic lights



	<b>barcode</b>	<b>RFID</b>
<b>shop</b>	self scanning	self scanning
<b>home</b>	mobile phone	mobile phone
<b>+</b>	print on paper	no line of sight
<b>-</b>	line of sight	special tags
<b>target confirm</b>	visual	proximity
<b>technology</b>	software	hardware

Whichever you select, GTNet can use it!

# Thank you!



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