

Trace Register Customers to Benefit from The Power of “Global Fishing Watch”

Trace Register customers will receive and analyze data from Global Fishing Watch, a technology partnership between Oceana, SkyTruth, and Google, that promotes transparency and honesty in seafood supply chains

Seattle, Wash. – September 15, 2016 – [Trace Register](#), the global leader in food traceability, will enable its customers to use the power of satellite technology. Seafood marketers will have more information about the food they buy and sell. Global Fishing Watch (GFW) is a partnership between Oceana, SkyTruth and Google that provides a worldwide view of commercial fishing in the ocean.

"We are excited to announce that we're extending our food traceability solution and will now link Global Fishing Watch data directly to the seafood that was produced. Harvesters will be able to use GFW data to provide assurances they operate in a legal and responsible manner," states Phil Werdal, CEO, Trace Register. "Seafood processors, distributors, retailers, foodservice providers, and ultimately the consumer, can verify their seafood was legally and responsibly produced."

"Together, Trace Register and Global Fishing Watch will increase transparency in the seafood supply chain, connecting the dots from the point of catch to the point of sale," said Jacqueline Savitz, Vice President for Global Fishing Watch at Oceana. "With the help of Global Fishing Watch, Trace Register will empower consumers to make more informed purchasing decisions."

"As a retailer committed to transparency, sustainability and the highest quality standards, traceability is critical to accomplishing that mission. Pairing this technology with Trace Register will make useful data available at anyone's fingertips," said Carrie Brownstein, global seafood quality standards coordinator at Whole Foods Market. "This tool demonstrates that we're on the brink of a technological revolution that will bring fishing activity out of the dark and create heightened visibility, benefitting the industry, the consumer and our oceans."

About Global Fishing Watch

Global Fishing Watch (GFW) is the product of a partnership between Oceana, SkyTruth and Google that provides a never-before-seen view of commercial fishing in the ocean. GFW is free and public, global in scale, easy to use and provides near real-time data. This is important as hundreds of millions of people now depend on the ocean for their livelihoods and approximately 3 billion rely on it for a primary food source. Global Fishing Watch is designed to support ocean sustainability so that governments, fishery management organizations, citizens and the fishing industry can work together to rebuild fisheries and conserve important places.

About Trace Register:

Trace Register is the proven traceability solution provider for the global food industry. Its newest solution, TR+ Analytics, revolutionizes automatic verification of food safety, quality, legality, and social responsibility. Time spent on compliance assurance is dramatically decreased while value is extracted from supply chain data to reduce risk and cost. Buyers and sellers can ensure products meet their requirements while achieving higher margins and more satisfied customers. Founded in 2005, Trace Register serves clients in 56 countries that include leading North American seafood retailers and a majority of top seafood companies. Visit www.traceregister.com to learn more.

www.traceregister.com.

Contact: sunshine@radiancecom.com