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Frequentz Inc's. *Traceability System* Will Help the Seafood Industry to Successfully Navigate Obama Administration's New Enforcement Measures
Seafood traceability is a critical component in the United States' plan to protect fisheries from illegal, unreported and unregulated fishing and seafood fraud

Palo Alto, CA – March 19, 2015 – This past Sunday during the Seafood Expo North America in Boston, the Obama Administration announced a plan to crack down on the multibillion-dollar global black market in seafood using a new tracking system and stronger enforcement measures at the nation's ports. Fortunately, Frequentz Inc. hosted an Expo seminar the following morning to address the Illegal, Unreported and Unregulated (IUU) Task Force's impact on fishermen, fisheries, processors, and retailers. Frequentz shared how their global **track and trace solutions** will help protect both the fishing industry and the oceans through transparency into the **seafood supply chain**.

"The Presidential IUU Task Force recommendations will be invaluable to our seafood industry as a way to allow those operating legally to achieve the true value of their product, and limit markets for illegal fish. We at Frequentz completely support and applaud the decision," said Frankie Terzoli, Frequentz's VP of Global Sales, Seafood.

The Solution

Frequentz's global tracing capabilities help companies in their sustainability initiatives while also adhering to GS1 Global Standards. Beginning with the catch location, method and species, seafood's unique identifiers can now travel along the chain of custody to processors and restaurants, while also incorporating DNA testing for further authentication. Frequentz also offers a mobile app that validates the date and origin of seafood within the supply chain by capturing important attributes events as it moves through the supply chain via a Unique Identifier on the **seafood labeling**.

About the IUU Task Force



The IUU Task Force was created to protect oceans and ensure consumption of safe, sustainable and authentic seafood. The nation's fisheries remain threatened by illegal, unreported and unregulated fishing and seafood fraud, which could be worth up to \$20 billion annually and contributes to consumer unease about food safety. The Task Force's new strategic plan will aggressively implement recommendations to guarantee that US fishing fleets remain competitive in the global economy by tracing a fish's story from where it was caught to how it was shipped. While it will take two years to phase in, they expect full implementation by September 2016.

About Frequentz

Frequentz is a global leader and champion of end-to-end visibility, offering comprehensive traceability, serialization and information management technologies. Their transformative tools bolster businesses and brand reputations by improving productivity, product quality, and profitability. To accomplish this, Frequentz provides valuable insight into end-to-end supply chains, and critical business processes by collecting, storing and analyzing serialized, life history data. Applications of its software are currently used in the life sciences, agricultural, fishery and sustainability, retail, and automotive industries worldwide and promote intelligent analytics and consumer safety. For more information visit www.frequentz.com.

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