

CIO

PERSPECTIVES

YOUR IT LEADERSHIP COMMUNITY

PRODUCED BY



TraceMyCatch

www.tracemycatch.com

Tony Costa
Bumble Bee Foods
SVP, CIO



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Bumble Bee Foods

One of North America's best-known consumer packaged goods companies for over 120 years

Iconic brands and diversified products

- Leadership positions in virtually every segment of the U.S. and Canadian shelf-stable seafood market
- Not just a tuna company: ~50% of revenue is generated from other products

BUMBLE BEE.
SEAFOODS



CLOVER LEAF

Love the taste every time.

BRUNSWICK



SNOW'S

ANOVA

CIO
PERSPECTIVES

Market leader with strategic focus on innovative growth opportunities

- #1 U.S. albacore tuna, canned salmon, sockeye salmon, sardines and clams; #2 U.S. overall tuna and pink salmon
- #1 Canadian albacore tuna, light meat tuna, salmon, sardines and other specialty seafood segments



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Global Sustainability Leadership

- Founder of the International Seafood Sustainability Foundation (www.iss-foundation.org)
- Partnering with global scientists, tuna processors and World Wildlife Fund
- Supporting long-term tuna sustainability programs through science-based initiatives





The World of (Millennial) Change

- **61%** expect their foods to be GMO-free vs. 46% of those aged 50+.
- **54%** expect ancient grains to be included in foods vs. 29% aged 50+.
- **68%** are willing to pay more for organic foods, and 66% will pay more for sustainable foods -- about 30% more than those aged 55+.
- **35%** say trust in smaller brands has grown vs. only 18% of aged 55+.
- **43%** say they would buy all of their food online if possible vs. only 14% aged 50+.
- **69%** take a photo or video of their meal before eating -- essentially providing a free spotlight on brands or restaurants they feature.



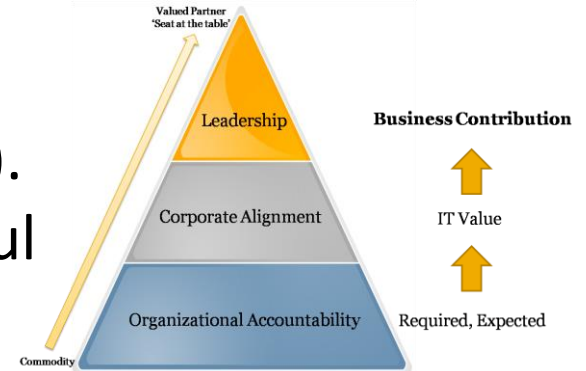
The Future of Food. Are You Ready for the Millennials? - Maru/Matchbox, February 2017

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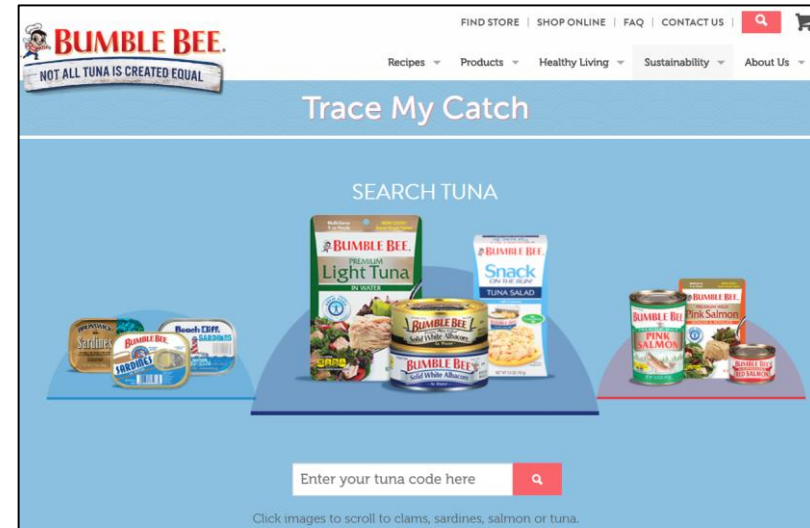
TraceMyCatch Background

- This is **not** about technology. Focus is 'Business Contribution'
- The CIO role and Authentic Leadership – CIOPLA 2015
- IT Leadership = bringing value to the business
- Driving cross-functional partnerships
- Identify a need. Quantify the value (RCE). Drive executive support. Insure successful execution.



TraceMyCatch Objectives

- Provide complete transparency to our consumers and retailers
- Improve integration of our global supply chain
- Optimize manufacturing efficiencies in Fiji plant
- Increase visibility into our largest investment



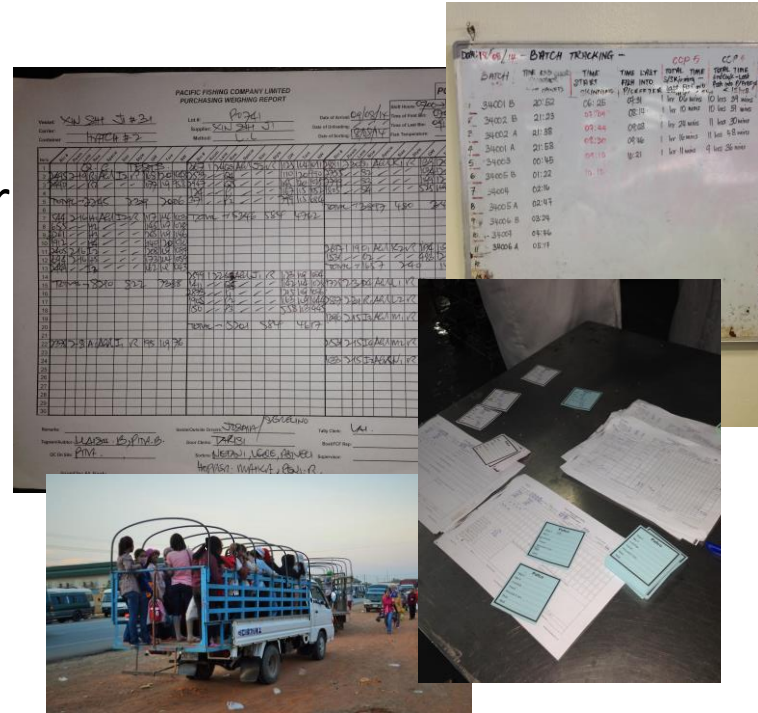
TraceMyCatch Levuka, Fiji

Remote Island off the Fijian mainland



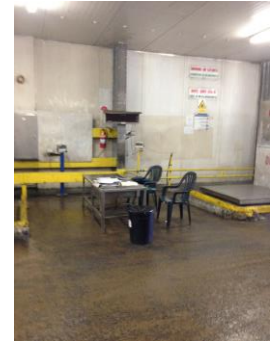
TraceMyCatch Challenges (Fiji)

- Fijian government-owned facility
- Limited local IT support capabilities
- 90% of processes implemented on paper
- Cultural transformation
 - Computer skills and training
 - Change management and buy-in
 - Work schedules by village
- Unreliable infrastructure and internet
- Complete technology upgrade in factory
- Run local, integrate globally



TraceMyCatch Challenges (Fiji)

- Comprehensive technology upgrade required:
 - Servers, storage, firewall
 - network, internet, wireless
 - computers, tablets, scanners
 - scales, bar codes, printers, etc.
- Enterprise-level equipment delivery to Fiji
- Custom factory floor enclosures



TraceMyCatch Challenges (Web)

- Customer and retailer website experience
- Level of transparency to share publicly
- Meaningful information for consumer audience
- Global supply chain data integration (from catch-to-can)

TraceMyCatch Project

- 9-month project – assessment to implementation
- Project co-champions – EVP, COO and SVP, CIO
- Project owners – SVP, Marketing; Fiji factory mgmt; Fiji gov't employees; Bumble Bee plant mgmt; Bumble Bee VP Sustainability

TraceMyCatch Solution


- Complete digital transformation of the Fiji factory
 - Infrastructure overhaul
 - Implemented software package locally
 - Real-time integration with corporate systems
 - Bar code tracking through entire process
 - Inventory management and visibility
 - Work-in-progress reporting
 - Shipping and customs documentation
 - Daily production close vs. weekly
 - Immediate management reporting and dashboards



www.tracemycatch.com

Trace My Catch

SEARCH TUNA




Enter your tuna code here

Click images to scroll to clams, sardines, salmon or tuna.

FIND YOUR CAN CODE

The can code is located on the bottom of your Bumble Bee® Product next to the "best buy" date



DON'T HAVE A CAN?

Discover traceability using one of our sample product codes


Solid White Albacore
5155SC2SKP

Chunk Light Tuna
5037SK4CLP

SPECIES

ALBACORE

The fish in your product is 100% Albacore Tuna (*Thunnus alalunga*).



FISHERY LOCATION

SOUTH PACIFIC OCEAN ALBACORE STOCK


The albacore in your product is from the South Pacific Ocean.

The last assessment of the Southern Pacific stock determined the stock is not in an overfished condition relative to Maximum Sustainable Yield (MSY) and that fishing levels are below the MSY level. MSY is the upper limit on fishing that allows the population to replenish an equal or greater amount than what is being removed from our oceans.

FISHING METHOD

LONGLINE

The albacore in your product was caught using longline fishing gear. Longline fishing is the best method for catching large, adult tuna that swim deeper in the water column, and is used to catch mature albacore, yellowfin and bigeye tuna. About 12% of the world's tuna are caught using this method.



Species **Fishery Location** **Fishing Method** **Vessel Information** **Processing** **Cannery**

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VESSEL INFORMATION

THE FISH IN YOUR PRODUCT WAS CAUGHT BY...*

SUNSHINE 802



Nation of Record: Fiji
Trip Beginning: December 27, 2014
Trip End: March 23, 2015

← →

MULTIPLE RESULTS, WHY?

SPECIES FISHERY LOCATION

LOCAL PROCESSING

LEVUKA, OVALAU, FIJI.

The albacore in your product landed at the local processing plant in the town of Levuka, on the small island of Ovalau, Fiji.

Ovalau is a small island of less than 10,000 people located in Fiji, in the heart of the South Pacific albacore fishing grounds. Landing our albacore in Fiji gives a boost to the local economy by providing jobs, and to the community by engaging the islanders with the global tuna industry.


Here in Levuka, the whole albacore fish, called rounds, are processed and finished into frozen loins, which are shipped to our cannery in the United States.

SPECIES FISHERY LOCATION FISHING METHOD VESSEL INFORMATION PROCESSING CANNERY

CANNERY

USA

Your tuna was proudly canned in the USA!



The frozen loins are shipped directly to the cannery where the canning process is entirely automated. The tuna move in a single line from the filling machine to the packaging sealer. The sealed product is then cooked, cooled, and labeled. Once they pass Quality Assurance approval, the cans are prepared for shipment to your local market.

SPECIES FISHERY LOCATION FISHING METHOD VESSEL INFORMATION PROCESSING CANNERY

TraceMyCatch Benefits

- Gathers industry leader recognition from retailers
- Delivers real-time integration of supply chain and production information
- Provides product information, educates consumers, and **gives consumers confidence**
- Offers manufacturing efficiencies, improved data accuracy, enhanced manageability of factory production cycles
- Becomes an investment in the future for consumer and retailer requirements

What's Next?

- TraceMyCatch 2.0!
- Indonesia and Vietnam here we come...

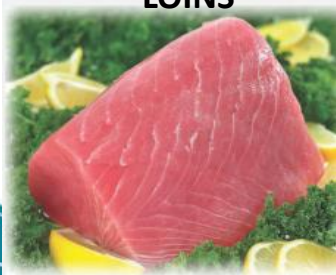


TraceMyCatch 2.0



- Anova Food, LLC is the largest, sashimi grade tuna company in North America
- CLEARSMOKE, Anova's patented proprietary preservation process
- An industry leader in the global sourcing of wild caught & sustainably harvested tuna
- Committed to environmental & social responsibility

LOINS



STEAKS



SAKU



POKE



VALUE ADDED



Industry Leader in Frozen Seafood Sustainability



Award of Corporate
Excellence (Finalist)-
2012



Fishing & Living Initiative Since 2008



Visit from Secretary of
State John Kerry-2013



Working with the
Clinton Global Initiative



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Top National Accounts prefer Anova!

2016 Supplier of the Year



2016 Supplier of the Year



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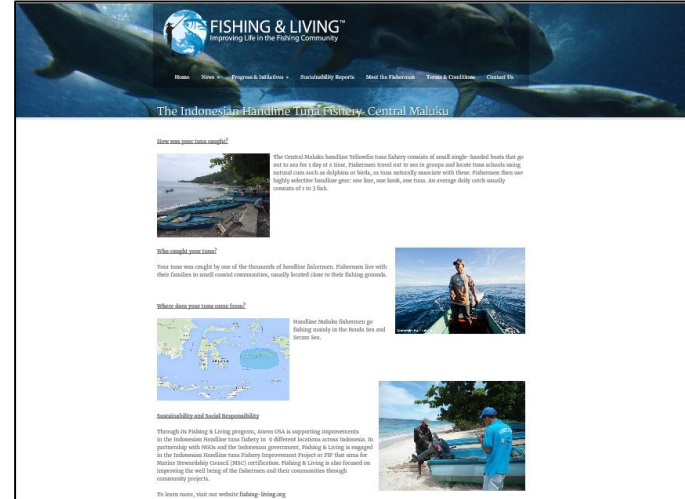
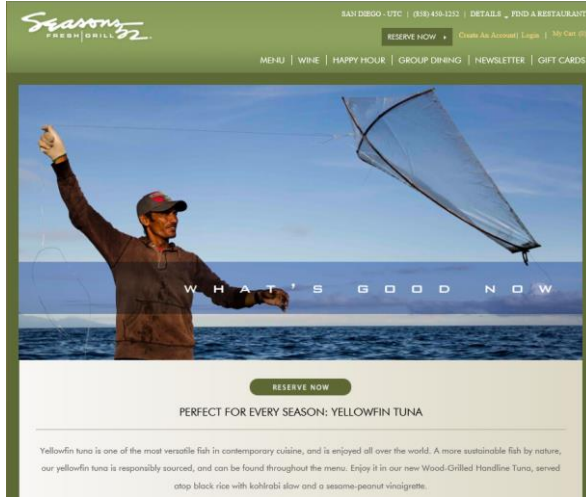
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Traceability To Your Table



Every case of Anova tuna supplied to Darden has a QR code



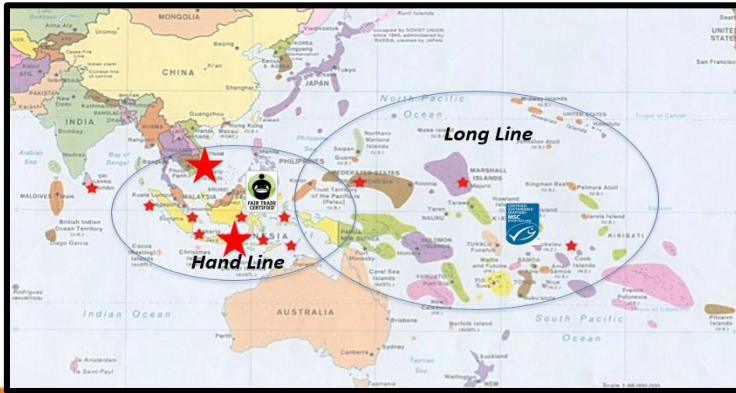
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TraceMyCatch 2.0

- Replicate Fiji digital transformation in Vietnam processing plant
- Expand traceability footprint to individual fishermen
- Traceability-to-your-table
- Leverage 'blockchain' technology to connect the world



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SEAFOODS

