

Cumbrian plans online traceability

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U.K. retail supplier Cumbrian Seafoods is partnering with U.S.-based Trace Register to introduce an online system to allow consumers to trace seafood back to source.



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Cumbrian has been using the system for its warmwater shrimp for some time without issues and is now planning to roll it out across all of its products.

“Our aim is to be able to get all the information up on the website within four hours of production, which will allow people to be able to see where their fish and shellfish has come from,” said Graham Anderson, buying director, Cumbrian Seafoods. “We are already starting to roll the plan out and our aim is by March 2011 all of our products will be on this system.”

A further benefit of using an automated information management system is that details can be shared electronically, saving time and avoiding the potential for information being lost, the company said.

At the same time, Trace Register is seen as a sales tool to enhance customer confidence, allowing anyone concerned about the true source of their seafood to access a clearly defined supply chain.

Cumbrian Seafoods is also teaming up with certification body, Global Trust, which will validate all the information posted on the website.

Andy Furner, Trace Register Vice President, said he was “delighted” that Cumbrian Seafoods has chosen their system “for this exciting project.”

“Implementing our system will give Cumbrian Seafoods “push of the button” traceability back to the product source and deliver an electronic platform connecting Cumbrian Seafoods suppliers and customers” he said.

He applauded Cumbrian Seafoods as leading the way in recognizing the opportunities presented by using the Trace Register system and innovatively implementing it as “a competitive tool for their business.”

Cumbrian reported a return to profit and a growth in group sales of 7.8 percent to £164 million (€200.1 million/\$254.2 million) for its 2010 financial year.

Cumbrian Holdings, which is the parent company of Cumbrian Seafoods and shellfish supplier Border Laird, reported a profit after tax of £2.5 million (€3 million/\$3.9 million) on sales of £164 million (€200.1 million/\$254.2 million), compared to a loss of £5.1 million (€6.2 million/\$7.9 million) on sales of £152.3 million (€185.8 million/\$236.1 million) for the prior year.

The group operating profit was £3.7 million (€4.5 million/\$5.7 million), compared to a loss of £2.9 million (€3.5 million/\$4.5 million) for 2009.

Cumbrian Seafoods accounted for £155.4 million (€189.6 million/\$240.9 million) of its turnover, while Border Laird brought in revenues of £14.3 million (€17.4 million/\$22.2 million). The group figure of £164 million (€200.1 million/\$254.2 million) comes from a combination of the two figures; minus £5.4 (€6.6/\$8.4) for inter company sales.

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