

NEWS RELEASE

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Trace Register Experiences Record 350 Percent Growth in 2009; Company to Exhibit at International Boston Seafood Show

Once a little-understood concept, electronic supply chain traceability has come of age over the past year, according to Seattle-based Trace Register, LLC (www.traceregister.com), a leader in web-based traceability systems.

“This is a very exciting time for us,” said Trace Register Vice President Andy Furner. “At last year’s International Boston Seafood Show, there was a lot of interest in electronic chain traceability, but not much action. Since then we have seen a significant number of companies recognize the critical need for transparency in their supply chains—and they have engaged with us to implement our system.”

Early adopters such as Trident Seafoods, Kwik’pak Fisheries, and the Aquaculture Certification Council have been joined by leading retailers, global seafood processors, marketers, certifiers, and restaurant operators—all who are implementing electronic chain traceability to support quality and sustainability programs.

Furner reports that the company’s client base has grown more than 350 percent in the past year, largely because many organizations now recognize that having traceability in place helps protect them against risk. “This is particularly true in the case of retailers,” Furner said. “Today, we are working nearly one third of North America’s leading retailers, as ranked by revenue.”

To support this growth Trace Register has expanded its local support in Vietnam, Thailand, and Indonesia, and has established a presence in Europe. Its system is now available in six languages and it is in place in 22 countries.

Furner said that the impending food safety legislation in Congress has definitely played a key role in fueling this expansion. In addition, the drive to ensure that seafood is sourced from sustainable and environmentally responsible sources has also contributed, he said. “More and more I hear the expression, ‘You can have traceability without sustainability but you cannot have sustainability without traceability’,” he added.

Trace Register will be featuring demos of its system at Booth #166 throughout the show.

For more information, contact Andy Furner at afurner@traceregister.com.