



iFISH and beyond





一般性供销痛点

零售商视角



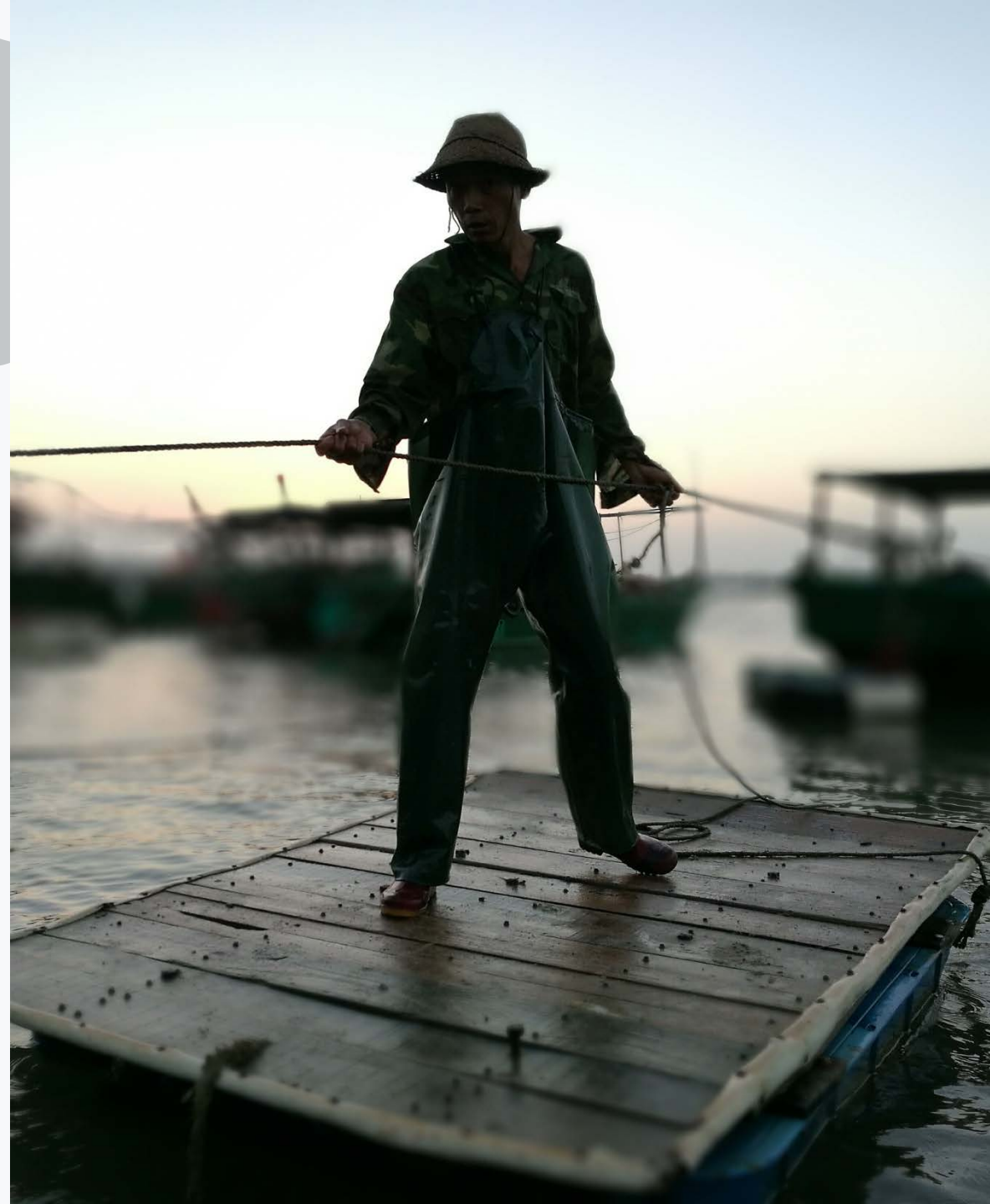


People

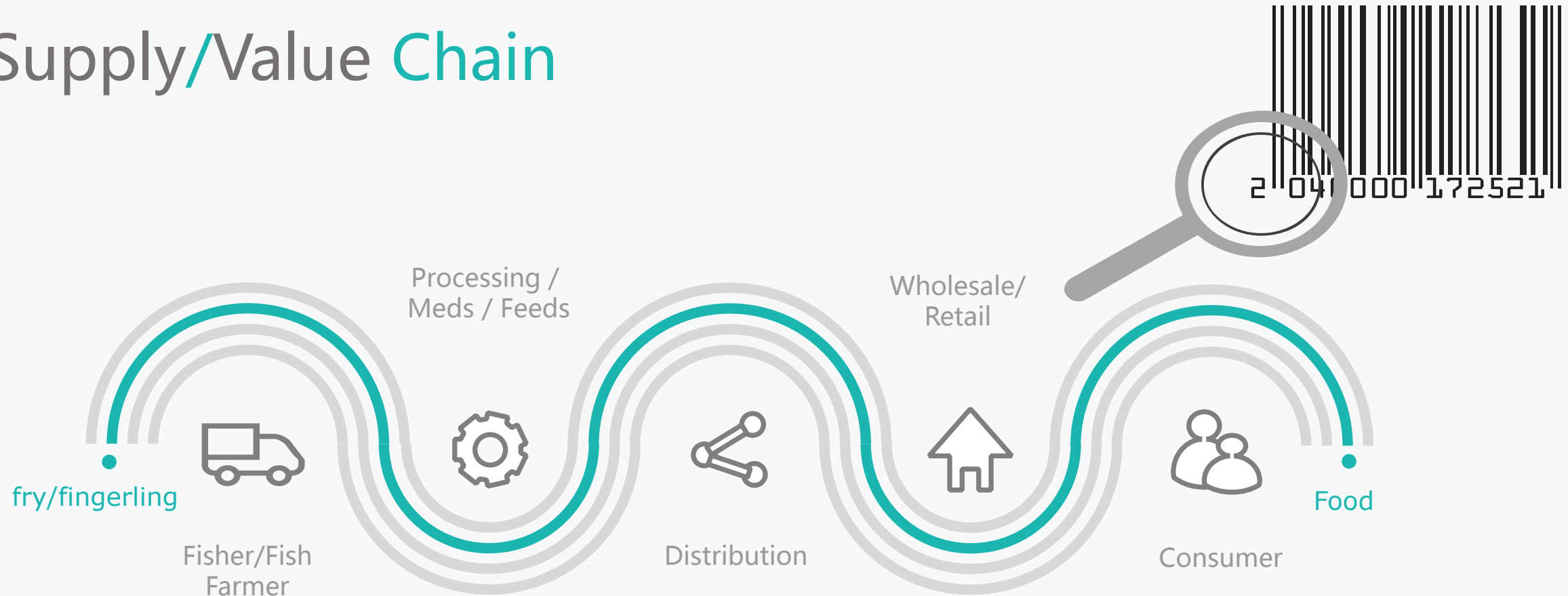
Water

Fish

Fishery Crisis



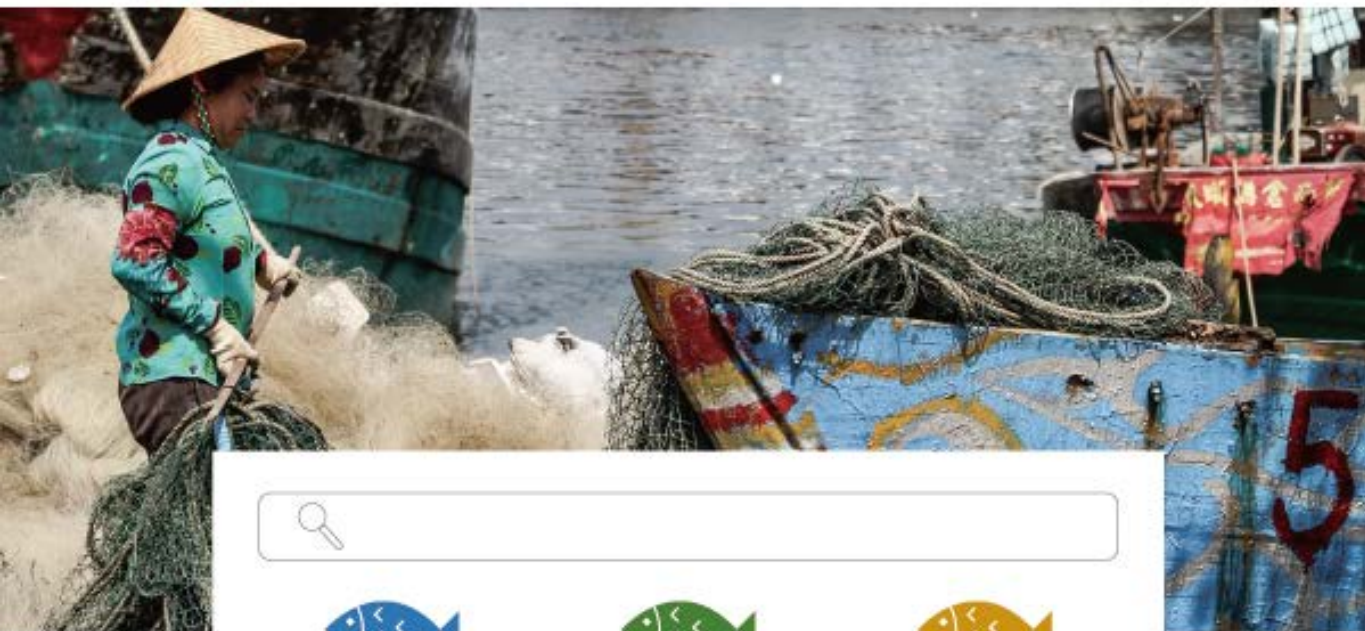
Supply/Value Chain





iFISH

登录/注册



Best
优异



Good
良好



Acceptable
尚可

中国可持续水产品评价体系

China First Seafood Sustainability Rating System

CHINABLUE SUSTAINABILITY

iFISH

智漁



ChinaBlue
SUSTAINABILITY INSTITUTE

ThoughtWorks®

Disney



DATABASE @ SUPPLYCHAIN ENGAGEMENT

Indicators

Industry Resilience

- Percentage of certified products by volume suggesting level of standardization and management
- Competence in natural reproductivity
- Economic stability reflected by pricing variance

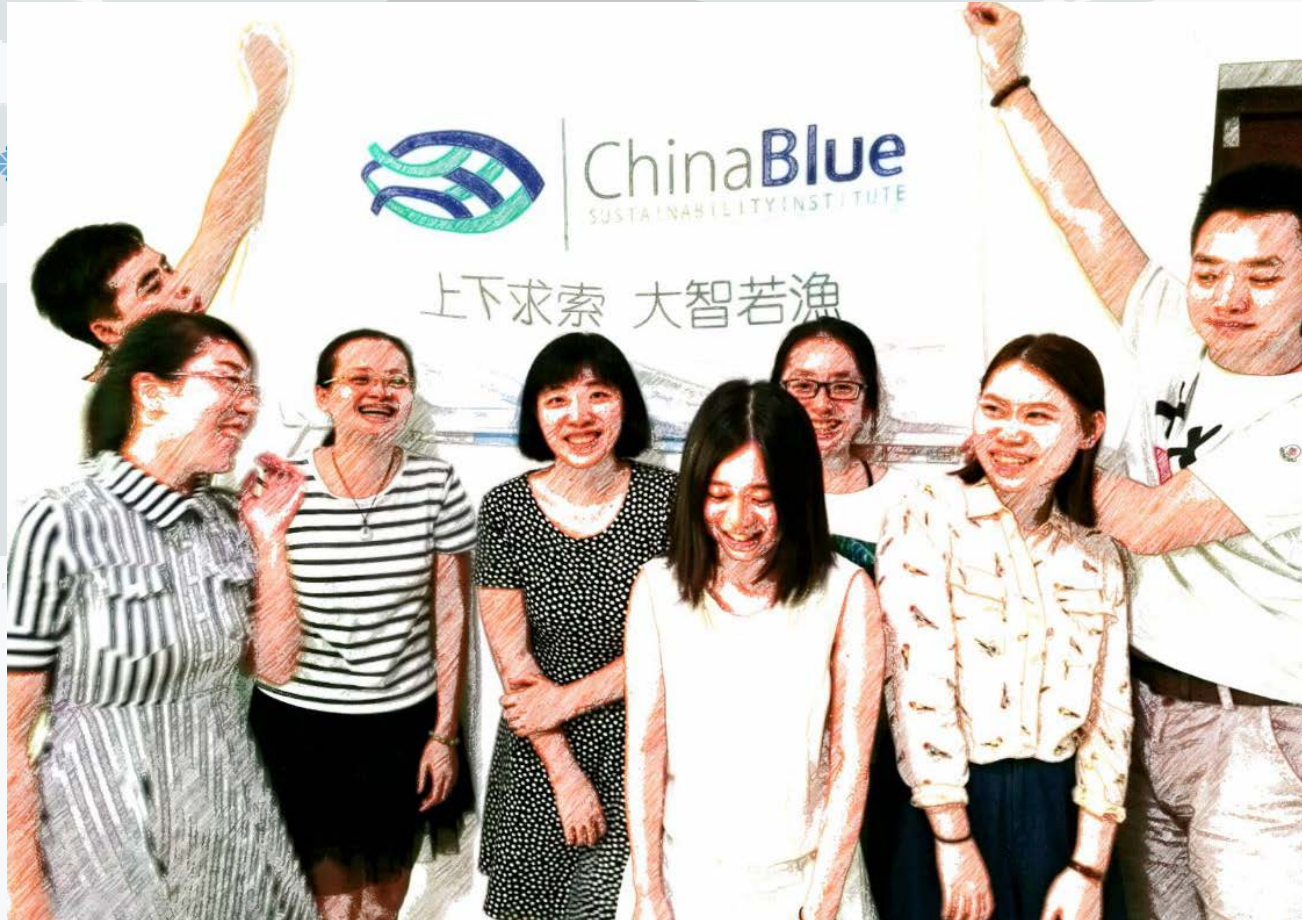
Eco-Friendliness

- Carbon footprint
- Eutrophication effects
- Environmental impacts of fishery management measures
- Fish-in/Fish-out Efficiency
- Biodiversity impacts

Food Safety

- Food Safety risks measured by Chinese FDA data

Build A Team



CHINABLUE SUSTAINABILITY

DATABASE @ SUPPLYCHAIN ENGAGEMENT

A photograph of two people in a small, weathered blue and red boat on a body of water. The person on the left is seen from the back, wearing a pink long-sleeved shirt, dark pants, and a large, round, woven straw hat. They are sitting on a green plastic crate. The person on the right is wearing a white short-sleeved shirt, patterned purple pants, and a wide-brimmed straw hat. They are sitting on a concrete block. Between them is an orange bucket and some blue plastic material. The water is dark and calm.

Thank You !