

## Carrefour launches blockchain system for fresh fish traceability

Carrefour has launched worldwide the first blockchain food traceability system for fresh fish. In Spain, the company announced the application of this technology to the line-caught hake 'Quality and Origen', which represents a milestone worldwide since it is the first time that this system is used on an extractive fishing product.

The extension of the blockchain technology to the line-caught hake (merluza de pincho) gives continuity to the innovative process that began with farmed chicken reared without antibiotic treatments and confirms the commitment of the chain for this technology.

*Carrefour traceability of "merluza de pincho (line-caught hake)*



### **Merluza de Pincho**

Merluza Europea, *Merluccius merluccius*

Carrefour is a pioneer in the use of this information storage and transmission technology that allows the tracking of an article in all stages of production, transformation and distribution, reaching the highest levels in food safety.



Blockchain offers the possibility of accessing a secure database and distributed in blocks containing the history of all the actors in the chain and their exchanges during the creation and distribution of a product. This allows information to be managed in a transparent manner through independent data.

"The development of this product confirms us again as a reference in the use of the food blockchain since it is the first time that this technology is used to guarantee the traceability of fresh fish," said Jorge Ybarra Loring, commercial director of Carrefour Food Spain.

"The use of this technology allows us to fully guarantee our products with total transparency and with that, to continue advancing in our ambition to lead the food transition for all," he added.

Hake "Quality and Origin" is fished with the art of the longline or skewer; that is, a line is launched with thousands of hooks at different depths, which is why it is selective, clean and sustainable fishing.

The product sold by Carrefour includes in its labeling a QR code that can be scanned through the smartphone. Thus, the consumer can know complete information of each of the hake that arrives at the Carrefour centers since this product is traced unit by unit: for example, it can be known which boat made the catch, the coordinates of the fishing area, the fishing gear used, the exact location of the fish market where it was landed, how it was conditioned and when it was delivered to Carrefour. The line-caught hake offered by Carrefour is available in 24 hours at the chain's fishmongers throughout Spain.

### **With the support of Novamar and the Puerto Celeiro group**

The Puerto Celeiro group is made up of a group of companies that work with the objective of improving the competitiveness of the local fleet and whose activities cover a wide range of services. Among them is Novamar, the supplier of the line-caught hake, which has 20 years of experience. The fish products distribution center of the Puerto de Celeiro Group has a maximum unloading, auction and handling capacity of 75 tons per day, which places it among the main fishing



groups in the country. The group makes purchases in the ports of Celeiro, Burela and Cedeira.

"The mutual commitment in the value chain through systems based on innovation and transparency such as blockchain, bring product and distributor to society and embrace sustainability as the only way forward," said Jesús Lourido, Port Manager Celeiro.

For Fernando Bouza, manager of Novomar, "the blockchain applied to Celeiro hake by Carrefour will mean the total approach between ship and final distributor. Transparency, reliability and total information to the consumer."



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Carrefour plans to apply blockchain technology progressively to other "Quality and Origin" products.

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