

Title: **Traceability Marketing**

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Abstract: This study examines the economic implications for producers of seafood traceability marketing. There is a trend of increasing number of traceability schemes in the marketplace for reasons of health, sustainability, due diligence, transparency, legal and branding etc. European seafood trading companies are taking the opportunity to use these reasons to implement traceability as a central part of their marketing of specific product lines. Traceability enables claims to be made on product and in marketing campaigns. Within the schemes there is often need for verification and monitoring of the entire chain of custody by a third party at significant cost. The marketing may be to final consumer, client company or even NGO to raise profile. Since all links in the supply chain must provide the traceability, this has implications for suppliers. This paper examines how the marketing of traceability affects fishermen, fish farmers and companies involved in exporting traceable seafood products. Furthermore how traceability requirements are developing in terms of what is observed in the marketplace and the capacity of producers to supply this information/service.