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Frequentz Inc. Identifies Two Key Trends at Seafood Expo North America

Seafood fraud and sustainability are current hot buttons for seafood industry, as they seek solutions for protecting the oceans and their businesses

Palo Alto, CA – March 27, 2015 – According to Frequentz, Inc., a global leader and champion of end-to-end visibility, the recent Seafood Expo North America yielded two key trends having global impact on the industry: seafood fraud and sustainability. The three-day event attracts over 20,000 international buyers and suppliers of seafood related products, equipment, and services, and has become an important industry forum to highlight current news from the epicurean, to fishery, to advocacy, while also addressing trends and challenges via the numerous breakout sessions.

“The unfortunate challenges we face with seafood fraud and sustainability, also happen to be topics I am deeply passionate about. IUU fishing accounts for losses of as much as \$23 billion a year to the international fishing industry. Global **track and trace solutions** are key to helping protect both the oceans, fishermen, fisheries, processors and retailers through transparency into the **seafood supply chain**,” said Frankie Terzoli, VP of Global Sales, Seafood.

Many attendees were concerned that Illegal, Unreported, and Unregulated (IUU) fishing is undermining economic and environmental sustainability of fisheries and fish stocks around the world. Seafood fraud and species substitutions occur regularly, cheating consumers out of what they ordered and putting public health at risk. This practice also leads to overfishing and other farming practices that harm other marine life and the environment, making it difficult to sustain a healthy ocean.

The Solution

The smartly timed release of the IUU Task Force’s Action Plan includes **seafood traceability** as a necessary tool to combat both of the issues at hand. Frequentz strongly believes that traceability is the ultimate solution because it can identify gaps where illegally caught fish can enter the supply chain. This helps fishermen realize the true value of their catch; processors protect their brand integrity by



verifying legal product; retailers to be able to answer their customer's calls for responsible sourcing; and consumers to access accurate information for an environmentally-responsible purchase.

Frequentz's solution for seafood traceability includes global tracing capabilities that help companies in their sustainability initiatives while also including GS1 Global Standards, but not limited by them. Beginning with the catch location, method and species, seafood's unique identifiers can now travel along the chain of custody to processors, retailers and restaurants. Further authentication capabilities will be possible with the planned incorporation of DNA testing. 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](#).

Frequentz is successfully collaborating with MSC, NOAA, OCEANA and other NGOs to combat Illegal, Unreported, and Unregulated Fishing to ensure sustainability by assigning and verifying the actual catch location at any point in the supply chain in addition to processes that include genome testing.

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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