



WAS WIR ESSEN VERÄNDERT DIE WELT.



TRANSPARENCY at followfood

Digital Data to make EU Fisheries Sustainable // Fish X Webinar

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Project Manager

Impact Development



Introduction followfood

- 2007 founded under the name followfish
- 2015 followfood
- turnover > 60 Mio.€
- providing the most ecological products possible

product range:



Fisch at followfood

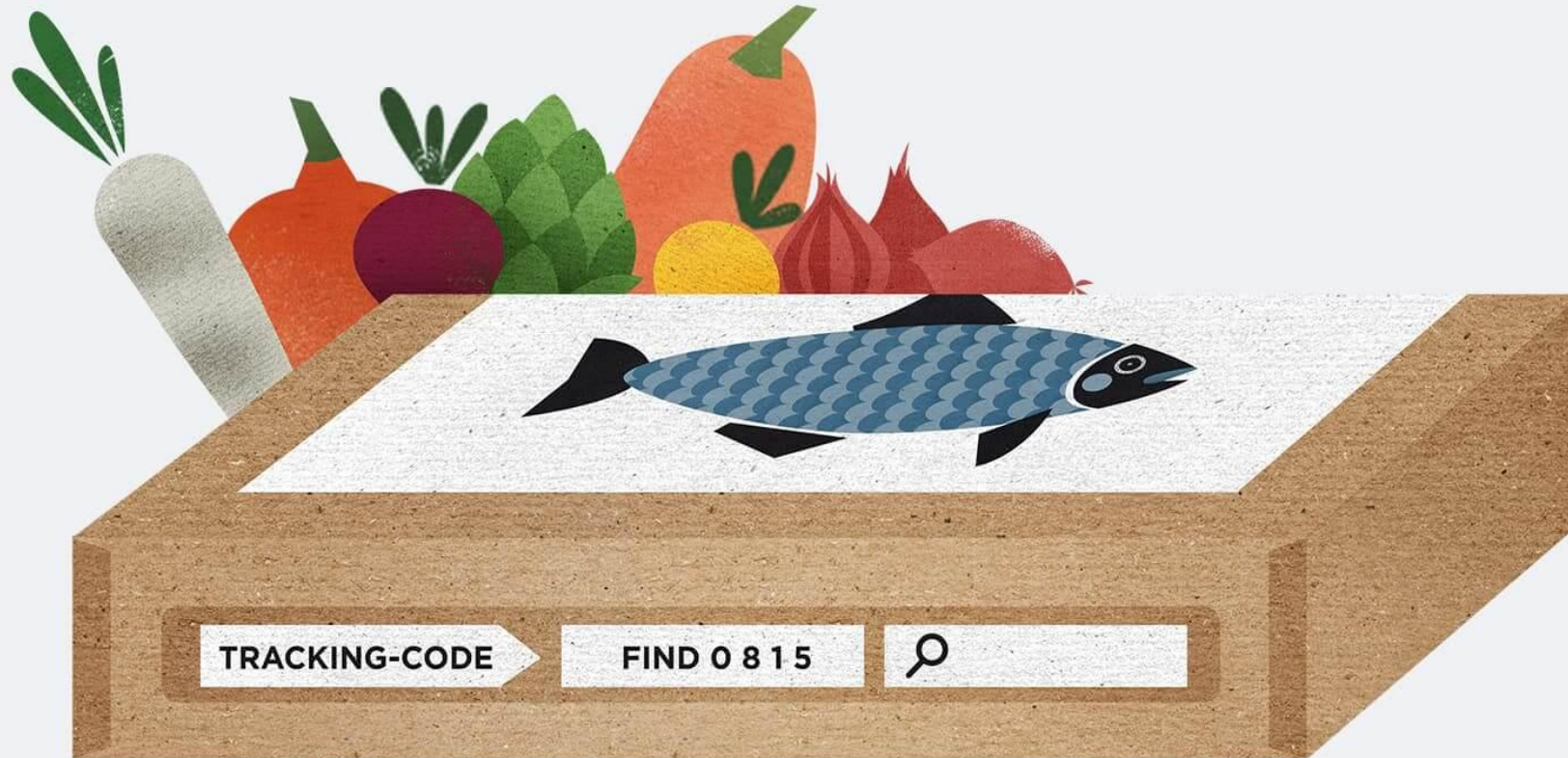
THE GOALS IS TO ALWAYS OFFER THE MOST SUSTAINABLE FISH POSSIBLE.



→ THE MEANS BY WHICH TO EVALUATE AND DEVELOP THIS, IS OUR OWN SOURCING STANDARD.



Why Tracking?



Education

Trust

Traceability



TRACEABILITY MEANS TRACKING



Difference between
QR-Code / Tracking-
Code



Tracking-Code



Who is unusing the tracking?

Primäre Dimension: Seite Seitentitel Andere

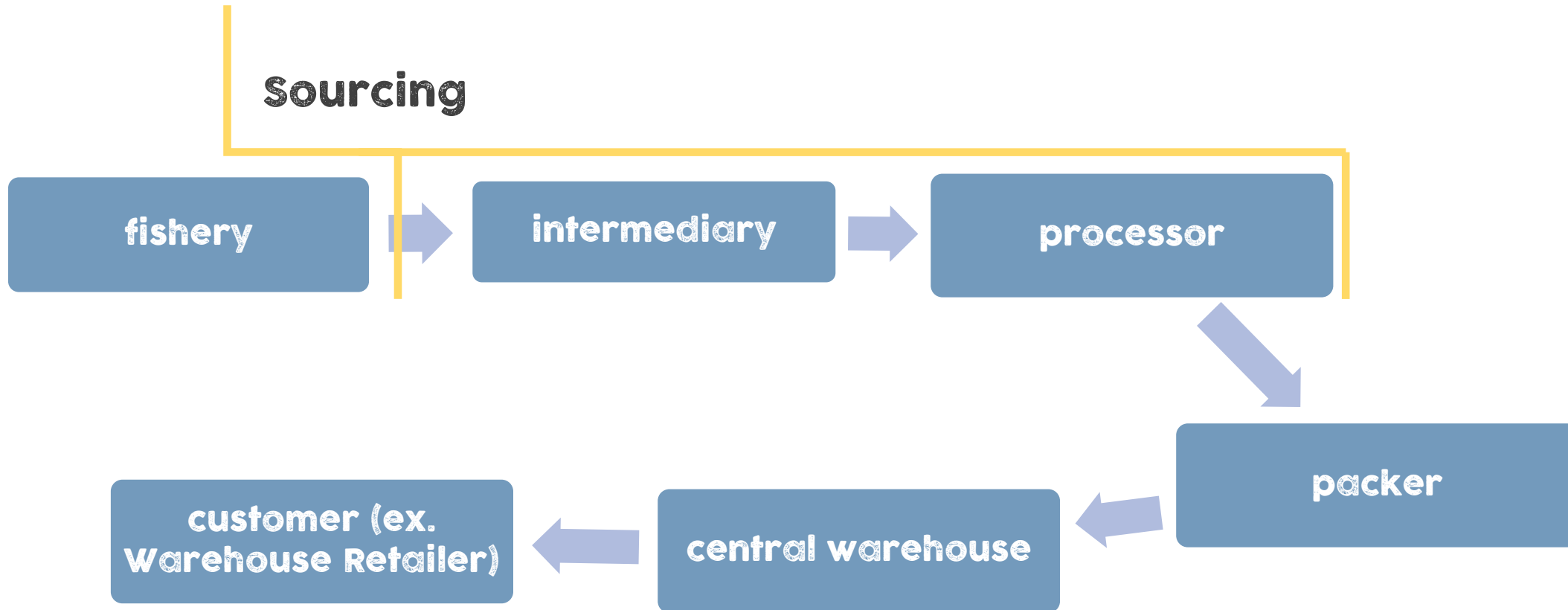
Zeilen darstellen: Sekundäre Dimension Sortierungsart: Standard

Seite	Seitenaufrufe
	190.068 % des Gesamtwerts: 9,53 % (1.994.347)
1. /tracking/tracking-details.html?trackingcode=FM501-1	25.307 (13,31 %)
2. /tracking/tracking-details.html?trackingcode=fm502-2	10.981 (5,78 %)
3. /tracking/unbekannter-trackingcode.html	6.739 (3,55 %)
4. /tracking/tracking-details.html?trackingcode=fm503-1	6.213 (3,27 %)
5. /tracking/tracking-details.html?trackingcode=fm165-1	6.062 (3,19 %)
6. /tracking/tracking-details.html?trackingcode=fb101-4	4.354 (2,29 %)
7. /tracking/tracking-details.html?trackingcode=FB103-4	4.311 (2,27 %)
8. /tracking/tracking-details.html?trackingcode=fb201-1	2.758 (1,45 %)
9. /tracking/tracking-details.html?trackingcode=fb152-1	2.719 (1,43 %)
10. /tracking/tracking-details.html?trackingcode=2000987	2.397 (1,26 %)

In 2019 – 2021 about **190.000 Tracking-Views**. **10%** of all people using our Website or **47.500 Tracking-Code Users**. On average **4 uses** by each Tracking-User.



Origins of data



HOW IT WORKS

manually

SOURCING /
PROCUREMENT



CREATING NEW
ITEM IN SAP



BATCH NO.
↓
ORDER NO.
↓
TRACKINGCODE



**ALERT
„NEW PRODUCT!“**

ACTIVATE
TRACKINGCODE



WAIT FOR FINAL
PACKAGING
PRINT



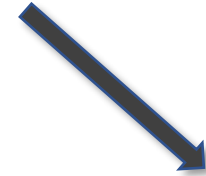
CHECK DATA
↓
UPDATE CMS



**WHAT WE KNOW
IS WHY WE DO IT**

**socio-ecological
TRANSFORMATION**

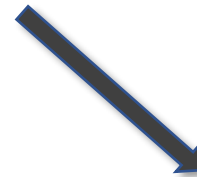
**CRITICAL CONSUMPTION
> more transparency**



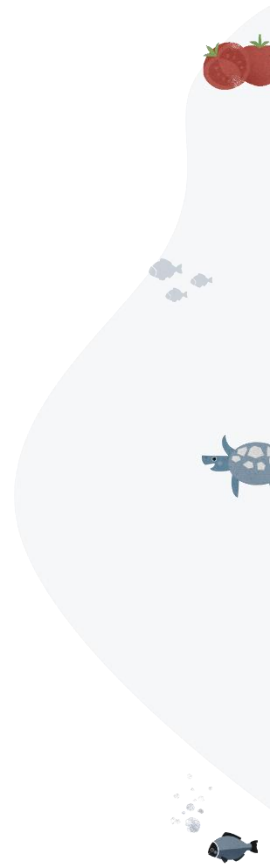
POLICY



TRACKING



**CHANGE OF
AWARENESS**





followfood

Was wir essen verändert die Welt



THANK YOU!