



Trace Register inks China deal

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Trace Register has partnered with a Chinese food traceability firm to jointly track the origin, processing history, and integrity of seafood sourced in China.

Under the deal, Trace Register will work with China Trace, a Chinese firm that develops, tests and implements food traceability solutions to offer the service.

The aim is to allow China Trace clients to use the Trace Register system to communicate supply chain custody, safety, quality, sustainability and other information to customers in Europe, Japan, and North America.

The partnership was announced on Nov. 2 at the 2010 China Fisheries & Seafood Expo in Dalian.

Trace Register CEO Phil Werdal said the partnership will bring transparency and certainty to the market for Chinese seafood and other products destined for export markets.

“We are delighted that China Trace chose our system for all of their food products,” Werdal said. “This represents a huge leap forward, not just for producers, but for all links of the supply chain. We believe that together, China Trace and Trace Register can help bring needed assurance to the market.”

Trace Register clients in China will be able to use China Trace's internal traceability solution -- i-Trace -- to automate the upload of information to the Trace Register system.

The Trace Register system overlays the physical supply chain with an “information supply chain” that connects trading partners worldwide. It is today used by over 400 businesses in 24 countries, and in the supply chains of global retailers.

ChinaTrace has developed a platform for public supervision of food quality and safety in Shandong province, as well as multiple traceability solutions for pork, poultry, fruits and vegetables, and aquatic products, including food export and retail terminal queries.

The alliance between ChinaTrace and Trace Register extends to integrating certification, audit and laboratory test results that are independently provided by third parties in China.



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