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MABEL SYSTEMS

"Empowering the seafood industry with customizable traceability solutions."

Founded in 2019, Mabel Systems is a traceability and inventory solutions provider based in Sydney, Nova Scotia. The company was founded by Gavin Andrews, a microbiologist and former technical lead in aerospace manufacturing. His career journey, which included working in agriculture and aerospace, gave him the experience needed to identify a critical gap in the seafood industry. Gavin recognized the need for a flexible and customizable seafood traceability solution that could meet the specific demands of small and medium-sized seafood businesses. Mabel Systems was established to fill that gap, offering a unique combination of hardware and software designed to address the individual needs of each business in the seafood sector.

Why Digital Seafood Traceability Matters

Digital seafood traceability is at the heart of Mabel Systems' mission. The company recognizes the importance of transparency in today's seafood industry, where consumers and regulators are increasingly demanding detailed, accurate, and real-time data about where their seafood comes from. By leveraging digital traceability, Mabel Systems provides businesses with the tools they need to ensure the integrity of their operations, increase accountability, and promote sustainability. This technology allows seafood products to be tracked from the moment they arrive at the dock to the pallet they are shipped on. The benefits of digital traceability are clear: it helps prevent food fraud, reduces the risk of illegal, unreported, and unregulated (IUU) fishing, enhances consumer trust, and supports compliance with international and local regulations.

For Mabel Systems, traceability is not just a regulatory requirement but a vital tool for improving operational efficiency. The ability to track products accurately throughout the supply chain allows businesses to quickly address any issues that arise, such as recalls, while also providing valuable data that can optimize workflows and improve overall product quality.

Challenges and GDST Solutions

Mabel Systems faces the challenge of supporting a wide variety of partners, each with unique traceability and sustainability requirements. Seafood processors and suppliers often rely on different systems and software platforms, making it difficult to standardize data collection and sharing across the supply chain.

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GDST's role in providing a universal data standard has been invaluable in addressing this challenge.

By aligning their solutions with GDST's global traceability standards, Mabel Systems ensures interoperability between systems, making it easier for businesses to exchange accurate and reliable data. This not only streamlines processes but also mitigates risks associated with inaccurate or incomplete data.

Through GDST's standards, Mabel Systems has been able to improve the reliability of their solutions, enhance collaboration across the supply chain, and help their clients meet the growing expectations for transparency in the seafood industry. With these standards in place, the seafood sector can move closer to a future where traceability is not only possible but seamlessly integrated into every part of the supply chain.

Supporting the Seafood Sector

Mabel Systems plays a key role in advancing traceability in the seafood sector by focusing on what they call "First Mile Traceability." This refers to tracking seafood products from the very first step of their journey—when they arrive at the dock—until they leave the production facility. This is a crucial phase of the supply chain where data can be captured and analyzed to monitor key performance indicators such as product quality, environmental sustainability, and operational efficiency. By tracking products from the start, Mabel Systems ensures full transparency, helping operators make informed decisions that optimize production while maintaining the highest standards of sustainability and safety.

Through their collaboration with GDST, Mabel Systems is helping to implement global standards that enhance data sharing and interoperability between different seafood businesses. Their active involvement with GDST has also allowed them to help shape industry best practices, ensuring that traceability systems are aligned with the needs of the industry as it evolves.

Impact on the Industry

Mabel Systems' partnership with GDST has had a transformative impact not only on their own business but on the broader seafood sector. Being part of GDST has expanded Mabel Systems' reach and provided access to a global network of innovators and collaborators. This has opened new business opportunities and strengthened their credibility within the industry. Moreover, as a certified solution provider, Mabel Systems has gained increased visibility and trust among seafood businesses looking for reliable traceability solutions. Their solutions, which are designed to be flexible and adaptable, meet the needs of businesses of all sizes, and their position as a GDST Partner has reinforced their status as a leader in the traceability space.

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From a broader perspective, GDST has enabled Mabel Systems to be part of a collective effort to standardize traceability across the seafood supply chain.

This alignment with a globally recognized standard not only benefits Mabel Systems' clients but also contributes to a larger industry-wide shift toward transparency, sustainability, and responsibility.

Long-Term Goals

Mabel Systems is committed to using GDST's standards to drive the future of traceability in the seafood industry. Their long-term vision is to create a common language for exchanging data across the entire supply chain. By adopting GDST's standards, Mabel Systems seeks to facilitate better data sharing, improve communication between supply chain actors, and increase the overall efficiency of seafood operations. Their ultimate goal is to build a robust, transparent, and sustainable seafood supply chain that benefits all stakeholders, from fishermen to consumers. For Mabel Systems, success looks like a future where seafood traceability is universally adopted, enabling businesses to make data-driven decisions that promote environmental sustainability, food safety, and consumer confidence. The company aims to reduce illegal, unreported, and unregulated (IUU) fishing practices by making traceability more accessible and accurate, thereby ensuring adherence to food safety standards and improving the industry's reputation globally.

Advice for Solution Providers

Mabel Systems encourages other solution providers considering joining GDST to embrace the commitment to interoperability and data standardization. Being part of GDST provides invaluable opportunities for collaboration and sharing best practices, and positions your solution as a trusted resource for businesses navigating the complexities of seafood traceability. Mabel Systems advises solution providers to stay open to learning and evolving, as the needs of the seafood industry continue to change. By working together with GDST, companies can help shape a more efficient, transparent, and sustainable seafood industry.

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

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