

The Global Dialogue on Seafood Traceability

A global standard for seafood traceability

*“Traceability is not a competitive space, it’s a collaborative space.
Everyone must participate for it to work.” (Tokar and Swink 2018).*

Market Advisory Council

5th February 2026



GLOBAL DIALOGUE
on Seafood Traceability



Bringing Food Safety Traceability into a Digital World

To Date: Traceability information is generally historic ... in other words the information comes later - often weeks or months later – and focused on food safety meaning companies deal with historic issues they cannot change from supply chains who don't know who they are supplying and often incomplete

THE FUTURE WITH GDST: *By adopting and implementing an expanded GDST standard the seafood visionaries see the opportunity to nominate vessels and farms they purchase from, so they know who they are supplying, use interoperability to undertake spot and veracity checks of what is happening in near-real time and buy the material in the comfort of knowing they can warrant it meets theirs, their customers and government policy*



GDST Today

>130 partners of which 4 seafood certification standard owners, 32 software solutions and 20 NGOs are partners

Est. 2017 and transitioned to industry not for profit foundation in 2022 for legacy public benefit

Launching modular standard on 1st July 2026 to allow soy, palm, rice and other components of aquafeed to be developed (independent of that purpose beef & leather module already underway)

Established capability test to demonstrate software solution compliance with standard – 15 capable solutions and 150+ solutions in some stage of engagement

Working with 11 governments including Indonesia, EU member states, USA, Peru, Ecuador, Chile, Mexico

Support from FAO, UN Global Compact and UN Transparency Protocol

Whilst traceability is in the name – it is about digital interoperable data exchange enabling traceability & transparency



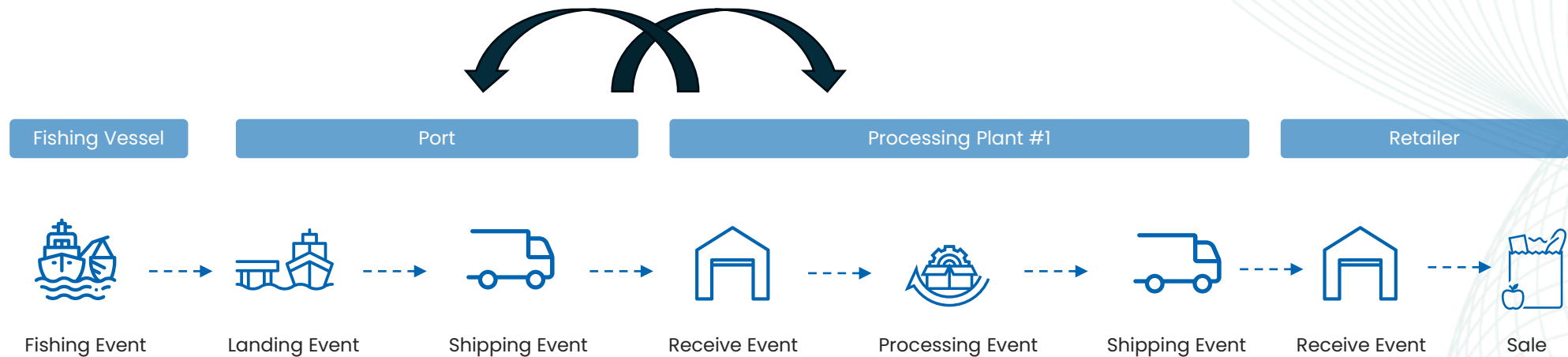
Adoption

'Interoperability using the GDST standard will be the most meaningful change to traceability to date, and I cannot emphasize enough how essential this is for our entire industry.' Steve Philips , Wegmans Food Markets



The Key challenge is not LACK of Data ...

.. the key challenge is how we effectively move data on critical events through the supply chain as inconsistent language & data formats ... and then addressing data (In)completeness



A shared Industry vision on traceability data exchange through cross sector collaboration is key.

The GDST traceability standard defines:



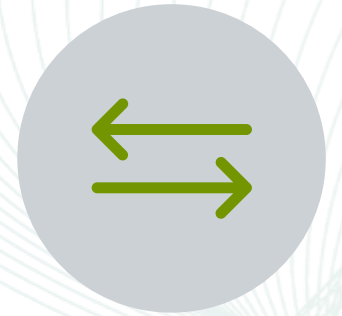
***WHAT DATA SHOULD BE
COLLECTED***



***WHEN THAT DATA
SHOULD BE COLLECTED***



***HOW DATA SHOULD BE
FORMATTED***



***HOW DATA SHOULD BE
SHARED***

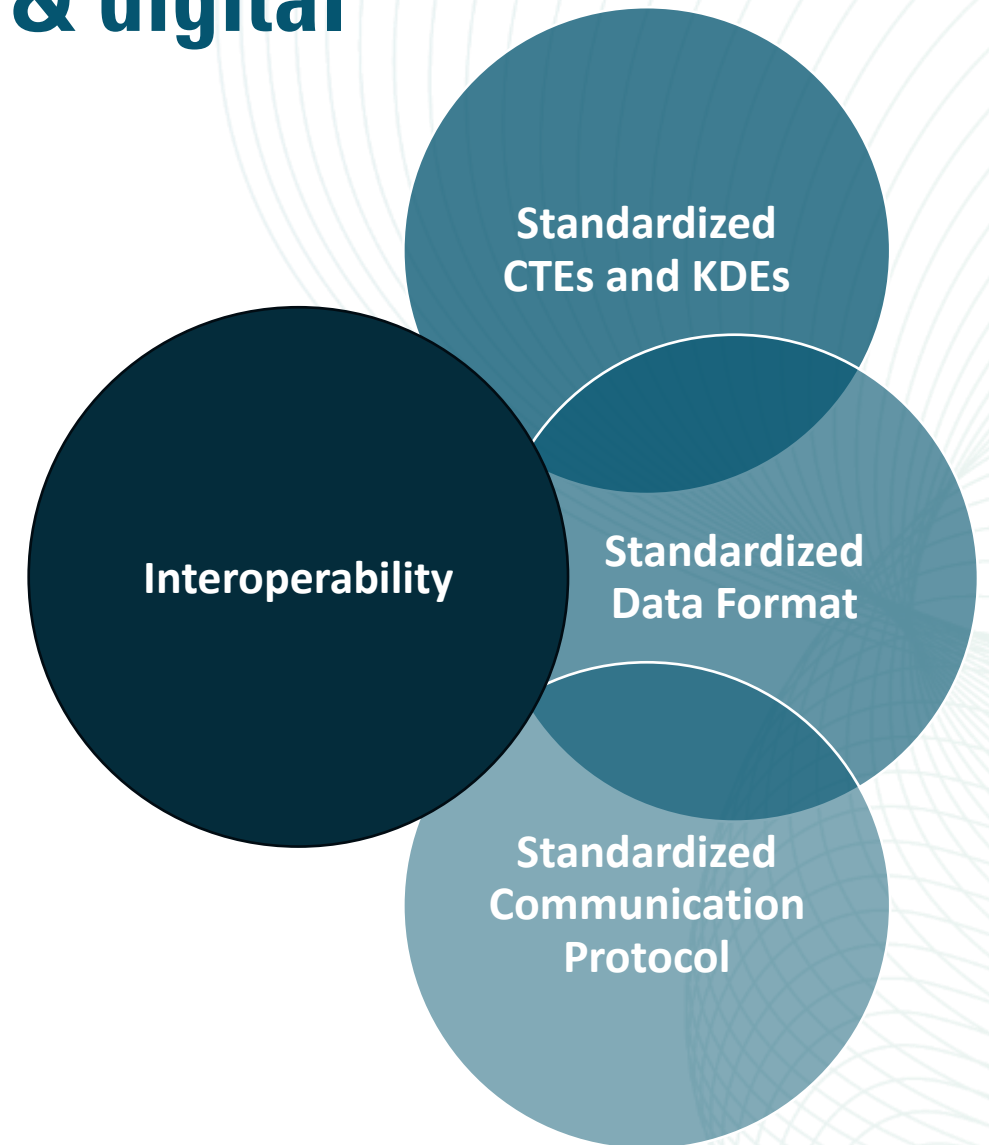
We **do not** define **what solution** you use, **what data architecture** is used, **how you** decide to **send, receive and share data** or indeed **which data** you choose to collect – we solely create the **scalable global standard**

Let's first define interoperability & digital

Interoperability is the ability of software systems to exchange and interpret data without the need for human intervention.

When technology solutions follow a common approach to data collection, formatting, and exchange it allows companies to choose the technology solution that makes business sense for them.

Digital can be email, PDF, spreadsheet & photograph – without a standard with which to define them they are not interoperable

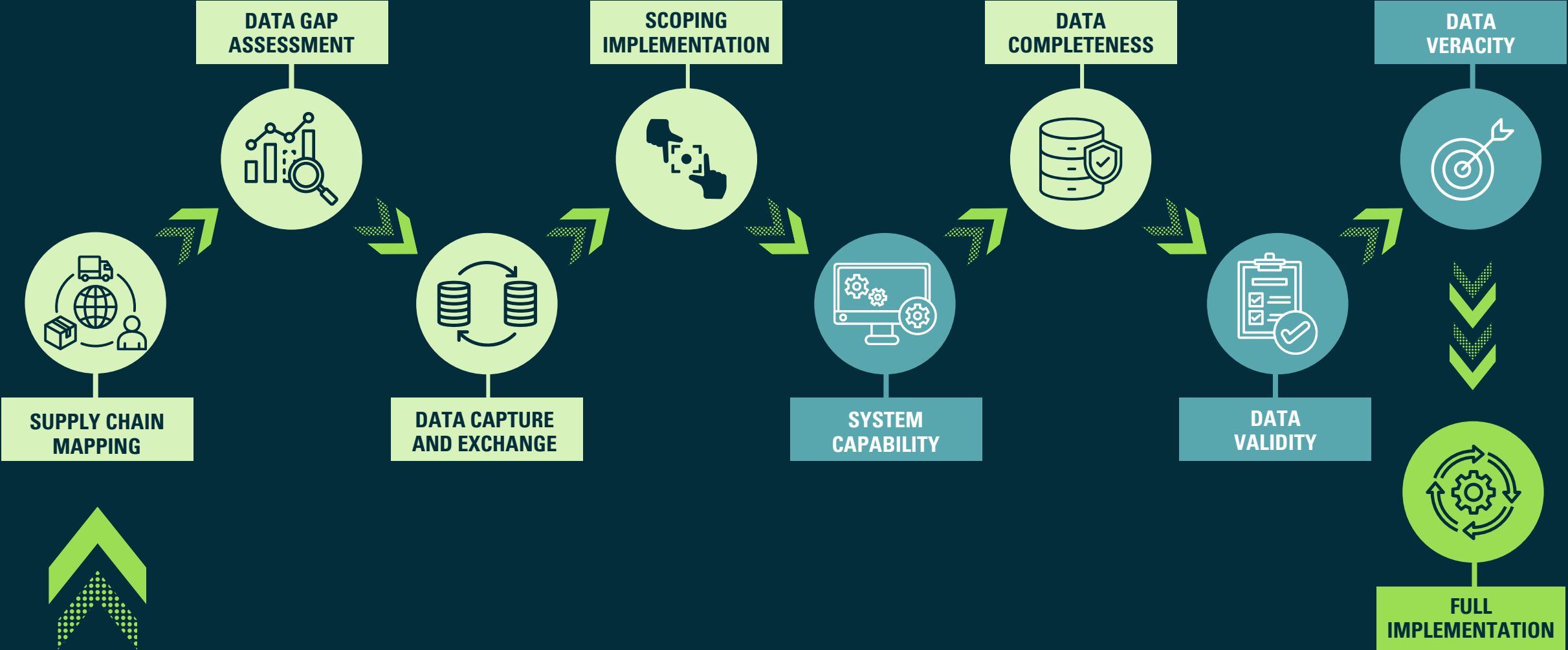


There are lots of resources on our [website](#) to help you already and for our partners additional opportunities ranging from solution provider and NGO pilots to 3rd party certification & government initiatives

THE DIGITAL TRANSFORMATION JOURNEY

INDUSTRY

- INDUSTRY LEAD
- GDST LEAD



3rd party seafood certification

A Call to Action:

We, the undersigned certification standard holders, encourage all our certificate holders and partners to explore **the GDST journey** by:

- **Learning about the GDST** and the benefits interoperable digital data exchange and traceability can provide your business.
- **Mapping your supply chains** to understand data flows and traceability gaps;
- **Assessing the software and hardware systems** currently used to manage traceability and certification information; and
- **Encouraging your technology providers** to collaborate with the GDST and pursue **GDST-verified capability**, ensuring that their systems can exchange standardized digital traceability data.

Signatories of Call to Action:

Marine Stewardship Council – Traceability Enhancement Project

Global Seafood Alliance – Prism Platform

MarinTrust – chain of custody standard development and traceability data

Aquaculture Stewardship Council - TraceASC

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Indonesian Government Plans 2025 to 2027

- 2025
 - STELINA Traceability legislation including use of GDST in force January
 - STELINA achieves GDST capability ~ Achieved October!
- 2026
 - Blue swimming crab, farmed shrimp & tuna supply chains enter digital data from harvest to processing into STELINA using GDST capable solutions
 - Week commencing 9th February capacity building workshop in Jakarta & detailed road map to 2030
- 2027
 - Digital data from BSC, shrimp and tuna flows to 3rd country market state – might that be Catch?



Seafood traceability- OCE B18

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Based on the assessment of **27 companies (22 seafood companies, 5 food retailers)** on the following indicator and associated elements:

OCE B18 Traceability

The company demonstrates a commitment to implementing, monitoring and reporting traceable products and materials across its operations and supply chain.

- a) The company discloses how it supports traceability along the value chain.
- b) The company has a public commitment to traceability at the group or subsidiary level.
- c) The company has an implementation plan, including key milestones, to achieve its traceability commitment.
- d) The company monitors and reports on the coverage of the currently operating traceability systems in terms of scope, depth, and breadth
- e) The company's traceability systems are verified by a third-party. Cases of non-compliance and actions taken to address these are reported.

Seafood traceability – OCE B18

Scores (out of 1)	Indicator level score (out of 1)
Austevoll Seafood	0,2
Cooke	0
Dongwon Industries	0,2
FCF	1
Kyokuyo	0,2
Maruha Nichiro	0
Mowi	0,4
Nissui	0,2
Nueva Pescanova	1
OUG Holdings	0
Pacific Seafood	0,2
Parlevliet & Van der Plas	0,2
Red Chamber	0
BioMar	0,2
Thai Union Group	0,6
Trident Seafoods	0,2
Nutreco	1
Century Pacific Food	0,8
SalMar	0,2
Cermaq	0,4
CPF	1
Average score	0,38

Elements	Number of seafood companies meeting this element
The company discloses how it supports traceability along the value chain.	6/21
The company has a public commitment to traceability at the group or subsidiary level.	17/21
The company has an implementation plan, including key milestones, to achieve its traceability commitment.	7/21
The company monitors and reports on the coverage of the currently operating traceability systems in terms of scope, depth, and breadth.	5/21
The company's traceability systems are verified by a third party. Cases of non-compliance and actions taken to address these are reported.	5/21



MAC Member Opportunities with GDST

1. Become a GDST partner – we aim to be fiscally independent from seafood industry partnership income by end 2028 and need your support to make all software and hardware GDST capable by 2030
2. Proactively engage in the dialogue processes to develop expansion frameworks that will become modules to assist with your data collection needs
3. Encourage all FIPs, 3rd party certification schemes and pre-competitive collaborations to have traceability embedded within them and ideally digital interoperable data exchange
4. As a GDST partner engage in traceability projects irrespective whether NGO, industry or government led
5. Refer to the [digital transformation journey](#) and provide feedback on tools & support needed
6. Recognise that ESG transparency reporting is increasing becoming the norm – World Benchmarking Alliance, [UN Transparency Protocol](#)
7. Add the phrase *“GDST compliant digital traceability that uses GDST capable software and hardware solutions”* into your sourcing policies
8. Socialise GDST with your suppliers, customers and any government officials you meet

An aerial photograph of a coastal industrial facility, possibly a refinery or chemical plant, featuring several large white storage tanks and buildings. A long pier extends into the water, and several ships are docked. In the background, a large, rugged island rises from the sea. The entire image is overlaid with a semi-transparent blue filter.

Questions?

Thank you

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