

13 January 2025

KOLTIVA

"Driving sustainable and transparent supply chains through innovation."

KOLTIVA was founded in 2013 with the vision of becoming the world's leading tech company in building ethical, transparent, and sustainable supply chains. Originally based in Indonesia, KOLTIVA has expanded its operations to 66 countries, with a presence in key markets including Indonesia, Thailand, Vietnam, Brazil, Mexico, Ivory Coast, Australia, and the Philippines. The company empowers over 17,700 agribusinesses and enterprises across various industries, including seafood, to transform global supply chain traceability and transparency. KOLTIVA's commitment to sustainability is reflected in its diverse product portfolio, which spans across 58 commodities, including cocoa, coffee, palm oil, rubber, seaweed, tuna, shrimp, and more. What sets KOLTIVA apart is its ability to combine advanced technology with on-the-ground services, providing tailored solutions for both producers and retailers, while maintaining a focus on sustainability, ethical sourcing, and regulatory compliance.

Why Digital Seafood Traceability Matters

For KOLTIVA, digital seafood traceability is crucial for ensuring transparency and sustainability across the seafood supply chain. The seafood industry faces significant challenges, such as illegal, unreported, and unregulated (IUU) fishing, environmental degradation, and labor violations. By offering advanced traceability solutions, KOLTIVA helps businesses ensure that their seafood products are legally sourced, ethically produced, and meet the stringent regulatory standards set by the European Union and other markets. The company's [KoltiTrace](#) platform, along with the boots-on-the-ground service, [KoltiSkills](#), integrates data collection, triangulation, and supply chain management to empower businesses to verify product origins, ensure compliance, and optimize supply chain efficiency. For KOLTIVA, traceability is not just about preventing fraud; it is about fostering sustainability, reducing environmental impact, and setting the stage for long-term, responsible growth in the seafood industry.

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Supporting the Seafood Sector

KOLTIVA has been a key player in supporting the seafood sector through its suite of traceability solutions. Since expanding into the seascape in 2018, KOLTIVA has provided expertise in producer mapping, traceability support, training, and coaching on sustainable practices.

The company offers the KoltiTrace MIS platform, which supports mobile applications for traceability and transparency from production to retail. This platform ensures that all seafood products can be traced back to their source, promoting responsible sourcing and sustainability. KoltiTrace also incorporates QR code traceability, which enables consumers to access detailed information about the origin and journey of their seafood products, increasing transparency and building consumer trust. Beyond traceability, KOLTIVA also offers financial inclusion services through [KoltiPay](#), which provides producers access to digital financial resources and supports sustainable farming practices.

Contributing to the GDST Standard

KOLTIVA is deeply committed to advancing the GDST Standard by creating traceability solutions that are aligned with global best practices. Through its KoltiTrace platform, the company provides supply chain mapping, risk assessment, and verification of producer compliance, enabling businesses to meet the growing demands for transparency and sustainability in seafood production. KOLTIVA also works with partners and stakeholders, such as the Conservation Alliance for Seafood Solutions, to enhance data interoperability, improve transparency, and drive accountability throughout the supply chain. Through these efforts, KOLTIVA contributes to the widespread adoption of GDST's standards and fosters a culture of responsible sourcing and sustainability in the seafood industry.

Impact of GDST on the Business

Since becoming a GDST partner, KOLTIVA has seen significant benefits in terms of enhanced visibility, trust, and global market access. The alignment with GDST's traceability standards has enabled KOLTIVA to offer scalable, reliable solutions that meet the needs of the evolving seafood industry. The company's involvement with GDST has also facilitated new business collaborations and strategic partnerships, expanding its reach and influence in the global seafood sector. This partnership has solidified KOLTIVA's position as a leader in sustainable seafood traceability and has enhanced its ability to help businesses comply with regulatory standards and promote ethical sourcing practices.

Long-Term Goals

KOLTIVA's long-term goal is to create a fully interoperable traceability network within the seafood industry, where transparency, ethical sourcing, and sustainability are the standard. Success for KOLTIVA means fostering global partnerships, enhancing

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GLOBAL DIALOGUE on Seafood Traceability

collaboration between solution providers, and driving the widespread adoption of traceability standards across the sector. Through its partnership with GDST, KOLTIVA aims to contribute to a future where every seafood product's journey is transparent, verifiable, and ethically sourced, benefiting both businesses and consumers while ensuring the long-term sustainability of the industry.

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Advice for Potential GDST Partners

KOLTIVA advises other solution providers considering joining GDST to embrace the opportunity to collaborate and contribute to global traceability standards. By engaging with GDST, companies can align their solutions with best practices in traceability, ensuring that they meet the growing consumer demand for transparency and sustainability. Collaboration with GDST not only enhances operational efficiency but also strengthens the industry's ability to meet the challenges of an increasingly complex seafood supply chain.

You can learn more about KOLTIVA at: [KOLTIVA Website](#)
Explore the benefits of GDST partnership at: [GDST Get Involved](#)

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