Taking the First Steps Towards Full Chain Traceability

**STEP 1: Understand the definitions and functions of full-chain traceability**

![Robust traceability is end-to-end, water to plate]

- **Attributes**: 6 principles of effective traceability for end-to-end capture
- **Functions**: 5 core functions of robust full-chain traceability

**STEP 2: Establish your baselines: internal and external**

- **a.** Review your current internal and external traceability capabilities
- **b.** Review your current internal capacity and practices (i.e., multiple systems) and publicly available risk assessment and benchmarking tools vital to help with (a) and (b). See: Advisory Notes for the FAO Supply Chain
- **c.** Make sure to identify: Traceability data currently in play; the ability to scale to enable end-to-end traceability; internal traceability mechanisms to best meet the needs and goals of business; and internal traceability team (i.e., who needs to be part of decision-making)

**STEP 3: Evaluate supply chain-level traceability needs and goals**

- **Traceability is a supply chain decision**: engage your trading partners
  - Identify goals of traceability investment (see questionnaire here)
  - Each trading partner needs to map their supply chain
  - Determine intent of traceability implementation for each partner, e.g.:
    - Meeting compliance
    - Fulfilling transparency or sustainability commitments
    - Reaching new markets

**STEP 4: Engage traceability technology providers**

- Full-chain traceability likely requires multiple technology providers to meet all services

**WHY?**

- Saves time on researching and meeting vendors—they come to you
- Allows for competitive (and cost-reducing) bids
- Encourages joint proposals from multiple vendors to meet data needs in interoperable systems
- Detailed RFP encourages customized proposals to fit company's specific supply chain needs
- Can scale to release multiple, coordinated RFP simultaneously across a group of trading partners

For more details on these steps, please see the comprehensive document "Taking the First Steps Towards Full Chain Traceability: a Preliminary Guide for Industry" published in December 2017.

**Additional resources available:**

- Educational resources about traceability
- Tools to help industry assess company-level or supply chain-specific traceability needs and requirements
- Educational activities to help guide individual companies or groups of trading partners through the educational and implementation process

This document was drafted by Future of Oil, in collaboration with FairShare, Global Food Traceability Center and World Wildlife Fund, under the Gordon and Betty Moore Foundation’s Oceans and Seafood Markets Initiative.