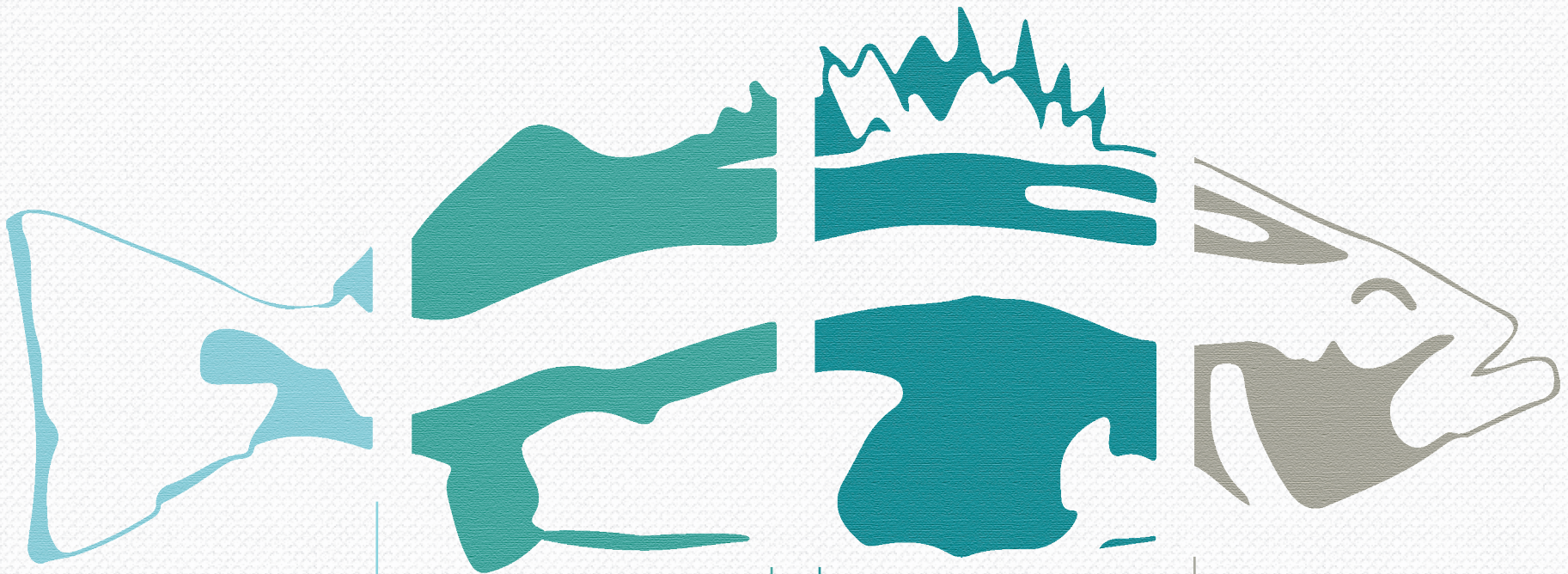


TRACEABILITY

WHY KNOWING YOUR SEAFOOD'S STORY MATTERS



QUALITY

The length and complexity of a fish's journey, as well as how it's handled along the way, tells you a lot about its quality.

FOR FRESH SEAFOOD

Knowing *where* and *when* you fish was caught is key.

FOR FROZEN SEAFOOD

Knowing *where* your seafood came from and *how* it was caught or handled is more important in gauging your future meal's flavor and nutrition; the quicker a fish is frozen, and the less time it spends thawed, the more the flavors and nutrients stay locked in.



CONFIDENCE

Fraud is rampant in the seafood industry.

ESTIMATES OF mislabeling RANGE FROM 20% to 50% IN THE U.S. SEAFOOD SUPPLY

Traceable products address this concern by tracking who handles the product and how it is treated at each step in the supply chain. If your fish is traceable, you can feel confident that you are getting the species and quality of seafood you paid for.



HEALTH

Safety concerns about seafood generally arise around three issues:

3 MAIN ISSUES

1. Mishandling products;
2. Exposure to environmental pollution;
3. Chemical additives.

Traceability alleviates these three concerns through:

➤ A transparent supply chain allows retailers to recall bad product and holds suppliers accountable.

➤ Info about where and how your fish was caught, dates, and species helps you decide if it's safe to eat.

➤ Tracking if chemicals* were added and if so, which ones, helps you decide what you're comfortable consuming.

*Chemicals can be added to wild-caught fish to preserve appearance and taste and used by fish farms to prevent disease.



CONNECTION

Being able to know where your fish was caught or raised, who caught it, and to stare at your fisherman's photo and say,

"HA! It was you,"

is kind of darn exciting. Just try it.

the bottom line.

Traceability tracks the story behind your seafood, which reveals much about its quality, identity, and associated health risks. Traceability also gives you confidence in the contents of a label and creates a connection to your food that makes your sea fare that much more exciting.