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SFS TRACE (Part of Seafood Souq)

"Innovating seafood traceability with cutting-edge digital solutions."

SFS Trace, Seafood Souq's suite of traceability solutions, provides end-to-end digital tools for traceability and regulatory compliance, ensuring transparency and efficiency across seafood supply chains. Launched in 2018 in the UAE, SFS Trace has grown into a trusted platform tailored to the needs of all actors along the seafood value chain. With operations spanning the UAE, MEA region, KSA, South Africa, Europe, Asia, and the USA—SFS Trace provides customised digital solutions that simplify seafood supply chains while addressing the unique challenges of producers, distributors, and hospitality businesses. What sets SFS Trace apart is its focus on enabling transparent, connected supply chains that drive informed decision-making, support ESG goals and ensure compliance through actionable insights and seamless integration.

Why Digital Seafood Traceability Matters

At the core of SFS Trace's business is digital seafood traceability. The company understands that transparency across the seafood supply chain is essential for building trust, improving sustainability, and ensuring food safety. By offering robust traceability solutions, SFS Trace empowers partners to make informed decisions that positively impact both the environment and public health. Adopting a standardized foundation like GDST is crucial for maintaining credibility, ensuring that all partners involved in the seafood value chain can trust the data and processes they rely on.

Supporting the Seafood Sector

SFS Trace supports the seafood sector by offering tailored solutions for producers, fisheries, retailers, and the F&B sector. For producers, SFS Trace provides the first GDST-compliant digital logbook for the Tuna Pole & Line industry, ensuring traceability from catch to plate. For retailers and the foodservice industry, the company offers end-to-end traceability through quarterly audits that comply with GDST KDEs. The GDST framework has helped standardize SFS Trace's data collection processes, ensuring interoperability and accuracy across the supply chain.

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 [Global Dialogue on Seafood Traceability \(GDST\)](https://www.linkedin.com/company/global-dialogue-on-seafood-traceability/)

Contributing to the GDST Standard

SFS Trace contributes to the GDST Standard by creating software solutions that integrate seamlessly into the seafood supply chain. Their platform ensures accurate tracking of seafood products and provides the necessary Key Data Elements (KDEs) for full traceability compliance. By aligning with GDST's standards, SFS Trace helps foster greater collaboration within the industry, ensuring a unified approach to seafood traceability.

Impact of GDST on the Business

The alignment with GDST has had a significant impact on SFS Trace's business. It has enhanced the accuracy and transparency of their traceability solutions, making it easier to onboard new partners and build trust within the industry. GDST's standards have also opened doors to international markets, making SFS Trace a more attractive option for global retailers who prioritize traceability and sustainability.

Long-Term Goals

Looking ahead, SFS Trace aims to build a fully interoperable traceability network within the seafood industry. Success, for SFS Trace, means fostering global partnerships and driving the widespread adoption of traceability standards across the sector. By enhancing collaboration between solution providers, SFS Trace seeks to ensure that every seafood product's journey is transparent, verifiable, and compliant with global best practices.

Advice for Potential GDST Partners

SFS Trace offers valuable advice for solution providers considering becoming GDST partners: "Traceability is all about data ownership and sharing. The GDST framework allows solution providers to achieve both efficiently. It enables interoperability across systems while ensuring that sensitive data remains secure." By joining GDST, businesses can contribute to the global standardization of seafood traceability and drive meaningful change within the industry.

You can learn more about SFS Trace at: [Seafood Souq website](#)
Explore the benefits of GDST partnership at: [GDST Get Involved](#)

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