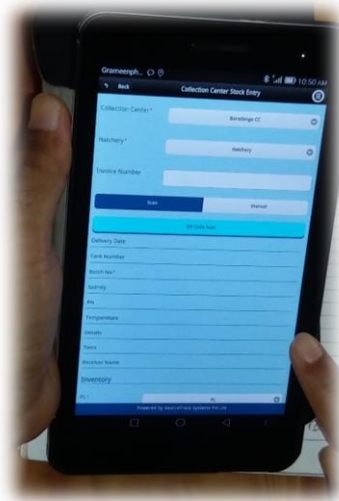




SourceTrace™



e-traceability in USAID-AIN Project for Prawn & Shrimp
Implementing by WorldFish Centre, Bangladesh

Reshad Alam
Vice President,
Bangladesh & Global Aquaculture
SourceTrace Systems USA

Introduction:

- ❑ Shrimp/Prawn is the top most high value agricultural crop in Bangladesh for its export potential, growing in southwest region of the country. It is note worthy that production system entirely was innovated by farmers.
- ❑ Two decades back Shrimp/Prawn was the 2nd export earning commodity worth about US\$ 500 m for Bangladesh but since last 5-6 years it has almost no access to premium market due to compliance issue imposed by international market.
- ❑ In order to recover the market, the production systems is required, must going through the process of compliances in terms of traceability and certification
- ❑ Considering gravity of the issue, Donors, FAO, concern Govt. Departments, Research institutes, processors and exporters all are invested their afford for addressing the compliance issue since long time



- ❑ Shrimp/prawn farming is the primary livelihood option for the farmers in the region and most of farmers operates single plot.
- ❑ Around 800 thousand farmers are involved in shrimp/prawn farming covering total area around 300,000 hectare and producing around 370,000 MT shrimp and prawn each year.
- ❑ All farmers follows completely low external input oriented production and integrated farming approach with vegetables and paddy.
- ❑ Harvesting takes place through 3-4 partial harvesting after 7-8 months cultivation with average production of 250 kg/hectare
- ❑ Marketing takes place to the processing plant through 3-4 intermediate points.
- ❑ WorldFish AIN project is supporting 50,000 shrimp/prawn farmers directly in this region in terms value chain development.



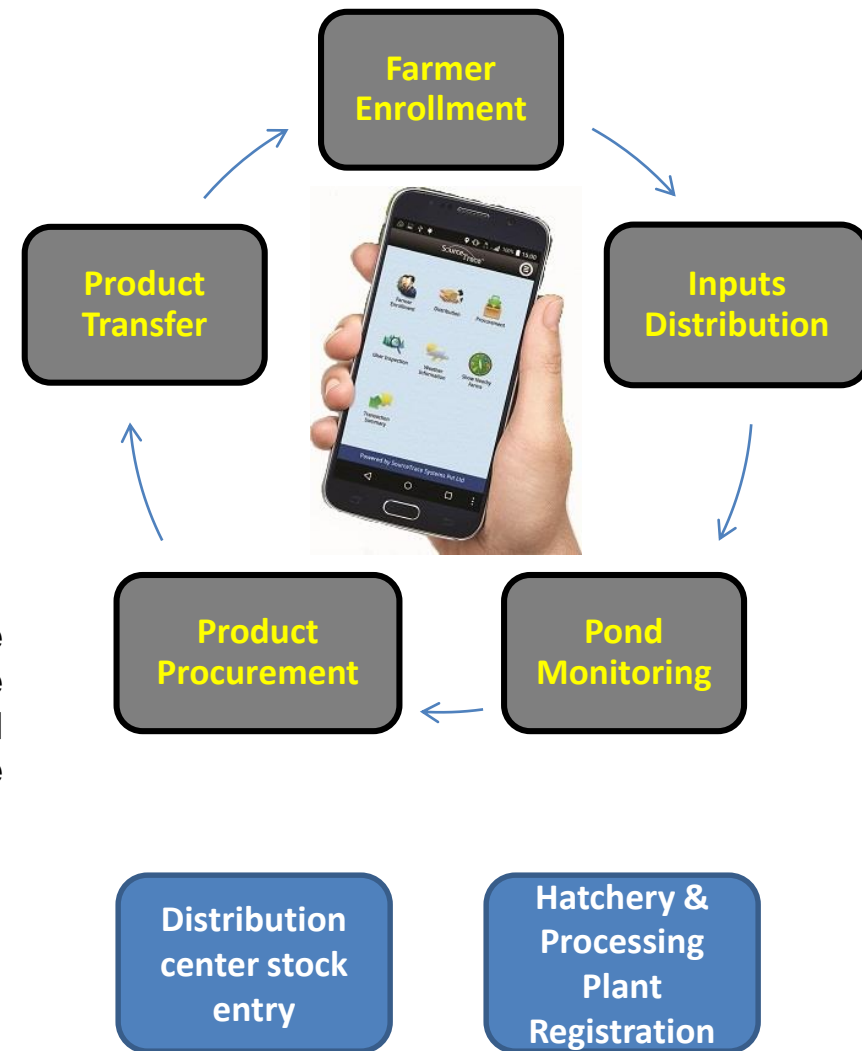
May this year, USAID AIN project of WorldFish initiated an e-traceability piloting program organizing its 300 small holder farmers.

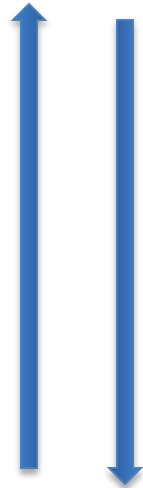
Major challenges in general context:

- A. Highly fragmented and small size of ponds leads to small amount of harvest each time from each pond**
- B. Large number of transaction points associates in the supply chain**
- C. Farmers are in cluster but not being organized ever**
- D. Farming Inputs and product marketing both are highly intermediates oriented**
- E. Farmer do not have appreciation for quality product in terms of price**

SourceTrace has engaged in the piloting as ICT service provider for capturing and documenting all remote transactions data in real time to ensure total visibility of the supply chain using cutting edge mobile technology.

In order to achieve the purpose, SourceTrace deployed an application with functionality of 7 core modules for tracking, the origin, movement and production history of the product through mobile and web devices.





Field ID	Planting Date	Planting Type	Planting Status	Planting Location	Planting Notes
1	2013-01-01	Planting	Completed	Field 1	Planting completed successfully.
2	2013-01-02	Planting	In Progress	Field 2	Planting in progress.
3	2013-01-03	Planting	Pending	Field 3	Planting pending approval.



Dashboard Features

SourceTrace



reshad (Admin)

Saturday, August 27, 2016 03:37:53 AM

[Logout](#) | [Change Password](#)

» Dashboard

Current Time : Sat Aug 27 03:37:53 BDT 2016

8

Mobile Users

[More Information](#)

10

Devices

[More Information](#)

1

Collection Centers

[More Information](#)

293

Farmers

[More Information](#)

295

Ghers

[More Information](#)

280.90

Total Water Spread Area [Acres]

[More Information](#)

140.14Kg

Mass Weight

[More Information](#)

Farm Map

Division

Select

Farmer

Select

Farm

Select



1. Software solution in traceable production system with small scale farmers can not be worked unless there is defined process or
2. Individual traceability is not possible with small scale farmers rather cluster approach is a viable option
3. Replication of readymade solution is useless in local context unless it is adapted to the targeted context. Although such adaptation process demands high level of flexibility and robustness of the technology platform.
4. User friendly data entry system of the devices enhance the trust and volunteer participation of small scale farmers into program
5. Mobile users for information collection is better to generate from farming communities



Conclusion: WorldFish initiated e-traceability piloting already vibrated the whole industry of the country and generated a bigger prospect for spawning a sustainable Aquaculture onward to enrich rural and country economy as well, using ICT.

SourceTrace™

Thank you

www.sourcetrace.com

