

# Fish Stories: Success and Value in Seafood Traceability

ProFish/Av Fleming

**Reese Antley**  
Vice President of Operations  
Wood's Fisheries  
Port St. Joe, FL



At Wood's Fisheries, traceability begins at the boat and the shrimp farm. Reese Antley began using Trace Register through the Gulf Seafood Trace program, which was developed to help shrimpers recover from the 2010 BP Gulf oil spill. After the program ended, Antley continued using traceability because it gives him access to large seafood buyers like Wegmans and Whole Foods.

*"Without traceability, and valid data, you can't have sustainability... We want a business that will be around for generations, making sure the habitat is taken care of... and making sure we can market our shrimp at a better price because it's a better product."*

**John Rorapaugh**  
Director of Sustainability  
ProFish  
Washington, DC



ProFish is a wholesale distributor providing high-end seafood to restaurants from New York City to Virginia Beach. ProFish utilizes an in-house system called Fish Print that uses boat-to-plate traceability to provide customers with information about how and where its products are caught and farmed.

*"We're [getting] the merit we deserve. There are a lot of great things happening in the seafood industry. Through traceability and storytelling, we're able to gain the trust of the public, and get people back to eating seafood."*

**Jared Auerbach**  
Owner  
Red's Best  
Boston, MA



Jared Auerbach started Red's Best in the back of a truck to support local, small-scale New England fishers. His traceability software allows him to tell the story of his fish, building local demand for local fish. Today, Red's Best sells to grocery chains, sushi dealers and restaurants that are committed to provide a quality product that supports local economies.

*"The whole world wants our fish!... [Traceability] is helping us bridge that gap and opening up people's eyes to the amazing things we have right here in our local waters."*

**Carrie Brownstein**  
Seafood Quality Standards Coordinator  
Whole Foods Market  
New York, NY



All seafood products sold at Whole Foods must be traced using Trace Register's electronic traceability software, which allows Whole Foods to keep track of catch dates, location, lot numbers, production method, country of origin, the sustainability ranking and more, for all seafood in its stores.

*"At Whole Foods Market, we don't source just anything that's out there... We have very specific requirements for what seafood we will sell. And we of course want to make sure that our customers are getting what they pay for...so by tracking our seafood, it allows us to be sure that the seafood is indeed what we think we're selling."*

**Jeremy Sewall**  
Chef  
Island Creek Oyster Bar  
Boston, MA



Island Creek Oyster Bar embraces a philosophy of fresh, local seafood, caught and harvested in a low-impact way. Chef Sewall looks closely at fishing practices and educates himself and his staff on the source of his seafood products before introducing it to his guests.

*"We really try to make sure that we're offering the best that we can, and part of that is knowing where the fish comes from, how it was caught, when it was caught...People are interested about where their food's coming from, there's no question about it—it's not a trend, it's just an evolution of eating in America. People want to know."*

FISHING BOAT/FARM

PROCESSOR/DISTRIBUTOR

RETAILER/RESTAURANT



## SUCCESS AND VALUE IN SEAFOOD TRACEABILITY

It seems like a simple concept—knowing where your food comes from. But unfortunately, seafood lovers rarely know how the fish got to their dinner plate. This knowledge is important, because a complex and opaque seafood supply chain opens the door to illegal and irresponsible fishing practices, seafood fraud, public health risks, and even human trafficking, forced labor and organized crime. These problems threaten the oceans and consumer's wallets, and unfairly undermine honest fishermen and businesses that play by the rules.

But these are fixable problems. The first step in ensuring that seafood is safe, legally caught and honestly labeled, is traceability. Traceability increases transparency and accountability in the seafood supply chain by ensuring that information such as how and where fish are caught or farmed follows the fish from boat to plate. The ability to share information along the seafood supply chain reduces the risk of seafood fraud and helps prevent illegally caught product from entering the market.

The Presidential Task Force on Combating Illegal, Unreported and Unregulated Fishing and Seafood Fraud, established in 2014, is developing new requirements for seafood. It has the opportunity to level the playing field for fishermen and seafood businesses that play by the rules. As the process moves forward, the United States should require catch documentation for all seafood and full chain traceability with more information provided to consumers at the final point of sale.

This handout demonstrates that there are currently successful entrepreneurs at every step of the supply chain that are embracing seafood traceability and reaping its benefits.

## SEAFOOD TRACEABILITY PIONEERS



**Reese Antley**  
Wood's Fisheries  
Port St. Joe, FL



**Michael Dimin**  
Sea to Table  
Brooklyn, NY



**John Rorapugh**  
ProFish  
Washington, DC



**Jared Auerbach**  
Red's Best  
Boston, MA



**MJ Gimbar**  
Black Restaurant Group  
Washington, DC



**Jeremy Sewell**  
Island Creek Oyster Bar  
Boston, MA



**Brad Blymier**  
War Shore Oyster Company  
Onancock, VA



**David Krebs**  
Ariel Seafoods  
Destin, FL



**Eric Enno Tamm**  
ThisFish  
Vancouver, BC



**Eric Brazer**  
Gulf of Mexico Reef Fish Shareholders' Alliance  
Chatham, MA



**Alex Miller**  
Trace Register  
Seattle, WA



**Steve Vilnit**  
J.J. McDonnell,  
Jessup, MD



**Carrie Brownstein**  
Whole Foods Market  
New York, NY



**Charles Morgan**  
Harbor Docks  
Destin, FL



**Dave Wagner**  
Wegmans Food Markets  
Rochester, NY



**Duncan Cameron**  
Sustainable Seas  
Vancouver, BC



**Jonathan Pearlman**  
Congressional Seafood  
Jessup, MD

To read the full report and watch the video, please visit [oceana.org/fishstories](http://oceana.org/fishstories).



# TRACEABILITY