How Does a Seafood Company Use Blockchain to Bring the Ocean Safely to Your Table?

Maximizing supply chain transparency and efficiency to aid sustainability

Headquartered in the heart of downtown San Diego, California, seafood company Bumble Bee Foods LLC is dedicated to promoting healthy lifestyles and preserving our precious resources. Bumble Bee Foods was eager to use cutting-edge technology to help it prove its fish come from the right source, easily test food safety, and gain instant access to that data. The company also sought a way to share the food-safety data generated in its laboratory with restaurants and retailers in the most efficient way possible.
Bumble Bee Foods uses blockchain for greater supply chain transparency, enhancing its brand equity and sustainability.

Bumble Bee Foods LLC engaged with SAP to increase automation using blockchain technology, enabling it to:

• Track every single fish caught by using the SAP® Cloud Platform Blockchain service
• Inform consumers through a QR code of the type of tuna, where it was caught, and the sustainable fishing practices used to catch it
• Boost supply chain efficiency for fair-trade tuna, a market projected to grow by more than 70% in 2019
• Improve brand equity with retail buyers and consumers through greater transparency and facilitate a market premium for fair-trade products
• Analyze fish-buying trends and data through the SAP Analytics Cloud solution to help identify historical performance and improve catches in fishing villages together with nongovernmental organizations
• Increase the livelihoods of local fishing communities, including through the fair-trade premium paid for catches

“Our blockchain project with SAP will help transform our social responsibility program with the suppliers and fishing villages of Indonesia. Our passion for and commitment to the environment and sustainability will improve the livelihoods of these Indonesian fisherman and enhance their communities.”

Tony Costa, SVP, CIO, Bumble Bee Foods LLC