

Thai Union piloting innovative technologies for sustainable seafood production

28 February 2022 | News

In late 2021, Thai Union began piloting the use of satellite imaging (aka earth observation or remote sensing) for shrimp farming operations in collaboration with Sea Warden (a satellite data analytics company), and Wholechain (a supply chain traceability company). As one of the world's largest seafood producers, Thai Union seeks to encourage the use of innovative technologies to promote sustainable seafood production. The main goal of the pilot was to generate Key Data Elements (KDEs) for shrimp farms that are automated, independently verifiable and cost-effective. Integrated with traceability technology, the KDEs collected through satellite imaging have the potential to support sustainable farming practices through insights into shrimp populations, farm health, contamination and more.



The main goal of the pilot was to generate Key Data Elements (KDEs) for shrimp farms that are automated, independently verifiable and cost effective.

In late 2021, Thai Union began piloting the use of satellite imaging (aka earth observation or remote sensing) for shrimp farming operations in collaboration with Sea Warden (a satellite data analytics company), and Wholechain (a supply chain traceability company). As one of the world's largest seafood producers, Thai Union seeks to encourage the use of innovative technologies to promote sustainable seafood production. The main goal of the pilot was to generate Key Data Elements (KDEs) for shrimp farms that are automated, independently verifiable and cost-effective. Integrated with traceability technology, the KDEs collected through satellite imaging have the potential to support sustainable farming practices through insights into shrimp populations, farm health, contamination and more.

Satellites have imaged the earth for more than 50 years to the benefit of many industries including agriculture, forestry, and wild capture fisheries, but it is still an emerging technology within aquaculture. In recent years, certain KDEs have been promoted widely by sustainability and traceability advocates within the seafood industry to address the lack of data available to importers/retailers/consumers in order to make more responsible purchasing decisions. Sea Warden and Wholechain have worked closely on creating a list of KDEs that cross-reference those attainable through satellite observation with those required by the Global Dialogue on Seafood Traceability (GDST), Best Aquaculture Practices (BAP) and the Aquaculture Stewardship Council (ASC), as well as additional KDEs that represent opportunities for substantiating

Environmental, Social and Governance (ESG) targets for seafood industry stakeholders.

Thai Union believes aquaculture insights from satellite observation are a promising way to reduce risk and reach sustainability targets - challenging goals for any company sourcing shrimp from many farms and countries. According to Adam Brennan, Group Director of Sustainability for Thai Union,