

10 February 2025

GRUPO PROFAND

"Leading the seafood industry with sustainable practices and innovative traceability solutions."

Grupo Profand was founded in 2011 as a result of the merger between Promar and Fandiño. The company operates globally, with a presence in over 70 countries and production facilities in Spain, Argentina, Peru, India, Senegal, and the United States. Initially a local Spanish seafood supplier, Grupo Profand has evolved into a global leader in the seafood industry through strategic acquisitions, partnerships, and vertical integration, managing the entire seafood supply chain from fishing to processing and distribution. What sets Grupo Profand apart is its strong commitment to sustainability, innovation, and quality. The company integrates the full seafood value chain, ensuring control and traceability from source to final product, and continues to invest in cutting-edge technologies to support sustainable fishing practices.

Why Digital Seafood Traceability Matters

Digital seafood traceability is essential for Grupo Profand as it ensures transparency, accountability, and sustainability across the supply chain. The company believes that digital traceability is crucial for maintaining consumer trust, meeting regulatory requirements, and protecting the environment by ensuring sustainable sourcing. It also plays a key role in preventing illegal, unreported, and unregulated (IUU) fishing, providing customers with detailed information about the origin and journey of their seafood products. Digital traceability supports Grupo Profand's mission to improve the overall integrity of the seafood supply chain while maintaining a high standard of sustainability.

Supporting the Seafood Sector

Grupo Profand supports the seafood sector by offering traceability solutions that enhance transparency and sustainability in the global supply chain. As the company operates in diverse markets, it faces challenges related to managing data from multiple sources, ensuring interoperability between different systems, and meeting varying regulatory requirements. The GDST helps address these challenges by providing standardized guidelines and tools for data collection, sharing, and verification, thereby improving the efficiency and effectiveness of traceability systems. By adopting GDST standards, Grupo Profand can improve the reliability of its traceability processes, build greater trust with consumers and partners, and drive the industry toward more sustainable practices.

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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

Grupo Profand is actively involved in the GDST initiative and contributes to the development of global traceability standards. The company aims to achieve full digital traceability across its supply chain, ensuring that every product can be traced back to its source in a transparent and verifiable manner. Through the adoption of GDST standards, Grupo Profand helps set a benchmark for sustainability and accountability in the seafood sector. The company is committed to exceeding industry standards for traceability and sustainability and contributing to the health and sustainability of global fisheries and marine ecosystems.

Impact of GDST on the Business

The GDST framework has positively impacted Grupo Profand by streamlining its traceability systems and improving transparency. By aligning with GDST standards, the company has been able to enhance consumer and partner trust, as well as increase its ability to comply with regulatory requirements. On a broader scale, the GDST has driven the adoption of digital traceability practices across the seafood industry, setting new standards for sustainability and accountability. This impact has positioned Grupo Profand as a leader in promoting traceability and responsible sourcing in the seafood supply chain.

Long-Term Goals

Grupo Profand's long-term goal is to achieve comprehensive digital traceability across its entire supply chain, contributing to the global movement toward a transparent and sustainable seafood industry. Success for Grupo Profand means exceeding industry standards for sustainability and traceability and helping to protect marine ecosystems for future generations. The company aims to integrate digital data systems at all levels of the supply chain to enhance collaboration and ensure that every product is traceable, sustainable, and responsibly sourced.

Advice for Potential GDST Partners

Grupo Profand advises other businesses considering becoming GDST partners to embrace digital traceability not just as a compliance measure but as a strategic advantage. By adopting GDST standards, companies can improve their operations, streamline data accuracy across the supply chain, and build consumer trust. Grupo Profand emphasizes the importance of transparency and sustainability in the seafood sector and encourages businesses to prioritize these principles as they implement digital traceability solutions.

You can learn more about Grupo Profand at: [Grupo Profand Website](#)

Explore the benefits of GDST partnership at: [GDST Get Involved](#)

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