

**Alaska Seafood Marketing Institute-**  
**Standard for Traceability of Alaska Seafood**

Version 2, December 2008

**Section 1-Responsibility for the Standard**

This standard is to be used by suppliers of Alaska Seafood worldwide and by third party auditors evaluating traceability of Alaska Seafood. This standard was developed by the Technical Committee of the Alaska Seafood Marketing Institute (ASMI) and will be reviewed and updated over time as appropriate.

**Section 2-Preamble**

The objective of this traceability standard is to assure seafood suppliers, distributors, vendors, and consumers that a claim of Alaska origin for a seafood product can be substantiated and documented. This guarantees origin from Alaska fisheries which are managed on the sustained yield principle pursuant to Alaska State Constitutional mandate (Article 8 Section 4), United States Magnuson Stevens Fishery Conservation Act, and in accordance with international norms such as the United Nations Food and Agricultural Organization (FAO) Code of Conduct for Responsible Fisheries (Code).

It is intended this standard provide a high level of assurance that products displaying the Alaska Seafood logo, or claiming Alaska origin, do originate from an Alaska fishery, and such origin can be substantiated, while not causing unnecessary hardship and expense.

All Alaska Seafood processors and their designated agents, suppliers, and distributors who make a claim of Alaska origin, or use the “Alaska Seafood” logo, must subscribe to the requirements of this Standard, and must guarantee traceability of their products to be eligible for use of Alaska origin identifiers. Criteria for use of the ASMI logo are established in the Policy and Procedures of the Alaska Seafood Marketing Institute, and include the requirement that if the ASMI logo is used on packaging, the product must *originate* in Alaska. Misuse of the Alaska Seafood logo or a false claim of Alaska origin is misbranding under the United States Fair Labeling and Packaging Act (FLPA) Title 15, Chapter 39, #1456. Further, the adoption and use of the corporate seal for Alaska Seafood is established in State of Alaska Statute 16.51.090, and the Alaska Seafood logo is trademarked.

In the United States, the Food and Drug Administration (FDA) regulates misbranding under Section 403, (21 USC 343), and Section 411 (b)(2). In the European Union (EU), geographic origin is protected under EC No. 510/2006. Similarly, Japan addresses misbranding under the Trademark Act, Article 25 and 37(i), and in China under Article 52 of the Trademark Law of the People’s Republic of China.

### **Section 3-Guaranteed Traceability and Control Systems**

As stated in Section 2, all Alaska Seafood suppliers, processors, and distributors must guarantee traceability for Alaska origin. Any entity claiming Alaska origin must have a management system which addresses at a minimum the following elements of traceability:

- incoming—knowing (proving) where the incoming materials come from;*
- separation—keeping Alaska product separate (in space and/or in time) from non-Alaska product at all times;*
- outgoing—packaging Alaska origin product separately from other products; identifying it as originating from Alaska;*
- labels—all incoming and outgoing products should bear requisite information;*
- records—good record keeping of each step in the process (receiving, storing, manufacturing, & shipping).*

Such traceability capacity is widely required around the world. The European Union requires food traceability under EU Regulation 178/2002 “Food Law”. Article 18 defines what traceability principles are, and the requirements. Article 19 lays down the general responsibilities for food business operators. In the United States, the requirement for records which are needed to determine the immediate previous sources and the immediate subsequent recipients of food are established in the 2002 Public Health Security and Bioterrorism Preparedness and Response Act, Section 306.

### **Section 4-Demonstration of Traceability System**

Any vendor, purveyor, or buyer of Alaska Seafood at any point in the seafood distribution chain (Figure A), has the right to request demonstration of, and the responsibility to provide, proof of authenticity of a claim of Alaska origin. This proof may be achieved by several means, including affidavits, recall reports, or a customer or 3<sup>rd</sup> party audit (Figure B).

Signed affidavit. A signed statement from an authorized individual that has responsibility to commit the company may be adequate for some buyer’s assurance that the product they purchase from the company can be guaranteed of Alaska origin.

Customer audit. Many seafood buyers require their own audits for a variety of informational needs. Traceability of product can be one of the elements in customer audits already required by including traceability documentation (example in Table 1 diagram).

Third Party audit. Some seafood buyers require an outside, or 3<sup>rd</sup> party audit. In general, such audits will examine the same kinds of information as above and that required by law (Figure C).

## **Section 5 Examples of typical documentation of traceability**

Included here are examples of the typical records kept by the Alaska Seafood industry that facilitate documentation of traceability. This section is not intended to be all-inclusive for all Alaska products, but several examples are given.

Example 1. Alaska Pollock with shore side processing from Alaska into the US market.(Table 1)

Example 2. Alaska Pollock with at-sea processing from Alaska into the US market. (Table 2)

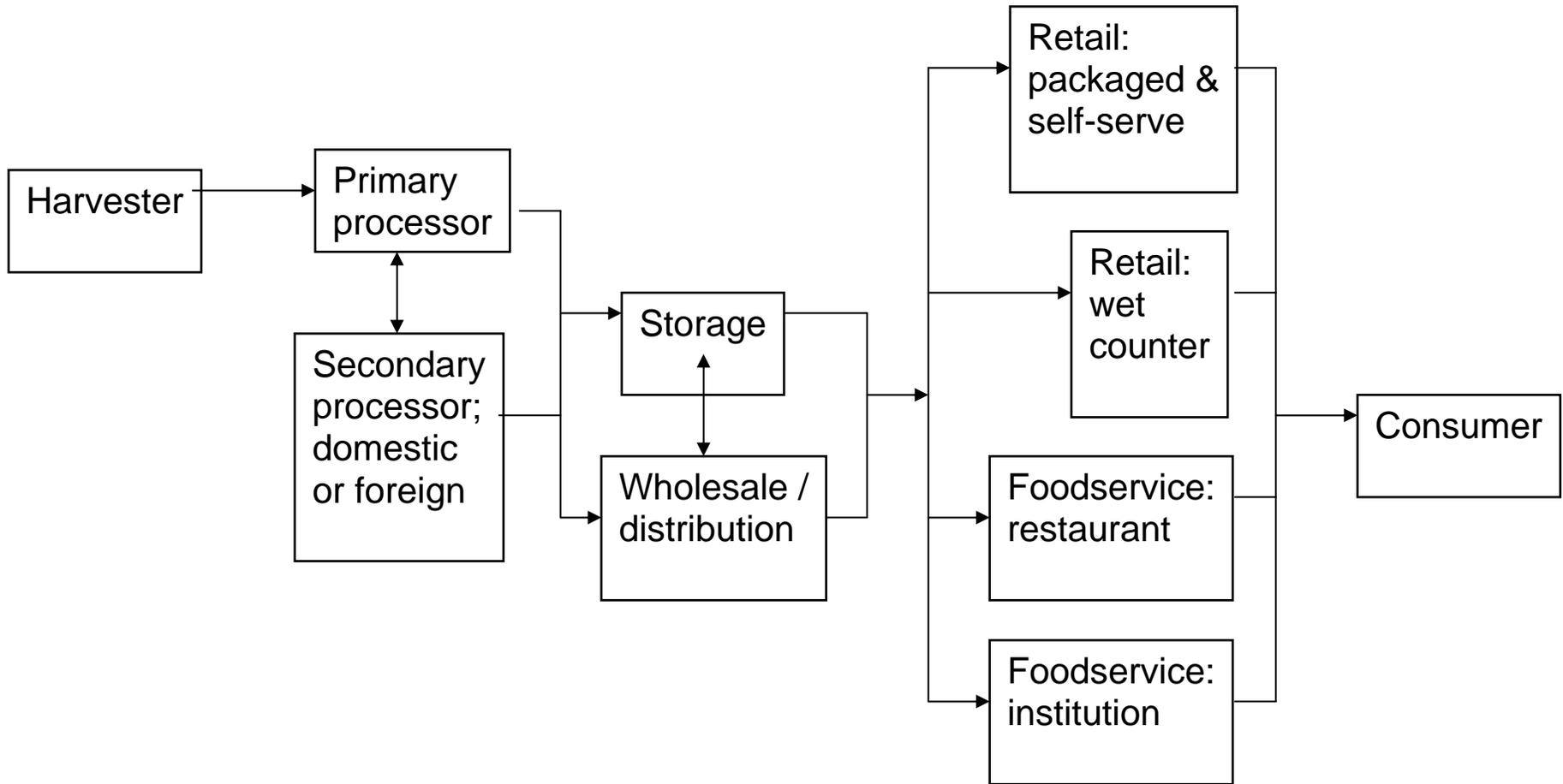
Example 3. Alaska product from Alaska to China (secondary processing) and then to other markets. (Figure D)

Example 4. Alaska Salmon fillets processed in Alaska plants (Table 3)

Example 5. Alaska Canned salmon canned in Alaska plants (Table 4)

Figure A

Product of Alaska origin can be traced  
from any point in the supply chain ...



**Figure B**  
**How To Demonstrate The Traceability Of Alaska Seafood That You Are Selling**

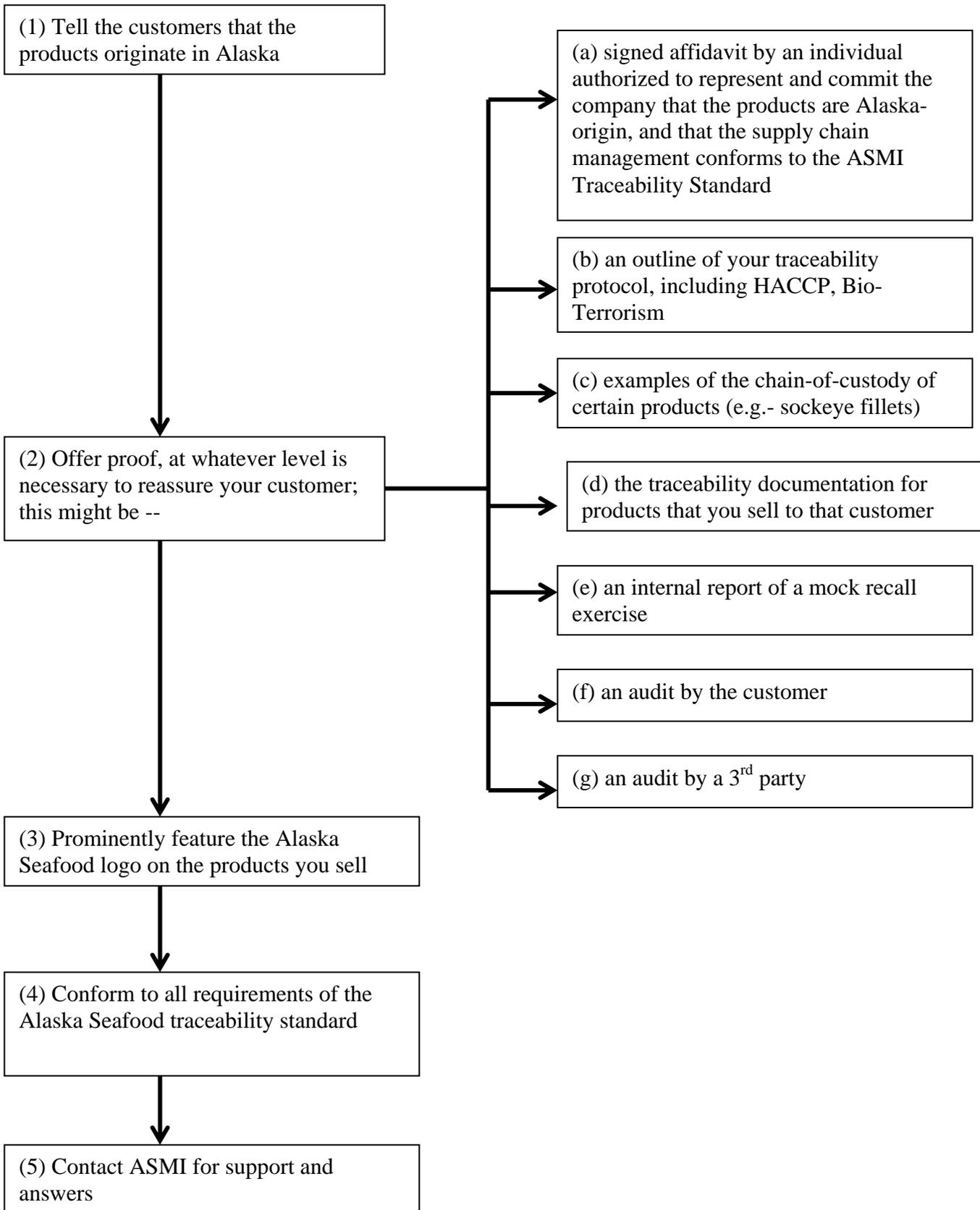
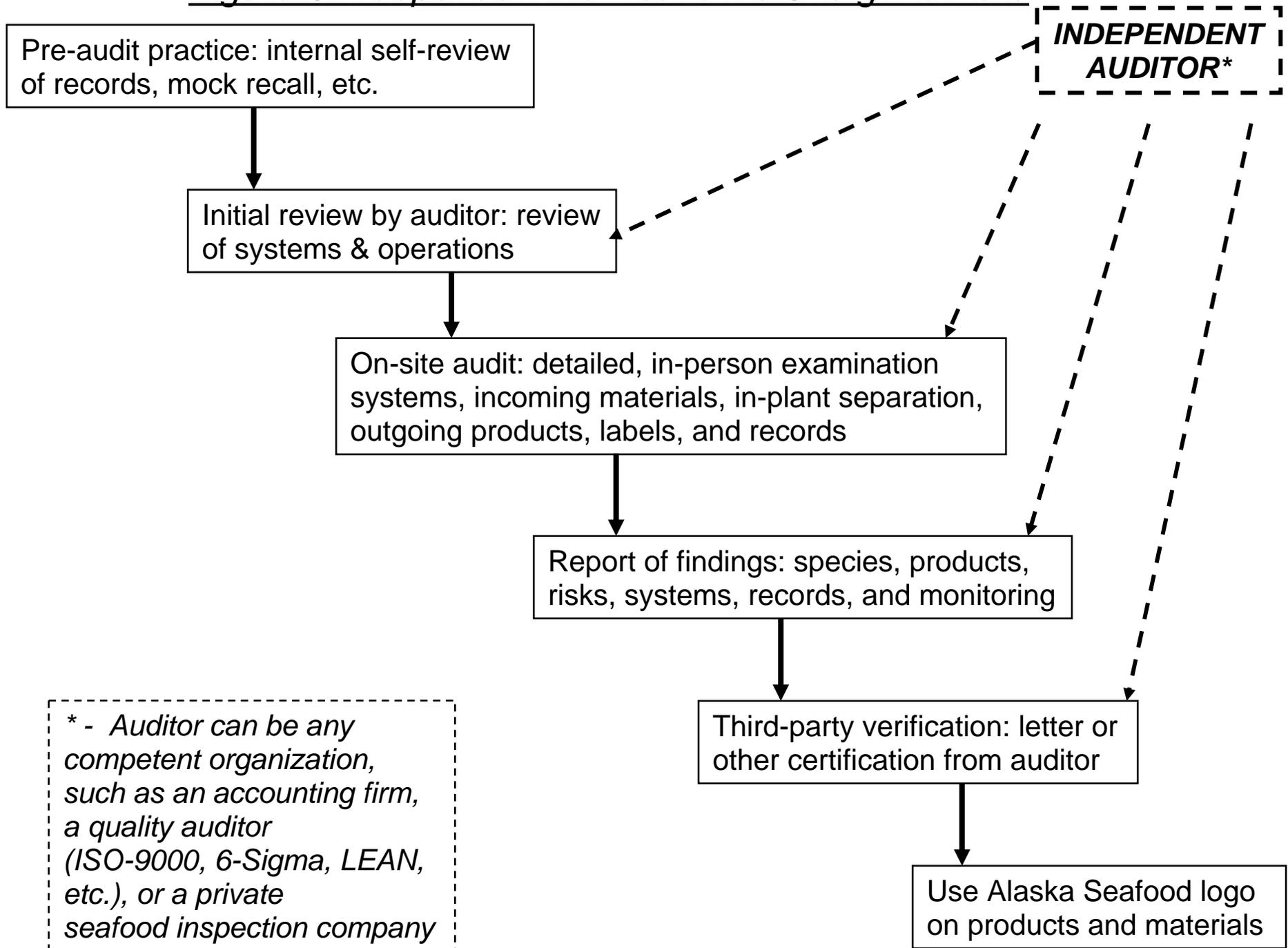


Figure C Independent Verification is Straightforward



**Table 1 Sample Alaska Pollock Shore-side Processing Traceability Process (example)**

**Species** Alaskan Pollock (*Theragra chalcogramma*) **Originating Location** (Plant or Vessel)

---

**Product Form** Fillet Block, Mince Block, Surimi Block, Roe Block, IQF Fillet + Ancillary Products **Final Location:** Domestic and/or international cold storage facility

---

Procedure	Documentary Component	Control Point Responsibility	Describe Chain of Custody Informational Link	Is Product Segregated at this step?	How is it segregated?
1. Delivery/Offloading (Certified Input)	ADF&G Fish Ticket	Facility Office Manager or Vessel Purser (as applicable)	ADF&G Fish tickets indicate volume delivered by species and that vessel and fisherman are licensed to fish in Alaska	No	fish separated by species after receiving into facility
2. Production/Storage	Production Report	Plant Manager, Office Manager and/or Vessel Purser (as applicable)	Describes how much product was produced by species which can be traced back to Fish Ticket/Vessel Delivery Number	Yes	Non-Alaskan Pollock species discarded or run in separate line during production; cases labeled
3. Facility Shipping	Mate's Receipt – or – Loading Talley	Plant Manager, Office Manager and or Vessel Purser (as applicable)	References carrier (mode of transport), product type and volume loaded which can be traced back to Production Report	Yes	Products labeled by species and inventoried
4. Shipping to the Cold Storage	Bill of Lading/Shipping Manifest	Corporate Logistics/Sales Dept.	References description of product (species) and volume, carrier, port of loading and discharge which can be traced back to Mate's Receipt or Loading Tally	Yes	Products tagged and stored separately as individual lot
5. Cold Storage Receiving	Warehouse Receipt/Instorage Note	Corporate Logistics/Sales Dept.	References Shipper, Lot #, description of product (species) which can be reconciled with Shipping Manifests/Bills of Lading	Yes	Products tagged and stored separately as individual lot
6. Shipping to the Customer	Bills of Lading/Outstorage Note	Corporate Logistics/Sales Dept.	References Lot # and description of product (species) which can be reconciled with Warehouse Receipt	Yes	Products tagged and stored separately as individual lot
7. Sales	Invoice	Corporate Logistics/Sales Dept.	References description of product (species) which can be reconciled with Warehouse Receipt	Yes	Pulled from previously assigned individual lots

**Table 2 Sample Alaska Pollock At-Sea Processing Traceability Process (example)**

**Species** Alaskan Pollock (*Theragra chalcogramma*) **Originating Location** (Vessel)

---

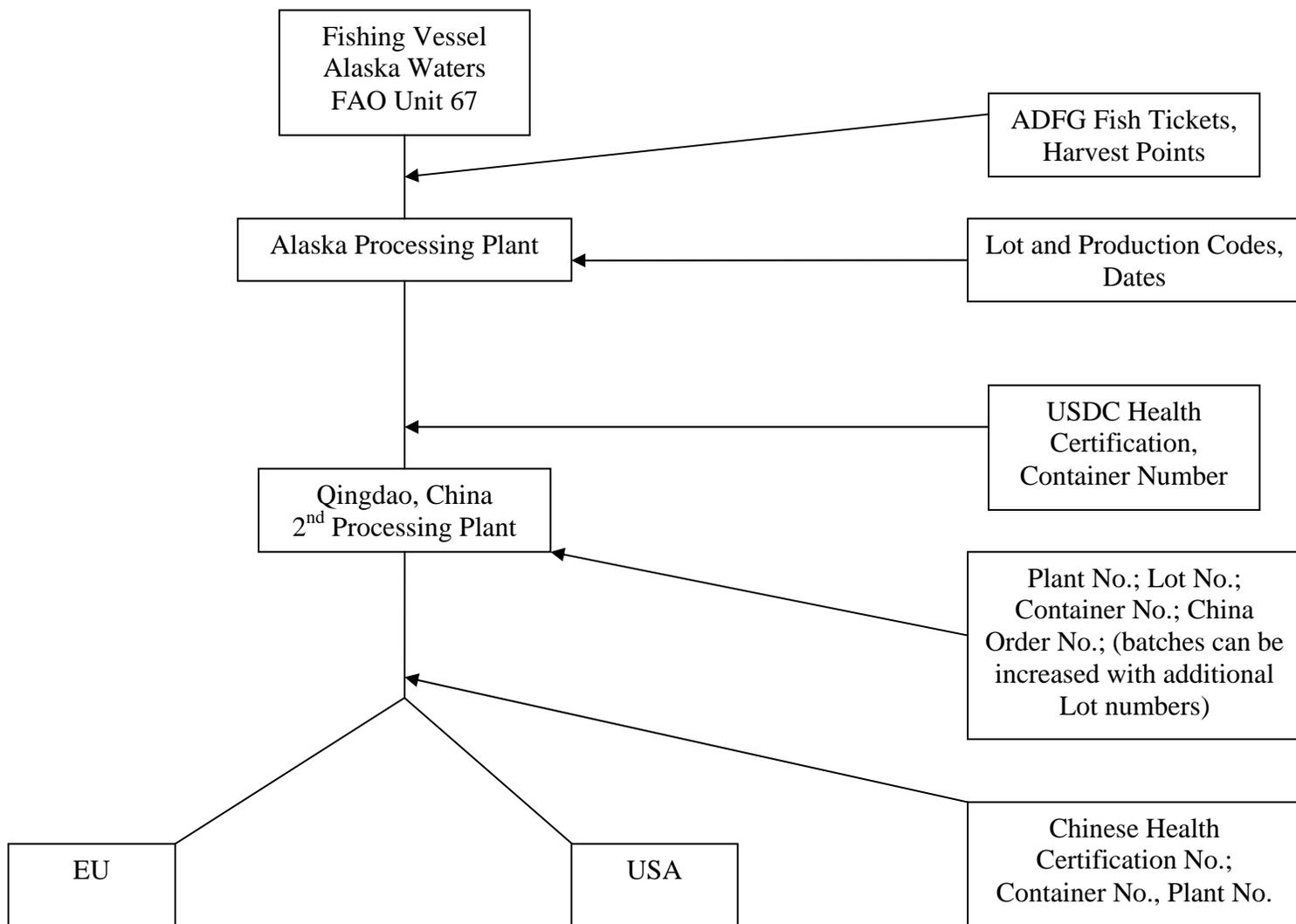
**Product Form** Fillet Block, Mince Block, Surimi Block, Roe Block, IQF Fillet + Ancillary Products **Final Location:** Domestic and/or International

**Cold Storage Facility**

---

Procedure	Documentary Component	Control Point Responsibility	Describe Traceability Informational Link	Is Product Segregated at this step?	How is it segregated?
1. Fishing (Certified Input)	Vessel Tow Log – or NMFS Weekly Report	Vessel Captain, Mate, Plant Manager and/or Purser	Vessel Tow Log/NMFS Weekly Report shows ADF&G statistical area where fish was caught, tow #, overall catch volume and % of catch as Alaskan Pollock (species)	No	fish separated by species after receiving into facility
2. Production/ Vessel Storage	Production Report	Plant Manager and/or Purser	Describes how much product was produced by species which can be traced back to Vessel Tow Log	Yes	Non-Alaskan Pollock species discarded or run in separate line during production; cases labeled
3. Vessel Offloading	Mate's Receipt – or – Loading Talley	Vessel Purser	References carrier (mode of transport), product type and volume loaded which can be traced back to Production Report	Yes	Products labeled by species and inventoried
4. Shipping to the Cold Storage	Bill of Lading/Shipping Manifest	Corporate Logistics/Sales Dept.	References description of product (species) and volume, carrier, port of loading and discharge which can be traced back to Mate's Receipt or Loading Tally	Yes	Products labeled by species and inventoried
5. Cold Storage Receiving	Warehouse Receipt/Instorage Note	Corporate Logistics/Sales Dept.	References Shipper, Lot #, description of product (species) which can be reconciled with Shipping Manifests/Bills of Lading	Yes	Products tagged and stored separately as individual lot
6. Shipping to the Customer	Bill of Lading/Outstorage Note	Corporate Logistics/Sales Dept.	References Lot # and description of product (species) which can be reconciled with Warehouse Receipt	Yes	Products tagged and stored separately as individual lot
7. Sales	Invoice	Corporate Logistics/Sales Dept.	References description of product (species) which can be reconciled with Warehouse Receipt	Yes	Pulled from previously assigned individual lots

**Figure D**  
**Schematic representation: Alaska Product to China for Secondary Processing**  
**then to other Markets: Documentation for Traceability**



**TABLE 3-SAMPLE TRACEABILITY DOCUMENTATION (example)**

***SHOREPLANTS-MULTIPLE ALASKA LOCATIONS***

**SALMON FILLET - ALL SPECIES**

<b>Procedure</b>	<b>Documentary Component</b>	<b>Information Conveyed</b>	<b>Link to Previous Document</b>	<b>Personnel Responsible for Document Completion</b>
Certified Input	ADF&G Fish Ticket	Date, Tender, Vessel, Fisher, ADF&G Permit No., Area . Caught, Fish Ticket No., Company, Species, Quantity, Weight	Fisheries Certification Number	Company Designated Employee
	Tender Tally for Salmon	Date, Tender, Vessel, Fisher, Statistical Area, Species, Quantity, Weight		Tender Captain
Production	Processing Weight Up Sheets/Product on Rate	Date, Vessel, Species, Quantity, Weight	Date, Vessel, Species	Production Manager
	Dock Tally of H&G destined to Fillet	Date, Species, Description, Area Stored, Est. Weight		Dock Supervisor
	VA Product Tally Form	Date, Start Weight, Finished Weight, Prod./Trans. Order No., Species, Description, FP type, Finish Drag Weight		VA Manager
	Packing Manifest	Date, Description, Prod./Trans. Order No., (Work Order No.), Species, Description, Weight		Boxing Line Drag Freezer
Shipping	Van Loading Manifest	Date, Van No, Date Code, Species, Description, Quantity, Weight, Carton Code	Date, Species, Quantity, Weight,	Warehouse
	Packing List	Date, Item Code, Species, Description, Quantity, Weight		Warehouse
	Bill of Lading	Date, BL No., Voyage, Barge, Point Of Loading, Point of Discharge, Carrier No., Consignee, Shipper, Transit No., Species, Description, Quantity, Weight		Traffic
Sales	Invoice			Sales

**TABLE 4****SAMPLE TRACEABILITY DOCUMENTATION - *SHOREPLANTS ALASKA (example)*****CANNED SALMON (ALL SPECIES)**

<b>Procedure</b>	<b>Documentary Component</b>	<b>Information Conveyed</b>	<b>Link to Previous Document</b>	<b>Personnel Responsible for Document Completion</b>
Certified Input	ADF&GFish Ticket	Date, Tender, Vessel, Fisher, ADF&G Permit No., Area Caught, Fish Ticket No., Company, Species, Quantity, Weight	Fisheries Certification Number	Tender Captain
Receiving	Tender Summary	Date, Tender/Dock, Vessel, Fish Ticket No., Species, Quantity, Weight, Location of Tender	Tender, Vessel, Fish Ticket No., Species, Quantity, Weight	Tender Captain
	Tender Summary (Dock)			Beach Boss
Production	Can Line/ Case Up Count Record	Date, Plant Code, Line No., Time, Can Code, Species, Quantity, Weight, Lot No.	Date, Species, Quantity (implies raw material quantity)	QA
Shipping	Shipping Manifest	Ship Date, Container No./, Seal No., Ship To., Shipper Reference No., Product Code, Species, Description, Pallet No., Can Code, Quantity, Weight	Can Code, Species, Quantity, Weight	Warehouse Database