

**Pacific Fish Trax  
Freezer Kiosk Traceability Pilot Project**

**Building a tool to test consumer interest in seafood traceability**

**Wendy Yorkshire, SCC Project Manager  
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# **Pacific Fish Trax**

## **Freezer Kiosk Traceability Pilot Project**

### **Building a tool to test consumer interest in seafood traceability**

#### **Abstract/Executive Summary**

The Seafood Consumer Center (SCC) Pacific Fish Trax Seafood Traceability Project has developed a new marketing tool to test the viability of establishing a traceability system in a grocery retail distribution system. The project also included the objectives of determining the value of traceability and interest in information made available through the PacificFishTrax.org website. This website, which is administered by the SCC, is the on-line source of information for the Collaborative Research on Oregon Ocean Salmon (CROOS) project and its associated fishery management, research, marketing and educational components.

The Project has developed a freezer kiosk traceability device, which can be placed in selected retail seafood markets. This kiosk consists of a small “ice cream” type freezer, fitted with a custom designed backdrop assembly containing a touch-screen computer monitor and a bar code scanner. The kiosk is capable of holding a selection of specially coded seafood packages which can be scanned, at will, by a customer in the retail market. The customer selects a package from the freezer display, scans the attached bar-coded label, and is shown a brief audio-visual program which delivers the traceability information, including a short video with information about that fish, the fisherman who caught it, processing and quality information, and health and sustainability information. The program then prompts the customer to complete a brief on-screen survey, and visit the PacificFishTrax.org website to learn more. The results of the surveys can then be downloaded to be analyzed by the Project team.

The Project Team selected frozen, vacuum packed Albacore tuna as the first product form to be tested in the project. Over 1300 lbs. of high quality, frozen Albacore filets were purchased, processed, and placed in high quality cold storage.

Based on an evaluation of pre-project exploratory traceability meetings with several Oregon seafood retailers, the Project Team selected and entered into an agreement with New Seasons Market in Portland to partner with them on an in-store promotion of the PFX project. We agreed to place two kiosks in their markets in Portland, wholesale them the packaged, coded Albacore, and collaborate with them on an in-store promotion of the project.

The New Seasons Market promotional launch was held on February 20 at two stores in Portland, and to date the kiosks are still in operation at those venues.

Results from the surveys, in-store observations, and interviews with New Seasons Market staff indicate that there is significant interest in traceability among their customers. The Project has been successful in learning about this new marketing approach and ideas for next steps for an ongoing traceability effort.

## **Background**

“Traceability” can be defined as the ability to identify, at various stages in its market chain, information about the history of a certain food product, including such things as its harvest location, its handling and processing history, its health and safety attributes, and information about the people and businesses that supplied it. As evidenced by the growing global market awareness and demand for specific information about food origins, safety, and quality, the potential application of traceability obviously extends to many seafood products, and its utility is not limited to market applications only. Traceability will most probably soon be used to verify the integrity of labeling, protect against the importation of illegal or unsustainably managed fish species, and to ensure standards of health and food safety.

Traceability techniques for seafood have been explored for over two decades with several West Coast seafood products. In the 1980s, the Oregon Salmon Commission’s “Quality Tagged” project for troll caught salmon featured Oregon salmon fishermen voluntarily attaching an attractive plastic tag identifying the fisherman (and his vessel) to each fish he delivered to market. The tag remained with that fish through the market to the ultimate consumer. A 2004-05 collaborative project involving Oregon Sea Grant, the Seafood Consumer Center (SCC), and the Oregon Albacore industry electronically tracked individual tagged Albacore from hook to market.

In 2005, the Collaborative Research on Oregon Ocean Salmon (CROOS) project originated as a pilot project utilizing genetic stock identification techniques and new traceability technology to help understand the relationship of the fine-scale catch history of a salmon caught in the ocean, its concurrent oceanographic information, and its genetically determined river of origin.

While the CROOS project originated as an exploration of management opportunities, very early in its deliberations the collaborators identified as one of its goals the exploration and development of market opportunities associated with new project technologies such as electronic dataloggers, satellite ship-to-shore communications, and integrated website linkages. The project website, [PacificFishTrax.org](http://PacificFishTrax.org), is managed by the SCC, and is intended to be the link connecting all aspects of the project. It is the ultimate source of traceability information for the project.

In the fall of 2007 and spring of 2008, SCC Director Diane Moody and Jeff Feldner met and interviewed several seafood retailers about designing a market test of customer response to the traceability potential of the bar code tagged salmon produced from and identified by the CROOS project. Those interviews confirmed the market interest in such a project and identified several practical issues that would need to be addressed in order

to test consumer response in those marketplaces, including concerns about supply and display logistics, counter space demand, and employee time requirements. Due to the absence of a Chinook salmon season south of Cape Falcon during 2008, it was concluded that the best option for continuing the project in 2008 would be Albacore tuna due to its availability, quality, and potential for expanded market stature utilizing traceability techniques.

At a meeting with Diane, Jeff, and Wendy Yorkshire in July 2008, the concept of collaborating with the CROOS project on a SCC sponsored pilot traceability project featuring frozen Albacore tuna was developed. Jeff introduced the concept of developing and testing a “kiosk” type traceability device that would not only display tracking information, but also hold frozen or refrigerated, bar-coded seafood products. Using a built-in scanner, a customer could select a package of fish from the freezer, scan its attached bar-coded label, and instantly see a short video with information about that fish, including pictures of the fisherman and boat that captured it, processing information, and health and sustainability information.

This “freezer kiosk” could be used for various seafood products, could be readily moved to selected seafood and retail test markets, and could be programmed to seek feedback information, surveys, etc., via a built-in touchscreen monitor. While ultimately offering the potential for broad scale marketing in the near term, these devices would be most useful as new product introductory vehicles and, perhaps more importantly, “feed-back” mechanisms for seafood producers and marketers to help them evaluate and plan business strategies.

SCC subsequently entered into a contract with Wendy Yorkshire to serve as project manager of the Pacific Fish Trax traceability pilot project. The project Advisory Team consists of Gil Sylvia, Superintendent, COMES, and Nancy Fitzpatrick, Director, Oregon Salmon and Albacore Commissions. The project Service Team consists of Wendy Yorkshire, Project Manager, Jeff Feldner, Oregon Sea Grant, and Diane Moody, representing the SCC.

In July 2008, the project was presented to and approved by the CROOS team.

### **Project Goals**

The Objective statement of the SCC contract with Wendy Yorkshire contains a very general statement of the “purpose” of the Project:

*The purpose of the Project is to pilot test the viability of establishing a traceability system in a grocery retail distribution system and to determine the value of traceability and interest in information made available through [pacificfishtrax.org](http://pacificfishtrax.org).*

A more complete description of the specific goals of the pilot project, as developed and agreed upon in discussion with project participants in the planning stages of the project is:

1. With SCC and CROOS advisors, develop project budget
2. Develop two freezer kiosk units capable of holding and displaying high quality frozen seafood products, scanning bar-coded labels, and displaying photo, audio, and video traceability information on enclosed monitors
3. Evaluate the functionality of the freezer kiosk units and make adaptations as necessary
4. Develop product packaging, labeling, and bar-coding appropriate for use with kiosks in test markets
5. Select and contract with processor to provide up to 5000 lbs. of high quality Albacore tuna for project
6. Secure, process, and package up to 5000 lbs. of high quality frozen Albacore tuna
7. Freeze, store, and deliver Albacore to test markets
8. Explore techniques for using kiosks to evaluate customer interests and preferences
9. Use interactive surveys to suggest best methods of presenting information
10. Lead customers to the project website, [www.PacificFishTrax.org](http://www.PacificFishTrax.org), where they can learn more about project features, provide general comments, and, more specifically, be asked to complete a more detailed survey about the seafood being promoted in the test kiosk program
11. Select retail marketer for project promotion and agree upon terms for product sales and delivery details
12. Work with retail marketer to plan promotional events
13. Evaluate results of pilot project and promotional events
14. Deliver final report to SCC and CROOS

It was understood that a pilot project such as this could not “prescribe” specific outcomes, and that market evaluation is by necessity an ongoing project. This final report is therefore intended to contain a summary of the data collected in the surveys, to describe the qualitative observations of project participants, retail staff, and project collaborators regarding success of the program, and to provide direction for future traceability projects.

### **Project Description**

Following a series of “brainstorming” meetings in 2007 and early 2008 with Project CROOS Leadership Team members and several Oregon seafood retailers, the PFX Freezer Kiosk Pilot Project was formed. Project goals were defined, Advisory and Service Teams created, a budget prepared, and a contractual agreement between Wendy Yorkshire, the Project Manager, and the Seafood Consumer Center signed in July, 2008.

Work began immediately on defining project specifics, setting product standards, arranging for processing and packaging of product, and securing Albacore tuna for the project.

One of the first tasks was the design and manufacture of the project labels. Wendy worked with a graphic designer to develop the PFX logo and, subsequently, the specific Oregon Albacore label. After doing some bar code research, it was decided to print the bar code directly on the PFX label, which eliminated the need to label the fish a second time with the barcode info. OSU Printing in Corvallis was contracted to print the labels.

Given that the Albacore tuna fishery was underway, we selected Bob Aue, a Newport fisherman/processor already engaged in local custom processing of high quality Albacore, to arrange for purchase and packaging of up to 5000 lbs. of high quality, locally troll-caught, iced Albacore for use in the traceability project. We developed selection, processing, labeling, and packaging standards and agreed to terms on purchase, processing, and transportation costs. Bob Aue (Winterhawk Seafoods) was then put under contract with SCC following negotiations on budget, standards (e.g., quality, handling, processing, packaging), and logistics.

Because of the late timing of the project inception and the relatively short window of availability of fresh Albacore delivered into Newport during 2008, it was very difficult to secure and process the full budgeted quantity of high quality fish for the project. During August and September, Wendy and Jeff oversaw and personally assisted in processing, packaging, and labeling over 1300 lbs. of very high quality Albacore tuna filets and medallions. The fish was vacuum packed, frozen, boxed, packed into protective fiber totes and shipped to Eugene Cold Storage.

In a series of meetings in Portland with Alan Hummel, New Seasons Market meat and seafood director, an agreement was reached to partner on the project, and a market promotion for the Albacore kiosk pilot project was planned. Pacific Media, a Newport based film production company, was hired to film the video footage for the kiosk displays. Final finishing and editing of the videos was done by Donmyer Productions, in Los Angeles.

Advanced Research Corporation, a computer programming and development firm located in Newport, was contracted to work with us on the design of the computer/scanner backboard assembly to be attached to the kiosk freezer units and to develop software to display the appropriate informational video and programming associated with each scanned bar-code. ARC presented SCC with a detailed plan to design and implement the computer scanner system (see Appendix 4) as well as build a mock up of the backboard to be used for the trials. John Lavrakas and Jed Smith with ARC subsequently became committed collaborators and their input was invaluable at every stage of the project.

“True”, a US company that builds freezers in Missouri, was selected to supply two small freezer units for the project kiosks.

In October, Halco Welding, a Newport metal fabricator, was selected to build two aluminum backdrop units for the kiosks. Jeff, Wendy, and ARC worked with Halco to design and adapt the backdrops to fit the freezer units

The Service Team, ARC, and Donmeyer Productions continued work to finalize the look and message of the videos and the functionality of the kiosk software. We tested for possibilities of system failures, and worked with Diane Moody and the website designers to make sure that information provided them from the kiosks would function on the web.

Halco Welding completed construction of the kiosk backboard units in December, 2008, and they were transported to Craig Craft, a local powder-coat painter, for final finishing, and then to ARC for final installation and testing.

Survey questions for the kiosk displays, promotional coupons, take-away cards and final kiosk design details were developed by the Service and Advisory Teams.

Wendy continued to work with Helen Neville, New Seasons Market PR director, to review final kiosk details and finalize the details of the project launch. She prepared a press release about the project and the New Seasons promotion, and, in conjunction with New Seasons Market, issued the release on January 30.

At one of the first trial runs of the newly assembled kiosk units, OSU videographer Lynn Ketchum, met with project team members and SCC Director Heather Mann to prepare an introductory video of the PFX kiosks to be presented by SCC to the Oregon Innovation Council.

Final kiosk software development and final editing of message content was completed in January. One of the finished kiosks was placed at the Lincoln County Extension office in Newport for a preliminary “tire kicking” by the public and exposure to local project participants, Sea Grant and Extension staff, and local media, before transporting the kiosks to two New Seasons Markets in Portland for the market promotion on February 20.

While at the Lincoln County Extension office, Terry Dillman, staff writer for the Newport News Times, visited the office to review the kiosk and wrote a very positive article for the paper “*Project shows fish trail from ocean to market*”. The article was published on February 20.

In a final pre-launch meeting with New Seasons Market staff, they requested that we arrange for some local fishermen to be present at the launch to meet with customers. We made the arrangements for three local fishermen to join the Project Team at the New Seasons Stores for the launch day demos. We also supplied New Seasons Market with recipes and an additional 20 pounds of Albacore filets to prepare as handout samples on the demo day.

The finished kiosks were delivered to the two New Seasons Market stores on February 13<sup>th</sup>, one week before the launch. The units were tested on site, and New Seasons Market staff trained in how they operated.

The New Seasons / PFX Albacore Traceability Promotion was launched on February 20, 2009 at New Seasons Markets at Alder Lodge and Cedar Hills in Portland. New Seasons Market staff prepared promotional booths near the entrances of both stores to pass out taste samples of grilled Albacore, answer questions, and direct customers to the nearby kiosk displays. PFX team members Wendy Yorkshire, Gil Sylvia, Jeff Feldner, Jed Smith from ARC, and Newport fishermen Paul Stannard, Kevin Bastien, and Bob Aue were present to offer more detailed information and answer questions.

Media coverage of the events included an interview and story by Tom Banse of NPR, which was subsequently carried nationwide on NPR, and an interview by Portland TV station KATU. KATU aired three separate pieces on the project on February 20 and 21.

A more detailed summary of the media coverage the project has received is shown in Appendix I.

## **Results**

On April 24, 2009, an “update” meeting was held at the New Seasons Markets headquarters in Portland to discuss results from the PFX Albacore traceability project and promotion. Attending were Gil Sylvia, Heather Mann, Wendy Yorkshire, Jeff Feldner, from the PFX project, Alan Hummel and Tana Hickey from New Seasons Market, and the fish market section managers from the two New Seasons Markets featuring the kiosks. New Seasons Market was very positive about the project, and remain committed to presenting traceability information to their customers as a regular feature of their service. They expressed interested in continuing involvement in the future with other traceable seafood products, particularly other Oregon seafood products (e.g., shrimp, crab, etc.) with the PacificfishTrax label/bar code. They expressed interest in the potential to receive traceability type information not only through an in-store kiosk device, but by accessing a website or receiving regular updates via e-mail. They also were interested in designing a system using the PacificFishTrax concept to print out standardized and formatted traceability information that could be distributed with the product.

They were comfortable with our intention to remove one of the kiosks from Portland temporarily in order to feature it at Sea Fest at HMSC, as well as at other demonstration venues.

After the New Seasons Market “update” meeting, we downloaded the results of the on-board survey contained in the kiosk programs from both of the New Seasons markets. In brief, over 2000 packages of Albacore were scanned at the two stores, 365 people completed surveys, and both stores showed remarkable similarities in the preferences chosen. Of the responses, the most significant were:

1. A clear preference to the fact that the fish was “local”, caught in Oregon waters by Oregon fishermen (79% of 3 options)

2. A clear favorable statement of response to the store's promotion (69% of 4 options)
3. An indication of the "attractiveness" or drawing power of the interactive display (48% of 3 options).

As one of the features of the kiosk display messaging, customers were directed to the PacificFishTrax.org website, where they could complete a more detailed on-line survey about PFX, the website, the kiosk project, and their preferences for Albacore and seafood in general in exchange for a free promotional can of Oregon Albacore. Preliminary results of these surveys (58 respondents) showed:

1. Clear satisfaction with the PFX website (80% of 5 options)
2. A high level of confidence in the credibility of the traceability information (76% of 6 options)
3. High satisfaction with the experience of using the PFX kiosk to purchase seafood (100% of 7 options)
4. Clear preference to the fact that the fish was locally caught (highest rating of 5 options, 100%)
5. Multiple indications throughout the survey of interest in seafood traceability information.

The full results of both of these surveys are shown in Appendix II. It is probable that more information can be "mined" from the raw data, and further analysis will need to be done in order to evaluate future strategies.

In addition to observing customer and staff reaction to the kiosk displays during the in-store promotion in February, we interviewed New Seasons Market staff personnel on several occasions during the course of the project. The meat and fish section managers were particularly helpful with their observations of customer behavior and response to the kiosk displays. They reported high interest in general, and particularly when customers observed the display in operation. The "interaction" of the display was clearly an incentive for customers to further explore.

Both fish managers reported that on several occasions (at least 10 times in each store), customers had asked if they could take other seafood products from the market's fresh fish display to the PFX kiosk for scanning, clearly indicating an interest in learning more about the traceability of those fish. One customer even asked if she could scan a can of tuna at the kiosk.

Albacore sales from the kiosk project are being tracked by New Seasons Market and reported to SCC as reimbursements are made. It is difficult to establish an exact metric to compare Albacore sales resulting from the traceability promotion with what they would have been without the promotion. New Seasons Market does not offer many frozen fish products with which to make direct comparisons, but management - in particular the meat and fish section managers - report that sales from the kiosks are much higher than they have seen with previous Albacore presentations. They also reported that

the medallion packages sold much better than the loins, in fact, they had sold all of the medallion packs available as of the April 24<sup>th</sup> update meeting.

In response to conversations with store staff as well as personal observations by the Service Team during the launch promotion and while visiting the stores during the course of the project, it was decided to reprogram the kiosk displays in both stores to replace the survey section of the on-screen material with several short informational pages. These new pages are optionally chosen by the customer, and offer more detail about issues that appeared to generate the most interest and questions from customers. Pages were added which offered more information about the health attributes of Albacore, sustainability information about the Albacore fishery, and food quality information about frozen, vacuum packed Albacore. Customer response to these optional pages is recorded on the kiosk computer and can also be “mined” in the future to determine preferences (for example, the order of selection of the pages, which pages were not chosen, etc.).

In May 2009, New Seasons Market requested that a representative from the PFX Traceability project come to Portland to join them in a joint interview for Sunset magazine about the New Seasons Market food traceability program, which will feature the PFX kiosk project. Jeff Feldner represented PFX in the interview, which was done at the New Seasons Cedar Hills Market.

### **Cost Analysis**

The PFX Traceability project budget is shown in Appendix III.

Because this was a pilot project, a full projected annualized cost analysis of the Project (as well as cost analyses of any future project options) would depend on the choices and estimates of several parameters, such as:

1. The duration of the project,
2. The volume of product presented (economies of scale),
3. Estimates of future commodity prices,
4. The type and amount of traceability information presented, and how often it is updated
5. Whether the traceability data is uploaded on-site or from a server off-line,
6. The type of content presented (video, audio, still photography only, etc.),
7. The degree and sophistication of survey feedback required,
8. The degree of non-retail, educational or promotional time and effort required by the project,
9. The amount of kiosk transportation required,
10. The extent of ability to service and program traceability features in-house (as compared to contract basis)

For an example project using the original two kiosks, displaying on screen content similar to that currently being used, the same product and packaging as currently featured, available at the same commodity price during the life of the project, the same on-site data

updating process, and assuming providing 5000 lbs. of product per year for a project life of 5 years, an estimate can be made of the annualized cost per lb.

The kiosk costs can be averaged at \$9225 each, and roughly depreciated at \$1845 per year. Display content preparation and update costs are estimated at an original cost of \$7000 plus \$2000 per year of the project, an average of \$3400 per year.

Traceability information delivery costs are assumed to be included in the cost of product, but this assumes only identification of fisherman, his vessel, the time of the fishing trip, and processor information for only one processor.

Other costs are direct from the current budget.

Yearly costs are:

Product cost	5000/yr. x \$7.97 =	\$39850	
Kiosk cost	\$1845/yr. x 2=	\$3690	
Content cost		\$3400	
Labels		\$2300	
Total yearly cost		\$49240	\$9.85 / lb.

This represents an annualized gross project cost only. It does not include any contingency allowance, nor does it include any administrative or management costs. This estimate is probably a maximum, given the pilot/demonstration nature of the initial project. It can be assumed that these costs would go down considerably if economies of scale could be realized, such as more kiosks, more product sold, in-house creation of display content and service of traceability information, and on-line up-loading to the kiosks. Administration and management costs will depend on factors such as collaboration with industry and academic institutions. In addition, additional supporting funding could be realized if future project options include educational or promotional aspects. Several options for future project direction are suggested in the following report section.

## **Observations and Recommendations**

1. Product labeling and appropriate bar coding is critical to project success but is also time-consuming. Ample resources and lead-time must be planned for any new product introduction or changes to product form.
2. As evidenced by customer preference to Albacore medallions over similar portioned filets, selection of optimum product form is critical to success. The kiosk device offers a unique ability to compare and select packaging, processing form, portion size, etc., whether by direct side-by-side sales comparison or by customer query in an onboard survey.
3. Product “branding”, presentation, and display must be of professional quality. Competition from other food products is intense, and customer interest and attention span is finite. In addition, customers are increasingly techno-savvy, and a product presentation that appears to be straight from U-Tube will not attract more than curiosity.
4. In response to feedback from New Seasons Market staff, survey results, and direct observation of customers at the markets, it is clear that other seafood varieties should be tested in some frozen form, preferably vacuum packed. Several different species can be presented in the kiosk at the same time, and this would tend to increase customer interest in the selection and comparison process uniquely available at the kiosk. This could be done readily with several seasonally available Oregon fish, but lead-time to arrange for appropriate traceability, packaging, and labeling must be anticipated.
5. Kiosk on-board surveys are different from other survey techniques in that the customer is in a busy market, frequently on a time constraint, is probably holding a perishable food item and a child, and is watching a video display that is in itself dynamic and, to a certain extent, distracting. The survey needs to be designed with those factors in mind, and should at the same time, be designed to allow for statistically weighing market choices rather than just asking qualitative “value” questions about whether the customer liked the experience. Designing surveys of this type requires professional marketing expertise, but will also probably pay dividends in the long run.
6. The original kiosk display programs were prepared and written to be entirely contained on the hard drives of the on-board computer units in each kiosk. This option was chosen to minimize complexity and risk for the first pilot venture. Direct on-line data entry and update from a central server should be tested in the next kiosk application. Product information, including individual traceability links and information, could theoretically be uploaded instantaneously, but it would be more risk-averse (and practical) to upload new information once a day or periodically as needed from the server to the unit hard drives.

7. In light of the complexity of the programming, the frequency of updating and uploading new data, and the need to be available to service displays in several remote locations, it would be advisable for SCC to consider employing an in-house, or at least locally and instantly available, professional technician/programmer. This person would undoubtedly be useful for many future SCC and CSI tasks in the future, and would probably be cheaper than hiring piecework professional help.
8. Next steps for the PFX Traceability project depend on selection of the proper business plan. Several options exist for this discussion, among them:
  - a) The kiosk devices could be used as educational tools only. As evidenced by the interest from the media and from OSU, this would certainly be an option for the SCC, given it's roll in educating the public about Oregon seafood.
  - b) The devices could be leased to businesses for use as market feedback devices for their own products and/or traceability programs. These leases could be temporary or of open-ended duration.
  - c) The kiosk devices could be operated solely as retail seafood market "platforms" to be leased out to entrepreneurs. Traceability capability could be leased to the business or could be provided by the lessee.
  - d) The kiosks could be placed at the SCC and/or another location and operated by the SCC as retail sales platforms, with or without traceability components.
  - e) The devices could be used as demonstration platforms for a traceability "leasing" program conducted by the SCC. Private businesses could be shown the systems and devices, build their own presentation systems, and be provided traceability information from the SCC via some type of licensing agreement.
  - f) Any combination of the above could be crafted, depending on market demand, funding, and time constraints.
  - g) None of the above could be chosen, and the devices sold to an interested entrepreneur.

It is probable that the next phase of the PFX Traceability program will still be considered a pilot stage, and this is appropriate, given that this is still relatively new technology, and that the SCC/CROOS collaboration is ahead of most of the seafood industry with this effort.

## Appendix I: Media Reports

Joint SCC – New Seasons Market press release

1/30/09

### Video:

KATU Local Portland TV News  
KGW Local Portland TV News

3 different segments 2/20 & 21/09  
3/3/09

### Print Media:

KGW Local Portland TV News  
NWPR NPR Affiliate in Northwest  
News Times Feature piece (front cover)  
Oregon Live Oregonian Electronic Media  
The Oregonian Feature in Food Day  
Lincoln County Coast Ranger

3/3/09  
National story 12/20/09  
News Times Newport 2/20/09  
Leslie Cole 2/12/09  
Leslie Cole 4/24/09  
Julie Howard March 09

### Blog Sites:

New Seasons Market  
PDX Green (Oregonian Blog)  
PDX Green  
Portland Food and Drink  
Oceana  
Facebook for Fish

1/30/09  
2/11/09  
4/12/09  
2/17/09  
2/24/09  
2/10/09

### Additional attachment

Oregon House Testimony- Jay Bornstein

For more electronic references, web search Pacific Fish Trax

FOR IMMEDIATE RELEASE

January 30, 2009

Contact: Wendy Yorkshire, 541-444-2460  
yorkshirew@mac.com

**BUY THE FISH, MEET THE FISHERMAN:  
LOCALLY CAUGHT ALBACORE WITH PERSONAL CONNECTION  
NOW AVAILABLE TO PORTLAND SHOPPERS**

Imagine picking up a piece of fish in the grocery store and immediately being able to see who caught it and the boat on which it was landed. Portland shoppers will be able to do exactly that starting Friday, February 20 at two New Seasons Market stores.

With the new “Pacific Fish Trax” program, people buying high-quality Oregon albacore can watch a video – activated by a barcode on the label – that introduces the buyer to the fisherman who caught that fish, the boat it was caught from and the processor who packaged it. Pacific Fish Trax allows consumers to track information from ocean to store about their seafood purchase. Oregon albacore is just one of the first seafood products that will be available through Pacific Fish Trax.

“Consumers can have a direct connection to the fisherman without driving to the coast,” said Jeff Feldner, seafood specialist for Oregon Sea Grant and OSU. “This is a great way of supporting local fishing communities that produce a superior product.”

Local fishermen will meet the public at tastings held at New Seasons Market’s Arbor Lodge and Cedar Hills stores from noon-5 pm on February 20. Frozen albacore will be available at \$12.99 per pound in those stores while supplies last.

“We are excited to support this innovative program in our stores and help to educate our customers about where their albacore comes from, as well as provide

the opportunity for them to learn more about our local fishing industry”, said Alan Hummel, Meat and Seafood Director for New Seasons Market.

--MORE--

“When you prepare the fish at home it is perfect: the taste, the texture, everything is just like the fish was caught yesterday,” said Bob Aue, a commercial fisherman and processor out of Newport. “By freezing the fresh fish in thick plastic vacuum packaging, we can deliver the fish to the customer in perfect condition.” Oregon albacore comes from a sustainable fishery; it is low in mercury and high in omega-3s.

After the February 20<sup>th</sup> launch, consumers can also download a \$2 coupon at [www.pacificfishtrax.org](http://www.pacificfishtrax.org), good on canned Oregon albacore at New Seasons Market stores. The website provides more information on select Oregon fisheries, Pacific Fish Trax and our coastal fishing communities.

Pacific Fish Trax is a joint venture between Oregon fishermen, Oregon State University, Oregon Sea Grant and the Community Seafood Initiative, a non-profit in Astoria. Its mission is to connect consumers to the many actions fishermen, marine scientists and coastal fishing communities are taking together to strengthen Oregon fisheries for current and future generations. Funding for Pacific Fish Trax comes from The Oregon Innovation Council and The Oregon Salmon Commission.

###



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# Fish Trax technology shows where dinner came from

10:07 PM PST on Tuesday, March 3, 2009

By **KEELY CHALMERS** for [Kgw.com](#)

Want to know where the fish you're having for dinner came from? Now it's as easy as a swipe of a bar-code.

A simple scan of a bar-code, and you have the history of your fish filet at your fingertips. From the fisherman that caught it, even the boat he used, all the way through the processing. It's all part of a pilot project called Pacific Fish Trax.



Video: Fish tracker

“The idea is to trace fish from the harvester or the fisherman through the processing distribution all the way back to the retail store,” explained Michael Morrissey, Director of the Oregon State University Seafood Laboratory. The project is a joint venture between Oregon State University, the Community Seafood Initiative, and local fisherman.

Right now the program is just tracking local albacore tuna, but could some day expand to other fish including Salmon. Here's how it works. Each packaged albacore tuna filet has a bar-code on it. Consumers

scan the bar-code at a special kiosk. Up pops a screen showing the fisherman that caught the fish, where he caught the fish and who and how it was processed. It's both a marketing tool to give a little boost to the local fishing economy and a tool to help consumers really get to know their fish. "I think there's a lot more interest now in the general populous of where their food comes from," said Morrissey.

But some find the fish tracker to be a bit unnecessary. Some like fish consumer Jeremy Stone. "It was caught in Newport by a local fisherman, which is nice, and processed here by some guy who looked like Jerry Garcia," Stone explained while watching the history of the filet he had chosen.

But others, in the wake of the recent peanut scare seem to find the information useful. "I think this gives us an excellent idea of where our fish comes from and what it goes through in processing which is important to me," said shopper Helene Green-Henry.

Since it is just pilot project, the "fish trackers" are currently only at two locations. You can find them at the New Seasons Markets on North Interstate and on Cedar Hills Boulevard. But more could soon be popping up.

"Pacific Fish Trax" also has a website. It allows you to go on-line, enter the bar-code number of the fish, and learn even \*more about it. That website is [www.PacificFishTrax.org](http://www.PacificFishTrax.org).

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## Who Caught My Tuna? Consumers Get Tracking Tool



Photo by Tom Banse

Posted: Friday, February 20, 2009

PORTLAND, OR - A test that just got underway at two grocery stores will allow seafood consumers to trace back the fillet in their hand to the fisherman who caught it and the port that processed it. The hope is to strengthen the impulse to "buy local." The new tracking tools may also cut fraud when farmed fish are sold as wild-caught. Correspondent Tom Banse reports from a grocery in Portland.

Here's how it works. The frozen tuna packages in this high-tech grocery freezer case all carry an extra bar code. You pick out your fillet and then you can swipe the label under a scanner. The barcode activates a short video on a flat panel TV screen above the freezer case.

Grocery customer Hailey Harkema watches a demonstration at an upscale Portland grocery. First, the video shows the fisherman who caught the fish she's now holding. He poses in front of his boat and mugs for the camera.

Harkema: "Tommy Nelson, there he is. [laughs] That's terrific... and Newport, Oregon, I like it."

A flashing circle on a map shows where in the ocean off Newport the tuna was hooked. Finally, there are pictures of the fish being filleted at a processor onshore.

Harkema: "Wow."

Harkema says it's important to her family to know where their seafood comes from.

Harkema: "We certainly pay attention to where it comes from and who catches it and what region it's in. So we often don't buy fish because we don't know where it comes from."

But what if the piece of fish costs a little bit more so you can see who caught it and where the boat was when the fish was hooked? She has to think hard about that.

Harkema: "I would pay some extra, yes. [pause] Yeah, I would."

That's the answer fisherman Paul Stannard hopes to hear. He looks his part -- plaid shirt, grey mustache and glasses. Stannard is one of three Newport, Oregon fishers who contributed albacore tuna to this market trial. His tuna were tagged and carefully tracked from the ocean to the grocery store.

Stannard: "I just want to catch 'em, is all I want to do, you know. If it helps me market them, then I'm all for it."

Banse: Do you think your face sells fish?

Stannard: "Well, I don't know. We'll find out I guess."

The idea for the fish origin kiosks was inspired by the owner of grocery store chain in the Midwest. Oregon State University seafood specialist Jeff Feldner says the innovation sprouted in the produce aisle.

Feldner: "When customers came through his store with lettuce or carrots or whatever they had, when they went through the checkout counter and scanned it there was a little monitor on the checkout counter and a picture popped up of the farmer that grew the lettuce. It was just like light bulbs came on in my head and said, 'Why not do this with fish?'"

The result is a project known formally as Pacific Fish Trax. The consumer test was supposed to start with ocean-caught salmon. But because the West Coast commercial salmon fishing season was so dismal last summer, local albacore tuna is being featured instead. A grant from the state of Oregon is paying for the technology development. Jeff Feldner says by making a virtual connection between the fisherman and the consumer, more people may be inclined to "buy local."

Feldner: "People are interested in this. Let's show it to them. And maybe it will help us market local fish."

Improved traceability of fish fillets could have a secondary benefit. It might make it harder to pass off farmed fish as the more desirable wild kind.

Feldner: "With those species that we do genetics on, where the traceability goes that far back, we can actually verify where the fish came from."

This test with the traceable tuna is running for just a few weeks in two New Seasons Market locations in Portland. Then the pilot project relocates to fish stores in Newport, Oregon. After that, the instigators will decide if there's sufficient consumer interest to keep going. If so, Oregon State will try to license the technology to retailers or an independent marketing company. Jeff Feldner does not expect to see interactive kiosks in every grocery store someday, probably just higher end or service-oriented chains.

Initial deployment of the Pacific Fish Trax kiosks can be viewed in Portland at two New Seasons Market locations – in Cedar Hills (3495 Cedar Hills Blvd.) and Arbor Lodge (6400 N. Interstate).

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# Project shows fish trail from ocean to market



Wendy Yorkshire, project manager for PacificFishTrax, demonstrates how the scanning system works for a pilot marketing project that introduces - through video - seafood consumers to the fishermen and processors who provided the fish they are buying. (Photo by Terry Dillman)

By Terry Dillman  
Of the News-Times

Seafood aficionados who prefer local product could soon have access to a bar-coding system that traces the history of their fish purchase from ocean to market, and introduces buyers to the fishermen and processors who caught and prepared it.

A pilot marketing project called PacificFishTrax - a joint venture involving Oregon State University (OSU), the Community Seafood Initiative (CSI), and long-time Oregon fishermen - is a combination scientific research and public outreach effort designed to simultaneously get the word out about Oregon's commercial fisheries, and strengthen wild fish runs, including salmon. Project leaders and local fishermen were set to unveil the system at two News Seasons Market locations in Portland today (Friday).

CSI set sail in 2002 with grants from

the Kellogg Foundation and the U.S. Department of Agriculture's Funds for Rural America. The initiative focuses on finding new markets and product opportunities for the seafood industry, especially albacore tuna, shellfish, and sardines.

CSI netted \$900,000 from the state in 2007 as part of a \$28.2-million statewide innovation effort to boost Oregon's presence in world markets by promoting some of the state's most promising industries, including value-added seafood products.

It also meshed with a \$4.3-million proposed investment in the state's food processing industry for product development, packaging, and marketing.

With the funding, CSI's Seafood Consumer Center in Astoria launched four new projects for the seafood industry: leadership training for newcomers to the seafood business; six joint research efforts to develop new markets and new

*Continued on Page A8*

# FISHTRAX *Continued from Page A1*

value-added products (such as seafood with longer shelf life); efforts to enhance marketing opportunities for fishermen and seafood companies; and developing a seafood traceability system that uses genetic and environmental data to track fish stocks and provide real-time information on the condition of regional fisheries.

PacificFishTrax is the result of the traceability effort.

Starting today, customers at Portland's New Seasons markets can scan packages of frozen, vacuum-packed Oregon albacore tuna and watch a video that shows who caught it and where, and who processed it and how. A kiosk sitting atop the freezer contains the video equipment that, when activated, introduces the customer to one of three long-time Newport fishermen - Paul Stannard, Tom Nelson, or Jim Conrad - who caught the tuna, his vessel; and fish processor Bob Aue, who describes the filleting and freezing process as the customer watches it on the screen. The video also presents a map showing where the fishermen caught the tuna off the Oregon coast, and provides an interactive experience by asking a few questions the customer responds to by touching the screen.

Project manager Wendy York-

shire from CSI designed and developed the project, working with project advisor Jeff Feldner, a long-time local fisherman who is now a seafood and fisheries specialist with OSU's Oregon Sea Grant Extension.

The idea first emerged from the Collaborative Research on Oregon Ocean Salmon (CROOS) project, an OSU Coastal Oregon Marine Experiment Station (COMES) effort based at Hatfield Marine Science Center (HMSC). It originally focused on Oregon's ocean salmon, aiming at tracking salmon to determine their river of origin. As part of that larger program, 100 Oregon commercial fishermen logged catch locations and ocean conditions of the salmon they caught in 2006 and 2007, sending fin and tissue samples to the OSU and CROOS geneticist Michael Banks, who runs DNA profiles to look for the river basin origins.

The plan to use salmon for the pilot marketing project under PacificFishTrax bottomed out with the 2008 salmon fishery shutdown that denied access to fish and prompted the switch to albacore tuna.

## **Know your fish**

"All of the participants have

similar goals of using science to improve management of the resource and to help sustain our seafood harvest," said Gil Sylvia, an OSU seafood economist and COMES superintendent.

"We realized it wasn't just scientists who were interested in this information," said Feldner, who is also affiliated with the CROOS project. "Those who eat the seafood are also interested in who's catching their fish and where it comes from." In fact, he noted, consumer concerns about food safety, quality, and origins have grown, highlighted by the recent salmonella outbreak from peanut butter.

Once they get home, consumers can take the process a step farther by accessing [www.PacificFishTrax.org](http://www.PacificFishTrax.org), where they can pinpoint where the fish was caught, its temperature history, and other information. Maps and graphics reveal ocean locations, conditions, even the seafloor contours.

The project puts a human face on the marketing process, and provides a rare connection between consumer and fisherman.

"This is a great way of supporting local fishing communities that provide a superior product," said Feldner. "People like the fact that it connects the fish with a real face behind it.



"That's me," says Newport fisherman Paul Stannard while viewing the video of himself and his vessel Sea Lion III on the new PacificFishTrax kiosk. The pilot marketing program launches in two Portland locations Friday. (Courtesy photo)

They're fascinated with the who, where, and how. The big thing is being able to spotlight the fishermen and the work they do to put food on peoples' tables."

## **Other species**

Yorkshire and Feldner said the pilot project is designed to see how consumers respond to such a marketing effort. The three Newport fishermen involved in the project hauled in 1,400 pounds of albacore tuna to sell under the tracking system.

Sylvia said this is only a first step that could lead to similar marketing efforts with salmon and other fish species. "The fishermen are sharing the data voluntarily because they want to improve the science and enhance the sustainability of the resource," he noted. "This isn't something that came through a regulato-

ry agency. It was a grassroots effort."

Plans are already under way to use the system with salmon, sable fish, lingcod, and halibut as early as this summer. The two demonstration kiosks should move to a variety of locations throughout Oregon to educate and connect consumers with the fishermen and processors.



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## Buy the fish, meet the fisherman with Pacific Fish Trax

Posted by [Leslie Cole](#), [The Oregonian](#) February 12, 2009 13:57PM  
Categories: [Local Eating](#)

I miss my farmers. I'm talking about the men and women who bring food to my table spring through fall, via the farmers market: my egg lady, the peppy brown-haired guy who has the fattest bunches of basil, the fresh-faced girls with those super-sweet Maryhill peaches.

I may never have that kind of connection with an Oregon fisherman. But with a new program called Pacific Fish Trax, I could come close.

[Pacific Fish Trax](#), a pilot program at [New Seasons](#), works like this: you buy a piece of fish, walk to a special store kiosk and scan a bar code on the label. Up pops a video introducing the fisherman, his boat, and the processor who handled it. The program, created by West Coast fisherman, Oregon State University and the Community Seafood Initiative, will start at two stores with Oregon albacore and eventually could cover all kinds of Pacific seafood.

Look for it at New Seasons' Arbor Lodge and Cedar Hills stores.

Leslie Cole: 503-294-4069; [lesliecole@news.oregonian.com](mailto:lesliecole@news.oregonian.com)

Tags: [New Seasons](#), [Oregon albacore](#), [Pacific Fish Trax](#)

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Beth Nakamura

Shoppers can meet the person behind their tuna soon, with Pacific Fish Trax.

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## Oregon's plate is full of sustainable food

by Leslie Cole

Friday April 24, 2009, 1:00 AM

What's on the horizon for sustainable food? Plenty.

Leaders say it's one bright spot in an otherwise dim economic forecast. Demand for sustainable food is strong, and regional leaders are working to keep it that way.

Here's what a few of them see down the road:

### Local food on a larger scale.

Urbanite foodies love farmers markets, and the dozens in Oregon are a boon to small- to medium-size growers. By selling direct to customers, they pocket more profits and earn a premium for their sustainable farming practices.

The new frontier, according to players in Oregon's sustainable food community, is direct sales to food service (think hospitals, corporate and school cafeterias, and more) and retail grocers.

"The market is clearly saying, we want more of these types of products, and we want them at increasing scale," says Scott Exo, executive director of Food Alliance, a certification organization for green-minded growers and processors.

He and other leaders in the sustainable food community expect to see more growers work together, forming co-ops or producer groups to meet growing demand. "It's in the producers' interest when they can to work together, aggregate supply, and meet demand at that scale," Exo says.

Shepherd's Grain, an alliance of nearly 30 eastern Washington wheat growers who practice eco-friendly "no till" farming, is one example. Instead of selling wheat to the commodity market, they have their own brand of high-



Jamie Francis/The Oregonian

Eating the foods that they've grown is one of the sweet rewards of farming for Betsy Harrison and daughters Zoe Bradbury (center) and Abby Bradbury, who farm outside of Langlois on the Oregon coast. Zoe Bradbury helped organize a state summit in February to talk about helping older farmers and aspiring ones. The average age of farmers in Oregon is 57.5.

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A giant question looming for the state's sustainable

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## RESOURCES

protein bread flour, pastry flour and dried beans, plus a partnership with Stone-Buhr Flour Co. that puts their all-purpose flour in 200 West Coast grocery stores. This year, more than 20 growers hope to join. "That tells me that they've still got a very strong tailwind," says Exo.

## An online marketplace

Also on the horizon: innovations in food distribution that aid small- to medium-size sustainable farmers. "The region is crying out for how to aggregate deliveries but still maintain direct relationships between producers and buyers," says Deborah Kane, vice president of Food and Farms for Ecotrust, a Portland-based conservation group.

Set for a June launch is FoodHub, an online tool developed by the Oregon Department of Agriculture and Ecotrust ([ecotrust.org/foodhub](http://ecotrust.org/foodhub)). This online directory and marketplace will help buyers and sellers of regional food find one another and conduct business.

Other solutions that help open doors for smaller farms are on the way, Kane predicts. "I could easily imagine regional distribution drop-off facilities, as we get more sophisticated, at various sites along I-5," she says. "I've been in numerous conversations where people are talking about hubs, and they're talking about pooling product to respond to larger purchase orders."

**The low-carbon diet.** Remember local? This year's buzz-term for foodies is carbon footprint. Look for consumers to develop greater appreciation for what constitutes choices that produce more or less greenhouse gases, says Maisie Greenawalt, vice president for Bon Appetit Management, a \$500 million company with a commitment to socially responsible food sourcing. Bon Appetit runs cafes at 80 college campuses -- five in and around Portland.

Lesson No. 1 for carbon dioxide counters: Don't confuse carbon footprint with food-miles. "Food-miles is important for a whole host of reasons, but it does not equate to sustainability," Greenawalt says. To minimize their impact on global warming, eaters should consider how food was transported. "That proverbial slow boat from China is pretty efficient. It's the airplane that's not."

If more people will be calculating carbon footprints of food, they will also have better information by which to judge it. "What we've been getting is a translation of European data," Greenawalt says, but studies analyzing emissions related to food consumed in North America are expected soon. Among them is research measuring the climate impacts of meat we eat, soon to be published by Nathan

food community isn't what to eat now, but rather, what we'll be eating 10 years from now.

If we're to continue hitching our economy and our identity as a state to the farms around us, members of the community say, Oregon must find and vigorously support a new generation of farmers.

Right now, the numbers don't look good. The average age of farmers in Oregon is 57.5, slightly higher than the U.S. average, according to the 2007 census of agriculture. That means 25 percent to 50 percent of the state's farmland probably will change hands during the next decade. Few young people have the training, financial capital and land to step in for those who are about to retire.

And food and agriculture leaders are starting to pay attention. About 100 interested folks from around the state met in February at a Corvallis summit to talk about helping both older farmers and aspiring ones.

"It's on people's radar," says Zoe Bradbury, a 29-year-old farmer in southwest Oregon who helped organize the summit. "And the new farm bill put more money and emphasis on beginning farmer development than ever before."

Solutions might take the form of Land Link Montana, a matching service that connects beginning and relocating farmers and ranchers with landowners who want to see their land in production, technical training, or something else entirely.

Bradbury, a national Food & Society Policy Fellow who is entering her second growing season in Curry County, knows the plight of new farmers firsthand. "There are major barriers if you're just getting going," she says.

Her two-year fellowship



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Pelletier at Canada's Dalhousie University. (Want to calculate the carbon footprint of your last meal? Check out [eatlowcarbon.org](#).)

The importance of composting food waste instead of sending it to a landfill (where it rots and releases methane, a gas more damaging than carbon dioxide) should also get wider play, Greenawalt says.

**Got a green label? Prove it.** As more eco-labels spread into the mainstream, food shoppers will want specifics, says Natalie Reitman-White, sustainability manager for Organically Grown Co., and a faculty member at University of Oregon's Institute for Sustainable Environment. Transparency is the word of the future, especially for food products that claim environmental high ground. (Check how valid the green claims are on your favorite food labels at Consumer Reports' Greener Choices Web site: [greenerchoices.org/eco-labels/](#).)

focuses on publicizing issues facing new farmers and helping craft policy solutions that bring more young people back onto the land.

The good news, she says, is that over the past five years, more consumers are demanding local food, and more young people are inspired to try.

"There are a lot of us who want to do this for a living," Bradbury says. "Somehow, we need to keep connecting the dots so it's clear that food is essential to everything -- our health, our economy. We can't wait too long."

--Leslie Cole

**Backing up green claims**

"I think there's going to be an increased push for reporting and showing metrics and measurements to back up sustainability claims," Reitman-White says. "You can't just say, we're a sustainable company."

Groups such as Food Alliance, which started out certifying growers for their sustainable practices, now also certify vegetable processors and food distributors for their green practices. Soon, they'll be certifying livestock feedlots as well, so meat buyers can know even more about what's behind their meal.

**Tracking food back to its source.** Another hot-button word in food is "traceability," labeling of products so consumers can track them back to their source. It's key to helping food safety investigators do their job quickly, but also to give the consumer more information.

Oregon's commercial fishermen are ahead of the game. A pilot project called Pacific Fish Trax began recently at two Portland-area New Seasons stores (Arbor Lodge and Cedar Hills), allowing shoppers who buy albacore tuna fillets to scan a bar code into a kiosk and get information about the fisherman who caught the fish and the processor who prepared it for sale. "Consumers can have a direct connection to the fisherman without driving to the coast," says Jeff Feldner, a seafood specialist for Oregon Sea Grant and Oregon State University.

On the Pacific Trax Web site, launched by OSU, the Community Seafood Initiative and the state's commercial fishermen, you'll find ocean maps and detailed data about your fish purchase and its history.

Other sustainable innovations in food will occur behind the scenes. Reitman-White sees growing interest in green technology that serves farmers and retailers, such as reusable packaging for transporting produce, and renewable, nonpolluting energy for farm equipment and transportation.

-- Leslie Cole; [lesliecole@news.oregonian.com](mailto:lesliecole@news.oregonian.com)

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Set for a June launch is FoodHub, an online tool developed by the Oregon Department of Agriculture and Ecotrust ([ecotrust.org/foodhub](http://ecotrust.org/foodhub)). This online directory and marketplace will help buyers and sellers of regional food find one another and conduct business.

Other solutions that help open doors for smaller farms are on the way, Kane predicts. "I could easily imagine regional distribution drop-off facilities, as we get more sophisticated, at various sites along I-5," she says. "I've been in numerous conversations where people are talking about hubs, and they're talking about pooling product to respond to larger purchase orders."

**The low-carbon diet.** Remember local? This year's buzz-term for foodies is carbon footprint. Look for consumers to develop greater appreciation for what constitutes choices that produce more or less greenhouse gases, says Maisie Greenawalt, vice president for Bon Appetit Management, a \$500 million company with a commitment to socially responsible food sourcing. Bon Appetit runs cafes at 80 college campuses -- five in and around Portland.

Lesson No. 1 for carbon dioxide counters: Don't confuse carbon footprint with food-miles. "Food-miles is important for a whole host of reasons, but it does not equate to sustainability," Greenawalt says. To minimize their impact on global warming, eaters should consider how food was transported. "That proverbial slow boat from China is pretty efficient. It's the airplane that's not."

If more people will be calculating carbon footprints of food, they will also have better information by which to judge it. "What we've been getting is a translation of European data," Greenawalt says, but studies analyzing emissions related to food consumed in North America are expected soon. Among them is research measuring the climate impacts of meat we eat, soon to be published by Nathan

food community isn't what to eat now, but rather, what we'll be eating 10 years from now.

If we're to continue hitching our economy and our identity as a state to the farms around us, members of the community say, Oregon must find and vigorously support a new generation of farmers.

Right now, the numbers don't look good. The average age of farmers in Oregon is 57.5, slightly higher than the U.S. average, according to the 2007 census of agriculture. That means 25 percent to 50 percent of the state's farmland probably will change hands during the next decade. Few young people have the training, financial capital and land to step in for those who are about to retire.

And food and agriculture leaders are starting to pay attention. About 100 interested folks from around the state met in February at a Corvallis summit to talk about helping both older farmers and aspiring ones.

"It's on people's radar," says Zoe Bradbury, a 29-year-old farmer in southwest Oregon who helped organize the summit. "And the new farm bill put more money and emphasis on beginning farmer development than ever before."

Solutions might take the form of Land Link Montana, a matching service that connects beginning and relocating farmers and ranchers with landowners who want to see their land in production, technical training, or something else entirely.

Bradbury, a national Food & Society Policy Fellow who is entering her second growing season in Curry County, knows the plight of new farmers firsthand. "There are major barriers if you're just getting going," she says.

Her two-year fellowship



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By Mike Rogoway

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## TAX Q&A BLOG

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Pelletier at Canada's Dalhousie University. (Want to calculate the carbon footprint of your last meal? Check out [eatlowcarbon.org](#).)

The importance of composting food waste instead of sending it to a landfill (where it rots and releases methane, a gas more damaging than carbon dioxide) should also get wider play, Greenawalt says.

**Got a green label? Prove it.** As more eco-labels spread into the mainstream, food shoppers will want specifics, says Natalie Reitman-White, sustainability manager for Organically Grown Co., and a faculty member at University of Oregon's Institute for Sustainable Environment. Transparency is the word of the future, especially for food products that claim environmental high ground. (Check how valid the green claims are on your favorite food labels at Consumer Reports' Greener Choices Web site: [greenerchoices.org/eco-labels/](#).)

focuses on publicizing issues facing new farmers and helping craft policy solutions that bring more young people back onto the land.

The good news, she says, is that over the past five years, more consumers are demanding local food, and more young people are inspired to try.

"There are a lot of us who want to do this for a living," Bradbury says. "Somehow, we need to keep connecting the dots so it's clear that food is essential to everything -- our health, our economy. We can't wait too long."

--Leslie Cole

**Backing up green claims**

"I think there's going to be an increased push for reporting and showing metrics and measurements to back up sustainability claims," Reitman-White says. "You can't just say, we're a sustainable company."

Groups such as Food Alliance, which started out certifying growers for their sustainable practices, now also certify vegetable processors and food distributors for their green practices. Soon, they'll be certifying livestock feedlots as well, so meat buyers can know even more about what's behind their meal.

**Tracking food back to its source.** Another hot-button word in food is "traceability," labeling of products so consumers can track them back to their source. It's key to helping food safety investigators do their job quickly, but also to give the consumer more information.

Oregon's commercial fishermen are ahead of the game. A pilot project called Pacific Fish Trax began recently at two Portland-area New Seasons stores (Arbor Lodge and Cedar Hills), allowing shoppers who buy albacore tuna fillets to scan a bar code into a kiosk and get information about the fisherman who caught the fish and the processor who prepared it for sale. "Consumers can have a direct connection to the fisherman without driving to the coast," says Jeff Feldner, a seafood specialist for Oregon Sea Grant and Oregon State University.

On the Pacific Trax Web site, launched by OSU, the Community Seafood Initiative and the state's commercial fishermen, you'll find ocean maps and detailed data about your fish purchase and its history.

Other sustainable innovations in food will occur behind the scenes. Reitman-White sees growing interest in green technology that serves farmers and retailers, such as reusable packaging for transporting produce, and renewable, nonpolluting energy for farm equipment and transportation.

-- Leslie Cole; [lesliecole@news.oregonian.com](mailto:lesliecole@news.oregonian.com)

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# *Where Does Your Fish Come From?*



**PacificFishTrax connects consumers and fishermen by putting a face to your locally-caught fish**



**Jeff Feldner, Oregon Sea Grant Extension, is the project advisor who, along with project manager Wendy Yorkshire, is responsible for the two PacificFishTrax kiosks headed to Portland February 20.**

Starting February 20, customers at Portland's New Seasons Markets will be able to scan their package of Oregon albacore and see who caught it and where, who processed it, and how.

PacificFishTrax is a pilot marketing project designed to link seafood consumers with the fishermen who catch the fish and the seafood industry that processes that fish between ocean and dinner table.

Funded by a grant from the Community Seafood Initiative and the Oregon Innovation Council, the project has been designed and developed by project manager Wendy Yorkshire, working with project advisor Jeff Feldner, a seafood and fisheries specialist with Oregon Sea Grant Extension and longtime local fisherman.

The PacificFishTrax kiosk sits on top of a small freezer. When a customer selects a package of Oregon albacore from the freezer and scans it, a video introduces the customer to the fisherman who caught that fish, the boat he was on, the area off the Oregon coast where the fish was caught, the processor, and how the fish was subsequently processed.

The idea for the kiosk first emerged out of the Collaborative Research on Oregon Ocean Salmon (CROOS) project, an Oregon State University Coastal Oregon Marine Experiment Station (COMES) project that originally set out to track salmon using bar codes to determine their river of origin.

"We realized that it wasn't just scientists who were interested in this information," said Feldner, who is also a member of the CROOS project. "Those who eat the seafood are also interested in who's catching their fish and where it comes from."

Similar traceability processes are already in place and almost mandatory in Europe, requiring detailed tracking for food safety and sustainability issues. But the PacificFishTrax project focuses on the human dimension, putting a human face on where that fish came from and providing a.



**Jeff Feldner scans one of four or five barcoded samples of albacore. There were 1300 pounds of albacore purchased for use in the PacificFishTrax project.**



**Jay Rasmussen finds out where an albacore sample was caught, who caught it and processed it, and learns what's involved in processing that fish for consumption.**

rare connection between consumer and fisherman

"People like the fact that the kiosk connects the fish with a real face behind it," says Feldner. "They're fascinated with the 'who,' 'where,' and 'how.'"

One of the kiosks has been set up in the Lincoln County Extension Service Office for the past week, just so people could try it out. The response has been great.

"People who try it out are jumping up and down," says Feldner. "They like the idea and the design. But the big thing is the fishermen and being able to spotlight them and the work they do to put food on peoples' tables."

So far three Newport fishermen are featured in the kiosk, Paul Stannard, Tom Nelson, and Jim Conrad, along with fish processor Bob Aue.

According to Feldner, the PacificFishTrax kiosk has an enormous amount of potential to not only demonstrate where consumer seafood comes from, highlighting the human factor in the process, but it's a natural feedback loop, capable of putting any information or questionnaire construct out there and collecting feedback and information in return.

For instance, brochures on the kiosk point consumers to the PacificFishTrax website where they can obtain additional information or, by filling out a more detailed questionnaire, receive a \$2 coupon good at the New Seasons Market for any canned Oregon albacore product, thanks to the Oregon Albacore Commission.

Plans are already underway to use the kiosk this summer with other species and products – salmon, sable fish, ling cod, and halibut.

After their run in Portland, the two demonstration kiosks will ultimately make their way to a variety of locations and meetings throughout Oregon, continuing to educate, inform, and connect consumers, fishermen, and the local processes from which both groups benefit.

*-- Oregon Sea Grant Extension, 2009*

[Return to previous page](#)

## New Seasons Market Announces Partnership with Pacific Fish Trax

FOR IMMEDIATE RELEASE Contact: Wendy Yorkshire  
January 30, 2009 541.444.2460  
[yorkshirew@mac.com](mailto:yorkshirew@mac.com)



**PORTLAND, OR.**--Imagine picking up a piece of fish in the grocery store and immediately being able to see who caught it and the boat on which it was landed. Portland shoppers will be able to do exactly that starting Fri., Feb. 20 at two New Seasons Market stores.

With the new “Pacific Fish Trax” program, people buying high-quality Oregon albacore can watch a video – activated by a barcode on the label – that introduces the buyer to the fisherman who caught that fish, the boat it was caught from and the processor who packaged it. Pacific Fish Trax allows consumers to track information from ocean to store about their seafood purchase. Oregon albacore is just one of the first seafood products that will be available through Pacific Fish Trax.



“Consumers can have a direct connection to the fisherman without driving to the coast,” said Jeff Feldner, seafood specialist for [Oregon Sea Grant](#) and OSU. “This is a great way of supporting local fishing communities that produce a superior product.”

Local fishermen will meet the public at tastings held at New Seasons Market’s [Arbor Lodge](#) and [Cedar Hills Crossing](#) stores from 12pm-5pm on Feb. 20. Frozen albacore will be available at those stores while supplies last.

“We are excited to support this innovative program in our stores, because it helps us to further educate our customers about where their albacore comes from, as well as provide another opportunity for them to learn about our local fishing industry,” said [Alan Hummel, Meat and Seafood Director for New Seasons Market](#).

“When you prepare the fish at home it is perfect: the taste, the texture, everything is just like the fish was caught yesterday,” said Bob Aue, a commercial fisherman and processor out of Newport. “By freezing the fresh fish in thick plastic vacuum packaging, we can deliver the fish to the customer in perfect condition.” Oregon albacore comes from a sustainable fishery; it is low in mercury and high in omega-3s.

After the Feb. 20 launch, consumers can also download a \$2 coupon at [www.pacificfishtrax.org](http://www.pacificfishtrax.org), good on canned Oregon albacore at New Seasons Market stores. The website provides more information on select Oregon fisheries, Pacific Fish Trax and our coastal fishing communities.

Pacific Fish Trax is a joint venture between Oregon fishermen, Oregon State University, Oregon Sea Grant and the Community Seafood Initiative, a nonprofit in Astoria. Its mission is to connect consumers to the many actions fishermen, marine scientists and coastal fishing communities are taking together to strengthen Oregon fisheries for current and future generations. Funding for Pacific Fish Trax comes from The Oregon Innovation Council and The Oregon Salmon Commission.

Read about this program on KGW: [http://www.kgw.com/news-local/stories/kgw\\_030209\\_news\\_fish\\_tracking.1ce557a5.html](http://www.kgw.com/news-local/stories/kgw_030209_news_fish_tracking.1ce557a5.html)

Read about this program on OPB: <http://news.opb.org/article/4335-who-caught-my-tuna-consumers-get-tracking-tool/>



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### Track tuna to its Oregon source, soon at New Seasons

Posted by [Shelby Wood](#), [The Oregonian](#) February 11, 2009 07:45AM  
Categories: [Eat Your Greens](#), [Food](#), [Living Top Stories](#), [Spending Green](#)

First, [there was Seafood Watch](#). Now comes Oregon State University, giving word this week that starting Feb. 20, consumers at two New Seasons stores can use a new bar-code scanner to track Oregon-caught albacore tuna to its source.



Oregon fisherman Bob Aue scans a frozen fish fillet during a test run of Pacific Fish Trax. photo: Lynn Ketchum, Oregon State University

Eventually, the Pacific Fish Trax project aims to include more species and "shed light on the state's commercial fishing industry and strengthen wild fish runs."

Here's how an OSU news release describes the project:

This is a pilot project to see how consumers respond to such a marketing effort. Three Newport fishermen participated in this first venture and caught about 1,400 pounds of albacore that will be sold under the Pacific Fish Trax system.

Gil Sylvia, an OSU seafood economist and superintendent of the Coastal Oregon Marine Experiment Station in Newport, says this is just the first step and, in fact, the pilot project was supposed to focus on Oregon's ocean salmon, but the widespread closure of the Pacific Ocean to salmon fishing in 2008 to protect a weak run of Sacramento River fish prompted the project coordinators to opt for albacore.

Your first chance to check out the kiosks and meet Newport fishermen who participated in the tuna pilot project will be noon to 5 p.m. on Fri., Feb. 20, at [two New Seasons locations](#): Cedar Hills (3495 Cedar Hills Blvd.) and Arbor Lodge (6400 N. Interstate).

After Feb. 20, more info will be available at [www.PacificFishTrax.org](http://www.PacificFishTrax.org).

Sign up for [Eat Your Greens](#) and get a brief blast of [PDXgreen](#) three times a week -- in an email delivered to your inbox, phone or [CrackBerry](#).

Click [HERE](#) to get on the mailing list (under "Lifestyle," check [PDXgreen](#), then enter your email address).

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## Of Baacodes, Fish Trax and the traceability trend

Posted by [Shelby Wood](#), [The Oregonian](#) April 12, 2009 06:57AM

Categories: [Food](#), [Living Top Stories](#), [Spending Green](#)

[Pacific Fish Trax](#), at two New Seasons locations, will tell you where your tuna first swam. Now comes [Baacode from Icebreaker](#), which allows customers to trace the origin of their \$159.99 merino wool midweight tops or \$24.99 merino wool bikini underwear.

Even if you don't eat tuna or can't imagine buying \$24.99 underwear (even if it is non-itch and biodegradable), the developments may signal a trend toward greater so-called "traceability" on all kinds of store shelves.

Icebreaker, headquartered in Portland, created a [Web site](#) where you can punch in the code from a garment and see the spot on a map of New Zealand where it began as the outer layer of a sheep. Then you can watch a video of the farmers who raise the sheep, talking about their lives and work. It's more interesting than I'm making it sound, and in any case, you've got to appreciate the "baacode" pun. I know I do.

In a news release, Icebreaker says 44,000 customers so far have tracked their tops, pants and underwear via Baacode.

[Pacific Fish Trax](#), which I [blogged about](#) a while back, provides New Seasons customers with similar information about Oregon-caught albacore tuna bought at the stores, via on-site kiosks.

Last month, the [New York Times](#) wrote about the [traceability trend](#), which so far has been confined largely to food products. The story focused on a new site, [findthefarmer.com](#), which allows consumers who purchase Stone-Buhr all-purpose whole wheat flour in some Wal-Mart, Safeway and other grocery chains to find out who grew it, by entering the lot code printed on the side of the bag. And there's a Northwest connection: The wheat comes from 32 farmers in Oregon, Washington and Idaho whose methods have been certified by an environmental organization and whose wheat is milled separately from uncertified wheat.

Wrote the Times:

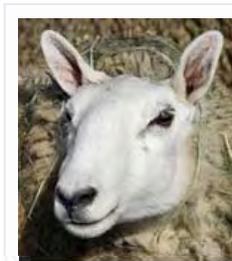
The underlying idea, broadly called traceability, is in fashion in many food circles these days. Makers of bananas, chocolates and other foods are also using the Internet to create relationships between consumers and farmers, mimicking the once-close ties that were broken long ago by industrialized food manufacturing.

Traceability can be good for more than just soothing the culinary consciences of foodies. Congress is also studying the possibility of some kind of traceability measure as a way to minimize the impact of food scares like the recent peanut salmonella crisis.

Fish, wheat, underwear...who knows what we'll be able to trace next?

Tags: [Icebreaker](#), [Pacific Fish Trax](#), [traceability](#)

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The Oregonian

A sheep, but not an Icebreaker "Baacoded" sheep.

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## Locally Caught Albacore with Personal Connection Now Available to Portland Shoppers

Posted By [Food Dude](#) On February 17, 2009 @ 2:04 pm In [Press Release](#) | [Comments Disabled](#)

### BUY THE FISH, MEET THE FISHERMAN:

#### LOCALLY CAUGHT ALBACORE WITH PERSONAL CONNECTION

#### NOW AVAILABLE TO PORTLAND SHOPPERS

Imagine picking up a piece of fish in the grocery store and immediately being able to see who caught it and the boat on which it was landed. Portland shoppers will be able to do exactly that starting Friday, February 20 at two New Seasons Market stores.

With the new "Pacific Fish Trax" program, people buying high-quality Oregon albacore can watch a video – activated by a barcode on the label – that introduces the buyer to the fisherman who caught that fish, the boat it was caught from and the processor who packaged it. Pacific Fish Trax allows consumers to track information from ocean to store about their seafood purchase. Oregon albacore is just one of the first seafood products that will be available through Pacific Fish Trax.

"Consumers can have a direct connection to the fisherman without driving to the coast," said Jeff Feldner, seafood specialist for Oregon Sea Grant and OSU. "This is a great way of supporting local fishing communities that produce a superior product."

Local fishermen will meet the public at tastings held at New Seasons Market's Arbor Lodge and Cedar Hills stores from noon-5 pm on February 20. Frozen albacore will be available at those stores while supplies last.

"We are excited to support this innovative program in our stores and help to educate our customers about where their albacore comes from, as well as provide the opportunity for them to learn more about our local fishing industry", said Alan Hummel, Meat and Seafood Director for New Seasons Market.

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After the February 20<sup>th</sup> launch, consumers can also download a \$2 coupon at [www.pacificfishtrax.org](http://www.pacificfishtrax.org), good on canned Oregon albacore at New Seasons Market stores. The website provides more information on select Oregon fisheries, Pacific Fish Trax and our coastal fishing communities.

Pacific Fish Trax is a joint venture between Oregon fishermen, Oregon State University, Oregon Sea Grant and the Community Seafood Initiative, a non-profit in Astoria. Its mission is to connect consumers to the many actions fishermen, marine scientists and coastal fishing communities are taking together to strengthen Oregon fisheries for current and future generations. Funding for Pacific Fish Trax comes from The Oregon Innovation Council and The Oregon Salmon Commission.

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## pacific fish trax

### Track Your Seafood

Posted by [suzannah](#) | Tuesday, February 24, 2009 at 12:18pm

One of the things I have found frustrating about ocean conservation is that most people don't think twice about the fish on their plate. Take canned tuna. Much like ground beef, it's comprised of many tuna fish mixed together, potentially from locations across the globe. It mystifies the meat and makes it very difficult for people to imagine that it ever came from a real fish in a real ecosystem.

That's why I was excited to see a pilot program called [Pacific Fish Trax](#) in Oregon that could end the mystery of where your fish comes from. Just swipe a barcode at the grocery store, and you can watch a video of the fisherman who caught your tuna and see a map of the spot where the fish was snagged.

It all sounds pretty cool, and I hope the pilot program is a huge success. Among revelations that even fancy restaurants [aren't selling the fish they claim they're selling](#), a little transparency could be a great thing.

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Written By: Dennis Newman on February 10, 2009 No Comment

*By Dennis Newman*

Ever wonder where the seafood you eat comes from? I mean, where it really comes from?

More information than you can possibly imagine about that tuna fillet will soon be available thanks to a new program called Pacific Fish Trax.

Here's how it works. Later this month, two New Seasons Markets in the Portland area will begin selling albacore tuna with Fish Trax bar codes. Scan the fish at a special kiosk, and you'll get a Facebook like page introducing you to the fisherman who caught fish, the boat from which it was caught, and the processor who packaged it.



Fisherman Bob Aue scans a frozen fish fillet with a barcode during a test run of the project.



A screen shot of what you'll see after scanning the fish.

*Photos Courtesy: Lynn Ketchum, Oregon State University*

Once you're home, there's even more information about that frozen fillet on the internet. The Pacific Fish Trax website will tell you where it was caught, the water temperature, maps of the ocean floor, etc.....

The program is combined effort by Oregon State University, the Community Seafood Initiative, and Oregon commercial fishermen.

"It's a way of connecting people directly to the food they eat," says OSU seafood economist Gil Sylvia. He sees restaurant chefs and seafood retailers having conversations with customers about the food they're buying, and the stories behind it.

Fish Trax is a pilot program for now. Three fishermen from Newport and about 1400 pounds of frozen albacore are participating. Sylvia hopes to expand the program to include salmon.



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**Testimony before Oregon House Committee on  
Sustainability and Economic Development  
Jay Bornstein  
Bornstein Seafoods  
February 24, 2009**

Chair Read, Members of the Committee, for the record my name is Jay Bornstein and I am the owner of Bornstein Seafoods in Astoria.

We need to retain and create more jobs in the Oregon fishing industry. As the industry moves into the 21<sup>st</sup> century there are so many opportunities to promote the sustainable fisheries on which our coastal communities depend. The Community Seafood Initiative is taking a hard look at where those values can be found. Our collaborative efforts are proving successful in terms of advancing the tools that the fishing industry needs to not only stay viable, but to flourish.

In the short term, the initiative's ability to make our industry more competitive by making it more efficient is paying off by helping to keep living wage jobs in our coastal communities. In this biennium the initiative has helped create or retain more than 200 jobs in our industry.

The initiative is helping our industry become more competitive and sustainable by helping create new products and services that will generate new markets for Oregon seafood and the people who produce it. Here is a snapshot of five projects the Community Seafood Initiative is working on with funding from the Oregon Innovation Council:

1. The Seafood Initiative has a state-of-the-art product development facility. We're experimenting with a variety of seafood product forms as well as innovative packaging like retortable pouches with northwest sardines packed in tomato sauce. Retortable pouches are a flexible packaging that is becoming increasingly popular with markets because they are easy to use and take up less storage space. We have been collaborating with members of the Warm Springs Indian Tribes to develop a production facility on their reservation which could employ 6 to 10 tribal members. Our product development service helps create and retain jobs.
2. The Seafood Initiative operates its Markets Links programs which educate consumers through our cooking school and by providing information on the health benefits of seafood consumption. Increasing the demand for a healthy, locally caught protein source in turn supports jobs in the fishing community. When a person attends one of our cooking classes they leave knowing not only how to prepare seafood but with a deeper understanding of the century-old connection between the fishing industry and coastal communities. They are now comfortable purchasing seafood in a retail market and preparing it at home. This increase in demand creates and retains jobs.

3. The Seafood Initiative promotes fishing community leadership training which cultivates new leaders in the fishing industry who are able to further collaborative efforts in our coastal communities. The initiative is partnering with Portland State University's Food Leadership Institute to deliver a world-class resource focused on food system leadership issues. In addition to our leadership program, we've leveraged Oregon Inc funding to help community leadership engage in actions aimed at preserving seafood-related working waterfronts. The initiative is engaging rural port communities such as Newport and Coos Bay and assisting them with strategic decision making processes that help these communities transition into the 21<sup>st</sup> century while retaining a viable seafood-related working waterfront. These efforts create and retain jobs.
4. The Seafood Initiative is a partner in the potential development of a seafood interpretive center, like the Tillamook Cheese Factory only in a seafood processing plant, on the northern Oregon coast. This Center will connect consumers directly with the processors who safely bring product from the dock to their plate deepening the understanding of where their seafood comes from and strengthening the desire for locally caught products. This can increase demand for locally caught seafood which will create and retain jobs.
5. Another project - Pacific Fish Trax is a concept and tool that can help add value to the fishing industry by connecting the consumer with information about their seafood from catch to point of sale at the Consumer. We're currently testing the consumer demand for this information through a pilot program at two New Seasons stores in the Portland area, one near Chair Read's home. By scanning a barcode located on the seafood label the consumer gets immediate information about the particular seafood they are holding in their hands, including a photo of the fisherman and vessel which caught the fish as well as transparency of the food safety and chain of custody information about the seafood. Expanding this project to include more species and the entire seafood producing industry can increase demand for Oregon seafood and create and retain jobs.

These are just some of the many collaborative projects that the Seafood Initiative is involved with. With continued funding we plan to take these projects to the next level as we continue to work to increase the number of jobs created and retained for Oregon's seafood industry and the coastal communities supported by this important industry.

## Appendix II. Survey Results

### Summary of PFX Kiosk surveys as of 4/24/2009

	Cedar Hills		Alder Lodge		Combined (both stores)	
# of fish scanned	974		1049		2023	
# of surveys begun	180		223		403	
# of surveys completed	165		200		365	
	Responses	% of total	Responses	% of total	Responses	% of total
Q1: What was most attractive about this display?						
1. Its colorful design	40	22.22%	31	13.90%	71	17.62%
2. The interactive scanner and video	80	44.44%	114	51.12%	194	48.14%
3. The fact that it contained Oregon Albacore	60	33.33%	78	34.98%	138	34.24%
Total responses	180	100.00%	223	100.00%	403	100.00%
Q 2: Why did you stop at this kiosk and freezer?						
1. The store promotion of it	119	71.26%	141	67.79%	260	69.33%
2. The chef's demonstration	14	8.38%	14	6.73%	28	7.47%
3. The take-away card with more information	14	8.38%	23	11.06%	37	9.87%
4. Would buy Albacore anyway, promotion or not	20	11.98%	30	14.42%	50	13.33%
Total responses	167	100.00%	208	100.00%	375	100.00%
Q 3: What is most attractive about the PFX Albacore?						
1. Caught in Oregon waters by local fishermen	129	78.18%	160	80.00%	289	79.18%
2. It's health qualities (low mercury, high omega 3)	25	15.15%	29	14.50%	54	14.79%
3. The convenience of fish that is frozen	11	6.67%	11	5.50%	22	6.03%
Total responses	165	100.00%	200	100.00%	365	100.00%
Q 4: Would you be interested in more information about ...						
1. Yes	112	68.29%	153	77.66%	265	73.41%
2. No	52	31.71%	44	22.34%	96	26.59%
	164	100.00%	197	100.00%	361	100.00%

# Pacific Fish Trax Survey

1. Would you like to continue with the survey?			
		Response Percent	Response Count
Yes		100.0%	58
		<i>answered question</i>	58
		<i>skipped question</i>	0

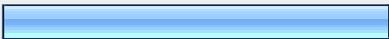
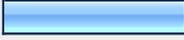
2. How did you find the Pacific Fish Trax website?			
		Response Percent	Response Count
From information provided by New Seasons		47.8%	22
Internet search engine		0.0%	0
Referral/Link from another site		4.3%	2
News/Magazine article		10.9%	5
Friend/Family		17.4%	8
Other (please specify)		19.6%	9
		<i>answered question</i>	46
		<i>skipped question</i>	12

3. What was your primary reason for visiting the Pacific Fish Trax website?			
		Response Percent	Response Count
To obtain a coupon for a future seafood purchase		34.8%	16
To learn more about the fish I purchased		8.7%	4
To learn about the fishing community		6.5%	3
<b>To learn about Pacific Fish Trax</b>		<b>41.3%</b>	<b>19</b>
Other (please specify)		8.7%	4
		<b>answered question</b>	<b>46</b>
		<b>skipped question</b>	<b>12</b>

4. Did you find what you were looking for?			
		Response Percent	Response Count
Yes		65.2%	30
Mostly		28.3%	13
No		6.5%	3
		<b>answered question</b>	<b>46</b>
		<b>skipped question</b>	<b>12</b>

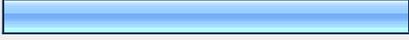
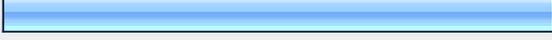
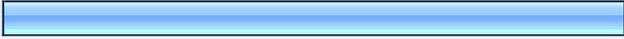
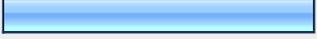
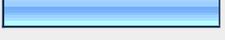
5. If you answered "No", please tell us what information you were looking for.		
		Response Count
		5
		<b>answered question</b>
		<b>5</b>
		<b>skipped question</b>
		<b>53</b>

**6. Please rate your overall satisfaction with the Pacific Fish Trax website.**

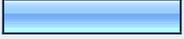
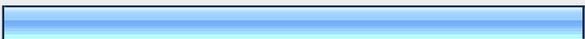
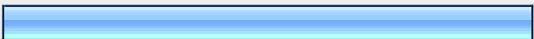
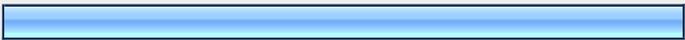
			Response Percent	Response Count
Very satisfied			42.2%	19
Satisfied			37.8%	17
Undecided			20.0%	9
Dissatisfied			0.0%	0
Very dissatisfied			0.0%	0
<b>answered question</b>				<b>45</b>
<b>skipped question</b>				<b>13</b>

**7. Please rate your satisfaction in regards to the design & information provided on the web pages you visited today.**

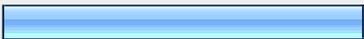
	Very satisfied	Satisfied	Dissatisfied	Very dissatisfied	Did not visit page	Rating Average	Response Count
Home Page	34.2% (13)	<b>65.8% (25)</b>	0.0% (0)	0.0% (0)	0.0% (0)	1.66	38
About Us	32.4% (12)	<b>56.8% (21)</b>	2.7% (1)	0.0% (0)	8.1% (3)	1.68	37
The Fish	36.8% (14)	<b>50.0% (19)</b>	2.6% (1)	0.0% (0)	10.5% (4)	1.62	38
The Fisheries	32.4% (12)	<b>51.4% (19)</b>	5.4% (2)	0.0% (0)	10.8% (4)	1.70	37
The People	29.7% (11)	<b>56.8% (21)</b>	8.1% (3)	0.0% (0)	5.4% (2)	1.77	37
The Fishing Community	27.0% (10)	<b>56.8% (21)</b>	5.4% (2)	0.0% (0)	10.8% (4)	1.76	37
The Marketplace	27.0% (10)	<b>54.1% (20)</b>	8.1% (3)	0.0% (0)	10.8% (4)	1.79	37
Find Your Fish	<b>37.8% (14)</b>	35.1% (13)	10.8% (4)	0.0% (0)	16.2% (6)	1.68	37
Provide additional comments about specific pages							11
<b>answered question</b>							<b>38</b>

8. What features would you like to see added to the Pacific Fish Trax website? (Select all that apply)			Response Percent	Response Count
A "Kids Space", where kids/parents/teachers can find special project related to issues and management of their local ocean and fisheries.			44.7%	17
A "Fish Expert" blog with information about local fisheries and current seafood topics.			60.5%	23
<b>Recipes</b>			<b>68.4%</b>	<b>26</b>
Videos			34.2%	13
List any additional features you would like to see.			23.7%	9
		<b>answered question</b>		<b>38</b>
		<b>skipped question</b>		<b>20</b>

**9. One page in development is "Get Involved" (found in "The People" section). Which of the following have you or would you "Get Involved" in? (Select all that apply)**

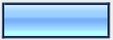
		Response Percent	Response Count
Purchase Pacific Fish Trax seafood.		69.4%	25
Participate in online educational "fish forums" focused on fisheries & seafood issues.		19.4%	7
Participate in activities at local markets focused on sustainable seafood, fish habitat, and/or fisheries management.		41.7%	15
Increase my understanding of local fisheries management practices.		63.9%	23
Visit the Pacific Fish Trax website.		58.3%	21
<b>Tell my friends/family about Pacific Fish Trax.</b>		<b>75.0%</b>	<b>27</b>
Other (please specify)		2.8%	1
		<b>answered question</b>	<b>36</b>
		<b>skipped question</b>	<b>22</b>

**10. Rate your level of confidence that the information provided on the Pacific Fish Trax website is current and correct?**

		Response Percent	Response Count
Very high		36.8%	14
<b>High</b>		<b>39.5%</b>	<b>15</b>
Moderate		7.9%	3
Low		2.6%	1
No confidence		0.0%	0
No opinion		13.2%	5
		<b>answered question</b>	<b>38</b>
		<b>skipped question</b>	<b>20</b>

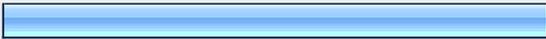
11. Please indicate, for each reason listed, the likelihood that you would revisit the Pacific Fish Trax website.								
	Extremely likely	Very likely	Likely	Somewhat likely	Not likely	Not at all	Rating Average	Response Count
To find other Pacific Fish Trax seafood items	<b>37.5% (12)</b>	31.3% (10)	18.8% (6)	6.3% (2)	6.3% (2)	0.0% (0)	2.13	32
To receive additional seafood savings coupons	<b>51.5% (17)</b>	18.2% (6)	18.2% (6)	9.1% (3)	3.0% (1)	0.0% (0)	1.94	33
To learn about current developments in local fishing/seafood communities	<b>38.7% (12)</b>	22.6% (7)	25.8% (8)	9.7% (3)	3.2% (1)	0.0% (0)	2.16	31
To engage with others who share my seafood interests	20.0% (6)	16.7% (5)	<b>23.3% (7)</b>	13.3% (4)	20.0% (6)	6.7% (2)	3.17	30
To learn about new developments with Pacific Fish Trax projects	<b>34.4% (11)</b>	28.1% (9)	28.1% (9)	6.3% (2)	3.1% (1)	0.0% (0)	2.16	32
	<b>answered question</b>							<b>35</b>
	<b>skipped question</b>							<b>23</b>

12. Please indicate the relative importance of the following contributions that local fisheries and seafood companies are making in Oregon.							
	Extremely important	Very important	Moderately important	Somewhat important	Not important	Rating Average	Response Count
The contribution of Oregon's fisheries and seafood companies to the overall State's economy	<b>47.1% (16)</b>	35.3% (12)	17.6% (6)	0.0% (0)	0.0% (0)	1.71	34
The contribution of Oregon's fisheries and seafood companies to the economies of coastal communities	<b>65.7% (23)</b>	28.6% (10)	5.7% (2)	0.0% (0)	0.0% (0)	1.40	35
The supply of Oregon harvested seafood to Oregon's grocery stores and restaurants	<b>58.8% (20)</b>	35.3% (12)	5.9% (2)	0.0% (0)	0.0% (0)	1.47	34
The contribution of Oregon's fisheries and seafood companies to the identity and heritage of Oregon's coastal communities	<b>60.6% (20)</b>	36.4% (12)	3.0% (1)	0.0% (0)	0.0% (0)	1.42	33
	<b>answered question</b>						<b>35</b>
	<b>skipped question</b>						<b>23</b>

13. Select the statement that best describes your impression of Oregon's ocean wild fish populations.			
		Response Percent	Response Count
Nearly all fish populations are healthy and sustainable		5.7%	2
Most fish populations are healthy and sustainable, although some are declining		2.9%	1
<b>Some fish populations are healthy and sustainable, and some are declining</b>		<b>62.9%</b>	<b>22</b>
Most fish populations are declining, some are healthy and sustainable		17.1%	6
Nearly all fish populations are declining		11.4%	4
		<b>answered question</b>	<b>35</b>
		<b>skipped question</b>	<b>23</b>

14. Please indicate the relative importance of tracking seafood product information for the following categories.							
	Extremely important	Very important	Moderately important	Somewhat important	Not important	Rating Average	Response Count
Seafood product safety	<b>75.8% (25)</b>	24.2% (8)	0.0% (0)	0.0% (0)	0.0% (0)	1.24	33
Seafood product quality	<b>69.7% (23)</b>	27.3% (9)	3.0% (1)	0.0% (0)	0.0% (0)	1.33	33
Sustainability of the fishery	<b>78.8% (26)</b>	15.2% (5)	6.1% (2)	0.0% (0)	0.0% (0)	1.27	33
Geographic area, or "localness", of the fishery	<b>60.6% (20)</b>	27.3% (9)	12.1% (4)	0.0% (0)	0.0% (0)	1.52	33
Who caught and processed the seafood I purchased	<b>55.9% (19)</b>	26.5% (9)	11.8% (4)	5.9% (2)	0.0% (0)	1.68	34
						<b>answered question</b>	<b>34</b>
						<b>skipped question</b>	<b>24</b>

**15. Please choose from one of the following three responses:**

		Response Percent	Response Count
I visited the Pacific Fish Trax freezer at New Seasons and purchased the Pacific Fish Trax Oregon Albacore.		22.9%	8
I visited the Pacific Fish Trax freezer at New Seasons, but did NOT PURCHASE the Pacific Fish Trax Oregon Albacore.		17.1%	6
<b>I did NOT VISIT the Pacific Fish Trax freezer at New Seasons and did not purchase the Pacific Fish Trax Oregon Albacore.</b>		<b>60.0%</b>	<b>21</b>
If you visited the Pacific Fish Trax freezer at New Seasons, have you or would you tell a friend about your in-store experience with Pacific Fish Trax?(Please answer "Yes" or "No")			11
<i>answered question</i>			<b>35</b>
<i>skipped question</i>			<b>23</b>

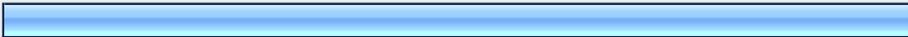
**16. How would you rate your overall satisfaction using the kiosk to purchase Oregon Albacore seafood?**

		Response Percent	Response Count
<b>Extremely satisfied</b>		<b>55.6%</b>	<b>5</b>
Satisfied		44.4%	4
Somewhat satisfied		0.0%	0
No opinion		0.0%	0
Somewhat dissatisfied		0.0%	0
Dissatisfied		0.0%	0
Extremely dissatisfied		0.0%	0
<i>answered question</i>			<b>9</b>
<i>skipped question</i>			<b>49</b>

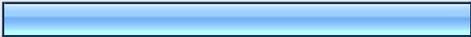
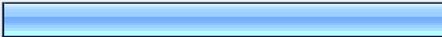
17. Please rate the relative “appeal” of the following characteristics of the Pacific Fish Trax Oregon Albacore product that you purchase.

	Very appealing	Appealing	Somewhat appealing	Neither appealing nor unappealing	Somewhat Unappealing	Unappealing	Very Unappealing
Packaging	<b>62.5% (5)</b>	37.5% (3)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0%
Quality of product	<b>75.0% (6)</b>	25.0% (2)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0%
Convenience	<b>75.0% (6)</b>	25.0% (2)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0%
Price	25.0% (2)	<b>50.0% (4)</b>	12.5% (1)	12.5% (1)	0.0% (0)	0.0% (0)	0.0%
Locally caught	<b>87.5% (7)</b>	12.5% (1)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0%
	<b>answered question</b>						
	<b>skipped question</b>						

18. Would you purchase Pacific Fish Trax Oregon Albacore again?

		Response Percent	Response Count
Yes		100.0%	8
No		0.0%	0
	<b>answered question</b>		<b>8</b>
	<b>skipped question</b>		<b>50</b>

19. Is New Seasons the primary grocery store where you shop?

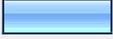
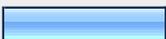
		Response Percent	Response Count
Yes		51.4%	18
No		48.6%	17
	<b>answered question</b>		<b>35</b>
	<b>skipped question</b>		<b>23</b>

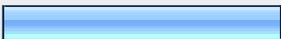
**20. In an average month, how many times do you eat seafood?**

		Response Percent	Response Count
More than once a week		28.6%	10
<b>Once a week</b>		<b>31.4%</b>	<b>11</b>
More than twice a month		11.4%	4
Twice a month		17.1%	6
Less than twice a month		11.4%	4
		<b>answered question</b>	<b>35</b>
		<b>skipped question</b>	<b>23</b>

**21. What percentage of the seafood you eat in a month is prepared at home?**

		Response Percent	Response Count
Less than 10		17.1%	6
11 to 20		8.6%	3
21 to 30		0.0%	0
31 to 40		11.4%	4
41 to 50		2.9%	1
<b>More than 50</b>		<b>60.0%</b>	<b>21</b>
		<b>answered question</b>	<b>35</b>
		<b>skipped question</b>	<b>23</b>

22. Where do you most often buy the seafood you prepare at home?			
		Response Percent	Response Count
At a gourmet and/or natural food store (e.g. New Seasons, Community Coop, Wild Oats)		50.0%	17
At a fish market		11.8%	4
At a grocery store owned by a large food chain (e.g. Safeway, Fred Meyer, Albertsons)		20.6%	7
Other (please specify)		17.6%	6
<i>answered question</i>			<b>34</b>
<i>skipped question</i>			<b>24</b>

23. Are you?			
		Response Percent	Response Count
Male		30.3%	10
Female		69.7%	23
<i>answered question</i>			<b>33</b>
<i>skipped question</i>			<b>25</b>

24. What is your age?				
		Response Average	Response Total	Response Count
Age		47.03	1,458	31
<i>answered question</i>				<b>31</b>
<i>skipped question</i>				<b>27</b>

**25. What is the highest level of education you have completed so far?**

		Response Percent	Response Count
High School		2.9%	1
<b>College</b>		44.1%	15
Professional		8.8%	3
<b>Post Graduate</b>		44.1%	15
		<i>answered question</i>	<b>34</b>
		<i>skipped question</i>	<b>24</b>

**26. What is your employment status?**

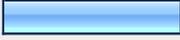
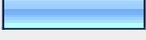
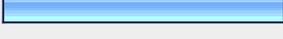
		Response Percent	Response Count
<b>Employed full time</b>		76.5%	26
Employed part time		11.8%	4
Unemployed		2.9%	1
Student		2.9%	1
Retired		2.9%	1
Other (please specify)		2.9%	1
		<i>answered question</i>	<b>34</b>
		<i>skipped question</i>	<b>24</b>

**27. How many individuals reside in your household?**

		Response Percent	Response Count
1		26.5%	9
2		29.4%	10
3		20.6%	7
4		11.8%	4
5 or more		11.8%	4
		<b>answered question</b>	<b>34</b>
		<b>skipped question</b>	<b>24</b>

**28. Of the individuals that reside in your household, how many are children?**

		Response Percent	Response Count
None		57.6%	19
1		18.2%	6
2		15.2%	5
3		9.1%	3
4 or more		0.0%	0
		<b>answered question</b>	<b>33</b>
		<b>skipped question</b>	<b>25</b>

29. What is your approximate annual household income?			
		Response Percent	Response Count
\$10,000		0.0%	0
\$10,000 – 19,999		3.8%	1
\$20,000 – 39,999		19.2%	5
\$40,000 – 59,999		19.2%	5
\$60,000 – 79,999		15.4%	4
\$80,000 – 99,999		11.5%	3
\$100,000 or more		30.8%	8
	<i>answered question</i>		26
	<i>skipped question</i>		32

30. What is your zip code?				
		Response Average	Response Total	Response Count
ZIP Code		97,242.25	3,111,752	32
	<i>answered question</i>			32
	<i>skipped question</i>			26

31. Please provide your email address if you are interested in participating in another Pacific Fish Trax website survey.		Response Count
		21
	<i>answered question</i>	21
	<i>skipped question</i>	37

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### **Appendix III: Budget**

The total amount spent on this pilot project was \$71,774.00

Kiosk-related expenses \$34,052.00

Consultant expenses \$37,400.00

Albacore product expenses \$322.00

- (Original cost of albacore was \$10,891 – once all the albacore is sold the SCC will make back \$10,569 resulting in a cost of \$322 for the albacore)

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## **Appendix IV: Partners and Vendors**

### **Partners:**

**These were the people and companies who went well beyond the contract to contribute to the kiosk project. Their contribution of extra time and energy was invaluable.**

#### **Albacore Purveyor and Processor-Hero Winterhawk Seafood**

Bob Aue  
PO Box 763  
Toledo Oregon 97301

#### **Retail Vendor and Promotional Partner**

##### **New Seasons Markets**

Alan Hummel  
Tana Hickey  
Helen Neville  
2004 N Vancouver St  
Portland, OR 97227

#### **Computer Design and Kiosk Implementation**

##### **Advanced Research Corporation**

John Lavrakas  
Jed Smith  
157 NW 15th St, Suite 5  
Newport, OR 97365  
541-265-9690

#### **Video Editorial and Design**

##### **Promotional Materials Design**

##### **Donmyer Productions**

Steve Donmyer  
Kay Christensen  
15429 Hart Street  
Van Nuys, California 91046  
818-692-9393

#### **Additional purveyor and processing**

##### **Newell Seafood's**

Lisa Newell  
Mark Newell  
3025 South Bay Road  
Toledo, Oregon  
541-336-5615

## **Vendors:**

### **Logo and Label Design**

Holly Hood Design  
1 Orange Groove Terrace  
Burbank, California 91501

### **Label Printing**

OSU Printing and Mailing  
Norene Collins  
100 Cascade Hall, Oregon State  
University  
Corvallis, Oregon 97333  
541.737.4941

### **Video Photography**

Pacific Media  
Dave Terry/ Julia Bostwick  
548 S.W. Eleventh Street  
Newport, Oregon 97365  
541.265.8258

### **Freezers**

Jessica Jarrard  
Food Service Warehouse  
5670 Greenwood Plaza Blvd., Ste 525  
Greenwood Village, CO 80111  
877-877-4379 x1577

### **Powder Coating-Backboards**

Craig Craft  
925 N.E. East Devils Lake Road  
Otis, Oregon 97368  
541-994-4707

### **Kiosk Vinyl and Graphics**

NWGI  
Matt  
121 SW 4th Street  
Corvallis, Oregon 97333  
541-753-9406

### **Additional Printing**

Lazerquick  
Rose  
145 N Coast Hwy Ste C  
Newport, Oregon 97365  
541-265-6425.

### **Backboard Design and Construction**

Halco Welding  
Stewart or Larry  
3826 South Coast Highway  
Newport, Oregon 97365

## **Appendix V: Advanced Research Corporation Project Plan**

### **Project Plan Pacific Fish Trax Kiosk**

This describes the plan for developing, installing, and servicing the Pacific Fish Trax Kiosk.

#### **Requirements**

1. The kiosk will have a backboard that holds a touch sensitive computer screen, speakers and bar code reader. The computer and other parts needed to operate the system will be stored inside the backboard. Advanced Research will consult on the design of the backboard to make sure that computer parts (including fans, cables etc) all fit and operate inside the backboard.
2. Two kiosks will be built.
3. When the buyer puts the fish up to the bar code reader, the reader will beep to let the buyer know it was read and then display a short video that is associated with that piece of fish.
4. The kiosk will be able to automatically restart if the power is interrupted (such as the cord being pulled out and put back in)
5. The kiosk will be able to play multiple videos that have been downloaded from some storage media (such as memory stick CD or DVD).
6. The kiosk will be able to display a help screen if the bar code is not associated with a known video, and the failure will be logged for later analysis.
7. The kiosk will be designed so it always is in a working state, so, for example, it does not display an error message because of some failure in operation, rather it shows a help screen to guide the customer.
8. Advanced Research will be responsible for sourcing all necessary equipment and design and program the computers.

#### **Development Plan**

Tasks (JWL 31 JMS 64)

Task 1. Design. (JWL 3 JMS 3)

- Formulate plans for building the kiosk
  - Prepare sketch of design (Wendy will do)
  - Prepare storyboards (Wendy will do)
    - operation by customer, including scanning fish and answering the questionnaire
  - Identify components and their relative positioning (JMS 1)
- Meet with Wendy and fabricators to go through design and get approval (JWL 2, JMS 2)
  - Agree on placement of hardware
  - Discuss special provisions
    - Resistance to vandalism or accident
    - Hardiness, robustness in event of being moved or power removed

Task 2. Development and test (JWL 18 JMS 51)

- Order parts (JMS 1)
- Develop user interface with mini computer, speakers, touch screen and bar code reader; incorporate questionnaire; log events to log file (time-stamped, tab-delimited text) including startup, bar-code beep, questionnaire choices (JWL 12 JMS 24)
- Develop mock up of display (cardboard or plywood) (JMS 4); Meet with Wendy and fabricators getting feedback. Let Wendy and others operate the actual interface and the mock up of the display. (JWL 2, JMS 2)
- Make adjustments as determined in meeting (JWL 2 JMS 4)
- Work with fabricator to integrate into final product (JMS 8)
- Check out fabricated product (test and fix) (JWL 2 JMS 8)
  - Demonstrate display of video when fish is read by bar code reader
  - Demonstrate automatic reboot after interrupting power
  - Demonstrate continued operation if unit moved (slid around the room)
  - Demonstrate no problem with a false bar code (e.g., UPC from the fish, UPC from tube of toothpaste, invalid Pacific Fish Trax bar code) (display of help screen)
  - Demonstrate what happens if customer walks away while in the middle of the questionnaire (timeout)
- Develop operating instructions (JMS 2)

Task 3. Installation (JWL 10 JMS 10)

- Travel to Local Ocean and to New Seasons in Portland to install the kiosks, verifying normal and cycle power operation, and training local personnel (JWL 10 JMS 10)

Item	Quantity	Cost	Extended	Total
<b>Parts and supplies</b>				
Touch screen	2	\$626.75	\$1,253.50	
Bar code reader	2	\$155.25	\$310.50	
Mac-mini	2	\$667.00	\$1,334.00	
Cables/wires	2	\$212.75	\$425.50	
Travel (Portland)	1	\$80.50	\$80.50	\$3,404.00
<b>Labor</b>				
Jed Smith	64	\$54.90	\$3,513.60	
John Lavrakas	31	\$136.20	\$4,222.20	\$7,735.80
Subtotal				\$11,139.80
Fee				\$557.00
<b>Grand Total</b>				<b>\$11,696.80</b>

Price for labor, parts and supplies include a 15% markup to cover general and administrative costs.

A fee (profit) of 5% has been added to the total project cost.

## **Payment**

Payment to be made in three parts. At project start a payment of 50% to cover initial costs of equipment and parts. At completion of mockup review, a payment of 25% is due. At completion of project (following installation and acceptance) a final payment of 25% is due.

## **Assumptions**

- Normal service to kiosks after installation will be performed by personnel other than Advanced Research. Normal service includes checking operation and collecting data.
- Costs for labor on tasks not specified herein, other than warranty service, including additional requirements or duties, may be obtained at a rate of \$85.00 per hour.
- Costs for service labor as described in the warranty section will be invoiced at \$65.00 per hour

## **Warranty**

All software development and system setup are warranted against defects in development by Advanced Research. All hardware will be covered under its product warranty. Service on failures relating to software development and system setup by Advanced Research will be paid for by Advanced Research at no additional cost. Service on hardware failures will be performed by Advanced Research and invoiced to the customer at a rate of \$65/hour, plus actual costs.

To explain the warranty, we provide a couple of examples. If there are problems with the work Advanced Research has done, such as the questionnaire fails to function properly or if a bar code read causes the system to lock up, Advanced Research will correct the problem at no additional cost to the customer. This could involve coordinating with on-site personnel to reload software or files, or it could involve driving out to the kiosk and correcting the problem. In either case, Advanced Research will do whatever it takes to get the problem solved as quickly as possible, and there would be no cost to the customer. Now if for example the touch screen fails or the bar code reader stops working, and defective equipment needs to be replaced, Advanced Research would act as quickly as possible to replace the failed component and restore the kiosk to full operating condition. This could involve ordering a new component and having it sent by overnight delivery, then drive out to the kiosk and update the defective equipment. In this case, the customer would pay for the time spent in updating the part, including travel and installation, plus costs for travel and overnight delivery. The part would be under warranty so there would be no cost for the actual hardware.