Gustav Gerig Launches Blockchain For Pacifical MSC Tuna Products

Swiss Food Company Partners with Pacific Island Nations on Ethereum Blockchain Solution for Sustainable Tuna

ZÜRICH (PRWEB) November 28, 2018 -- Gustav Gerig, an over 90-year well-established Swiss food company, has decided to partner with Pacifical cv to make their MSC certified canned and pouched Rosé tuna range under its “Raimond Freres” brand traceable through the Ethereum blockchain. The products will be recognizable by the Pacifical logo on the cans lids.

By making this bold move, Gustav Gerig is the first European food importer to make a fish range fully traceable from the catch to the final product processing via the Ethereum blockchain. In providing an optimal level of transparency the company will enable all its clients access to data on exactly how the Pacifical MSC tuna was sustainably caught through the following information: which captain, vessel, catch timing, method and area, where and when it was processed.

Thanks to this top-notch technology, Gustav Gerig further confirms not only its leadership and innovative position within the Swiss Food market, but most importantly its mindset to offer sustainable goods.

This innovative tool is provided by the company Atato, a blockchain service provider that builds decentralized applications for enterprise customers. Founded in 2017 in Bangkok, Atato leads the enterprise innovation on blockchain in partnership with ConsenSys.

To also ensure the quality of the “Raimond Freres” brand for this project the final product and packaging will be audited by JMB International Thailand, a quality control third party with more than 30 years of experience in the tuna industry.

How does it work?

The MSC tuna products involved in this project will be recognizable by carrying the Pacifical logo on the can lids. The consumer will need to scan the QR code on the can label to access the blockchain viewer website. Once on the website, the consumer will need to enter the Pacifical tracking code found on the can lid. Then all the traceability information relevant to the fish in the can will be downloaded.

View an example: http://www.pacifical.com/blockchain

ABOUT PACIFICAL

Pacifical is the global marketing company jointly set up by the 8 Parties to the Nauru Agreement (PNA) to promote the PNA region and actively trade their MSC certified sustainably caught free school skipjack and yellowfin tuna to consumers around the world. Pacifical MSC certified skipjack and yellowfin tuna from PNA and Tokelau waters is available worldwide and all products carry the Pacifical logo as geographic indication of the region and clear representation of the end market's commitment with the PNA countries and recognition to those nations managing the tuna stocks in their waters on a daily basis.

Pacifical has been at the forefront of traceability since 2011 offering full traceability back to the moment of
catch to all MSC Pacifical partners. In 2018, Pacifical started cooperating with Atato to launch a tailored and comprehensive blockchain initiative covering all its MSC certified sustainably caught tuna. This new innovative blockchain integration covers over 220 large fishing vessels, the entire supply chain and chain of custody of about 35 million tuna fish caught annually in an area with a surface 40% bigger than Europe, providing an unprecedented level of transparency and traceability, to build the highest level of trust on the sustainability of the tuna catch. [www.pacifical.com](http://www.pacifical.com)

ABOUT GUSTAV GERIG AG

Gustav Gerig AG is a modern marketing and sales organization, supplying both retailers and the catering industry with a diverse, innovative range of non-perishable foodstuffs. We employ a team of 30 qualified and highly motivated employees.

Since 1949, Gustav Gherig AG offers with his brand “Raimond Freres” a complete tuna line tailored for retail, food service, and industrial customers. The tuna business is one of the company's core businesses and keeps a top priority its overall corporate strategic development. The “Raimond Freres” procurement is handled with top and worldwide tuna packers to deliver the best possible products at the most competitive price. “Raimond Freres” has been a pioneer in Switzerland for the introduction of MSC certified tuna into the market and the synonym of sustainability and quality.

[https://www.gerig.ch](https://www.gerig.ch)

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