

The Leader in Seafood Traceability Software

Helping seafood businesses build a transparent and sustainable supply chain

Bringing end-to-end verified traceability to the seafood supply chain.

KnowYour.Fish is designed for commercial fishers and harvesters, suppliers, retailers, and consumers to help sustain commercial fishing – now and in the future – by making it possible to verify your seafood’s journey from boat to plate.

Seafood supply chains are complex, we make them easier to navigate.

We work directly with fisheries and harvesters, using verified catch data from the point of harvest to track seafood all the way to the end retailer, restaurant, or consumer. Each participant in the supply chain interacts with KnowYour.Fish which creates a unique CatchID – a statement of traceability providing species, story, and chain of custody details including harvest dates, location of catch, and shipment details.

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Core Features

- Brings source and sustainability transparency to retailers and the food service industry so they can engage with their consumers accurately with robust seafood information
- Auto links harvest and catch details ranked against well-recognized sustainability programs such as Monterey Bay Aquarium’s Seafood Watch and Ocean Wise
- Includes analytics and real-time seafood compliance reports to ensure retailers and those in the service industry are meeting their commitments and quickly identifying issues of concern
- Meets local, export, and import regulations – offers highly auditable data processes to assure and improve quality and eliminate seafood fraud
- Follows the GDST standard for interoperability
- Integrates with electronic reporting and fisheries management platforms such as Vericatch’s FisheriesApp for source harvest catch and delivery details

