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CHAINPARENCY

"High fidelity data for transparent and accountable supply chains."

Founded in 2020 and based in Houston, TX, Chainparency is a computer software and data solutions company focused on transparent and accountable supply chains. The company specializes in the development of turnkey and configurable digital applications and tools that empower enterprises and organizations of all sizes to validate product & environmental claims, streamline supply chain processes and workflows, comply with regulations, and to advance sustainability and climate-smart goals. The company's flagship product, GoTrace, is the first 100% turnkey software-as-a-service (SaaS) mobile cloud-based platform enabling real-time data collection and track & trace of assets while seamlessly and uniquely recording key data and events on a blockchain ledger for data integrity and 24/7 auditability. With GoTrace, businesses only need a smartphone (Android or iOS) and the GoTrace application to rapidly deploy an end-to-end data collection and traceability solution at scale.

Why Digital Seafood Traceability Matters

At Chainparency, digital seafood traceability is central to the company's mission. With a core focus on developing digital technology that collects high-integrity data, Chainparency aims to enhance transparency, traceability, and accountability across seafood supply chains globally. The company has been active in the seafood sector since its inception, continuously innovating to meet the industry's needs. Digital traceability ensures that seafood products are accurately tracked in real-time throughout their journey, providing critical data to authenticate products, validate sustainability and conservation claims and practices, optimize supply chain operations, and to comply with regulations and standards. As the demand for transparent and ethical sourcing grows, Chainparency is positioned to provide the technology necessary to meet these challenges head-on.

Supporting the Seafood Sector

Chainparency is actively supporting the seafood sector by offering its GoTrace platform to enterprises and organizations globally. The platform helps businesses validate claims, digitize supply chains, streamline workflows, and advance sustainability goals.

 theGDST.org

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 [@TheGDST](https://twitter.com/TheGDST)

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

By incorporating the GDST standard into GoTrace, Chainparency ensures that its customers can meet the long-term strategic objectives of improving transparency, regulatory compliance, and data sharing across the seafood supply chain. The company's technology is designed to assist in the seamless collection and reporting of structured data, making it easier for seafood companies to meet the growing demand for transparency and sustainability.

Contributing to the GDST Standard

Chainparency is committed to ensuring that its GoTrace platform is compatible with the GDST Standard, enabling seafood customers and other stakeholders to comply with GDST's requirements. The company works to integrate the GDST standard data needs into its technology, supporting the broader seafood industry in its efforts to adopt best practices in traceability and sustainability. This partnership strengthens Chainparency's position as a leader in seafood traceability solutions while advancing the industry's goal of greater transparency and ethical sourcing.

Long-Term Goals

Looking forward, Chainparency aims to empower enterprises to deploy cutting-edge digital solutions that help them comply with the GDST standard and enhance their sustainability practices. Success for Chainparency will be two-fold: (1) helping to advance responsible sourcing, ensure authenticity, and promote sustainable practices across the seafood industry, and (2) expanding Chainparency's seafood related customer base and global business. Through its continued work with GDST, the company is dedicated to transforming the seafood supply chain, ensuring that every product is traceable, sustainable, and responsibly sourced.

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

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