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Thai Union Advances End-to-end Digital Traceability across Global Seafood Supply Chain

18 March 2026 | News

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Thai Union Group PCL, a global seafood leader, announced a strategic partnership with Wholechain, a leading supply chain traceability and transparency platform, to support the global rollout of standardised, end-to-end digital traceability across Thai Unionâ??s global seafood operations.

The partnership is a key enabler of Thai Unionâ??s sustainability strategy, SeaChange, now in its 10th year. It sets ambitious targets through 2030 to safeguard ocean health, ensure responsible sourcing, and strengthen transparency across the companyâ??s value chain. Through this partnership, Thai Union will deploy Wholechainâ??s digital, interoperable traceability system across its global business footprint. This will enable a new level of supply chain visibility from vessels and farms through processing and distribution, to retailers and foodservice operators. The partnership will also further develop transparency for consumers, including Thai Unionâ??s can tracker, across the companyâ??s global brand portfolio.

As a first phase, Thai Union will focus on tuna and shrimp products, which represent the majority of seafood sourced by the company, then extend to the remaining species in a second phase. The overall project is expected to take place over two years.

â??Traceability is foundational to our SeaChange strategy," said Adam Brennan, Chief Sustainability Officer at Thai Union. â??It makes sustainability credible and measurable, providing a source of truth about environmental and social impacts across the supply chain. It ties all our sustainability commitments to real data, so we know where the seafood for our products comes from, who caught it and when, and under what standards. Our partnership with Wholechain strengthens our ability to deliver standardised traceability at a global scale â?? supporting regulatory compliance, customer and consumer expectations, and, most importantly, trust.â•