

## MAC/NSAC/NWWAC Webinar

Blockchain and other new technologies for the transmission of traceability information and other data in the seafood supply chain

Online, 2 December 2021, 14:00 – 17:30 CET

### SPEAKERS

#### Moderator:

**Philip L. Heggelund, Senior Traceability Expert and Senior Full-Stack Software Engineer, Institute of Food Technologists (IFT)** works in the seafood traceability industry and has a deep understanding of software development, data science, traceability systems, and traceability standards. Mr Heggelund co-led the writing of the Global Dialogue on Seafood Traceability (GDST) Technical Standard, participated on the EPCIS 2.0 working group, and has co-designed and developed a traceability solution for seafood. He continues to work on enabling interoperability in the traceability industry and aims to make interoperability as easy as email.

### INTRODUCTION

**Kenn Skau Fischer, Executive Committee Chair, NSAC** is the CEO for the Danish Fishers PO, one of the largest producer organisations in the EU. Mr Skau Fischer has more than 20 years of experience working with fishery policy and management in Denmark and in the EU. He also chairs several positions at national level, including the Danish umbrella organisation, the Fishing Branch, promoting fish and fish products in Denmark.

**Nada Bougouss, Senior Fish Value Chain Expert, FAO** is part of the Value Chain Development Team (NFIMV), FAO's Fisheries and Aquaculture Division. Within NFIMV, Ms Bougouss worked on post-harvest issues, eco-labelling, certification and traceability. Previously, Ms Bougouss served as quality and marketing specialist for seven years at the Centre for Marketing Information and Advisory Services for Fishery Products in the Araba Region "INFOSAMAK". She also worked as monitoring and outreach officer for one eco-labelling scheme owner. Nada holds a M.Sc in Food Science from the Institute of Agronomy and Veterinary Science Hassan II (Rabat, Morocco) and a M.Sc in Aquatic Food Security from the University of Stirling, UK.

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**Nena Dokuzov, Head of Project Group for New Economy and Blockchain Technologies, Ministry of Economic Development and Technology, Slovenia**, encouraged and led the preparation of the Action Plan for Blockchain Technology, which was adopted by the Government of Slovenia in May 2018. Ms Dokuzov is a national representative at the European Blockchain Partnership. In 2019, she became Head of Delegation of Slovenia at UNECE and was a member of the expert team at UN/CEFACT in the preparation of the white paper on blockchain and practical implications of blockchain technology for the achievement of SDGs 2030. She is also a member of the OECD's Blockchain Expert Policy Advisory Board and a Vice-Chair of the Advisory Group for Advanced Technologies at UNECE.

**European Commission representative (TBC)**

### PRESENTATIONS BY EXPERTS

**Petter Olsen, Senior Scientist, Nofima** works with applications of information and communication technology in the food industry, especially related to information logistics, traceability, Internet of Things, blockchain technology, authenticity, fraud, production management, simulation, sustainability and decision support systems.

**W. Nikolaus Probst, Senior Scientist, Thünen-Institute of Sea Fisheries**, is a fisheries biologist and works on the implementation of fisheries and conservation policies. Mr Probst was involved in several ICES activities around implementing the Marine Strategy Framework Directive. Working on the boundary between fisheries science and management, he was intrigued by the technology of blockchains and sketched some ideas on how new digital technologies could improve the trust and transparency in fisheries in a paper, which is among the first to review blockchains and big data in fisheries.

**Tomaž Levak, Founder, Trace Labs Group** is also co-founder of OriginTrail, the world's first Decentralised Knowledge Graph. Based on blockchain, OriginTrail connects the physical world and the digital world in a single connected reality by making all different assets discoverable, verifiable and valuable. It is being used by world class companies (e.g., over 40% of US imports including Walmart, Costco, Home Depot are exchanging security audits with OriginTrail DKG) in multiple industries. From physical to digital. From data to assets. From Web2 to the semantic layer of Web3.

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**Frank Fleming, Founder & CEO, Verifact** is a former commercial fisherman. Mr Fleming established Verifact in 2009 to provide software solutions to the seafood industry focused on sustainability, food safety, and traceability. The Verifact blockchain platform is currently used in supply chains in Ireland, the UK, and mainland Europe.

### PANEL DISCUSSION

**Emiel Brouckaert, Chair, NWWAC** started his career as a Merchant Navy Officer. After his career at sea and in the management of a shipping company, Mr Brouckaert joined Rederscentrale, in 2007, as Chief Executive. Rederscentrale is the only Belgian recognised Producers Organisation and Fishing Vessels Owners Federation. He has been Chair of the NWWAC's Executive Committee since 2016.

**Patrick Murphy, CEO, Irish South and West Fish Producers Organisation** (soon available)

**Alf-Gøran Knutsen, Managing Director, Kvarøy Fiskeoppdrett AS** is a former economics teacher and a recognised pioneer in the aquaculture sector. Mr Knutsen's farm, Kvarøy Arctic, helped to define the Whole Foods Farmed Salmon Standard and is the only farm to have the ASC, SFW, BAP, Global GAP, IBM Food Trust block chain and American Heart Association's Heart Check Seal at one time, effectively making it the most certified and recommended salmon farm in the world.

**Angel Matamoro Irago, Chief CSR Officer, Nueva Pescanova** oversees Pescanova's Responsible Action and Sustainability Strategy. Mr Matamoro has great experience in consumer food products and has held different management positions in the Nueva Pescanova Group prior to his current responsibilities.

**Britta Gallus, Head of Corporate Responsibility and Transparency, METRO AG**, in more than 20 years of professional experience, gained a lot of expertise in wholesale and retail business and a profound knowledge in trade associations. Since 2013, Ms Gallus is highly engaged in fish and seafood traceability. Ms Gallus is steering METRO's traceability solution PROTRACE and promoting overarching transparency initiatives with the aim to foster a community approach. Outside METRO, she is Co-Chair of the advisory board of fTRACE and Co-Chair of the Global Dialogue on Seafood Traceability (GDST) Steering Committee.

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## CONCLUSION

**Guus Pastoor, Chair, MAC** is the Chair of the board of AIPCE, the European Federation of Fish Processors and Importers and has over 25 years of experience in the fish sector. Mr Pastoor is also Chair of the General Assembly of the North Sea Advisory Council and of the North Atlantic Seafood Forum. At the national level, he chairs the Dutch Fish Federation (Visfederatie), the Inter-branch Organisation for Brown Shrimp Fisheries, and is Vice-Chair of the Dutch Fish Marketing Board. He graduated at Rotterdam's Erasmus University with a degree in business and fiscal economic. Prior to his work in the fish sector, he worked as a manager and business consultant in the dairy industry for several years as well as the logistic sector.

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