

VIDEO: Can Traceability Prevent Seafood Fraud?

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Lexicon of Sustainability

Studies show that nearly 1/3 of all fish consumers buy isn't what they think it is. Scotty Fraser of Norpac in Honolulu, Hawaii explains that one possible solution for seafood fraud is traceability, which tracks fish from the moment it leaves to water until it ends up on your plate, providing consumers with valuable information about the fish they buy.

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Links:

[1] <http://vimeo.com/67911503>