



Contact:

Mia West

West Public Relations LLC

mwest@west-pr.com

619.501.2756

Frequentz and the Alaska Bering Sea Crabbers Release White Paper Tackling the Economic Impact of Illegal Crab Poaching in Russia on the U.S.

White paper discusses solutions to address the estimated \$600 million lost by the United States and commercial fisherman

Palo Alto, CA – Aug. 11, 2015 – Frequentz and the Alaska Bering Sea Crabbers' is pleased to announce the release of a white paper shedding light on the estimated \$600 million lost in U.S. tax revenue and commercial fishing profits since 2000 as a result of competition with illegal Russian crab. In addition to the significant economic impact and threat to the livelihoods of small, independently owned family businesses, the paper explains how consumers are being duped by illegally harvested crab entering the global supply chain, often under the guise of being sustainably sourced. The authors cite the Seafood Traceability Requirements and trace and trace solutions as being instrumental in battling Illegal, Unreported and Unregulated (IUU) Fishing. Frequentz Inc., a global leader and champion of end-to-end visibility, sponsored the white paper as part of their ongoing efforts to help tackle global issues related to seafood traceability.

"Because Russian crab imports are not subject to mandatory Country of Origin Labeling, the consumer often has no way of knowing whether they are buying Alaskan crab or Russian pirate crab," said Mark Gleason, Executive Director, Alaskan Bering Sea Crabbers. "This supply chain ambiguity hurts the American consumer, the American crab fishermen, and the Russian people whose crab is being stolen out from under them. The only beneficiaries are Russian pirates, international criminal conspiracies, and unscrupulous middlemen who take advantage of the lack of supply chain integrity."

Over 40% of king crab sold in world markets during 2013 were from illegal harvests from Russian waters, contributing to a \$2.73/pound decrease, or nearly 25%, in prices fishermen earned for their catch. Alaskan coastal communities have also lost millions more in tax revenue. Many of the causes of this problem, such as unlicensed pirate fishers poaching in Russian waters and Russian fishermen exceeding their allowable catches, occur in Russia and other Pacific Rim trade countries.



To combat this worldwide problem, Gleason adds, "We need the Russians to do a better job enforcing their own laws. We need improved international ocean governance. And we need a strong regulatory backstop in the US to prevent any illicit product from entering the US supply chain if it somehow otherwise falls through the cracks."

For more information and to download the white paper, visit www.frequentz.com.

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.

###