

13 March 2025

## **SLADE GORTON & CO., INC.**

*"Leading responsible sourcing through digital traceability and interoperability."*

**Slade Gorton & Co., Inc. became a GDST Partner in August 2024, driven by its commitment to responsible sourcing and the importance of traceability in ensuring customers receive responsibly sourced seafood. The company recognized that one of the biggest challenges in traceability is the difficulty of sharing large amounts of data, especially when relying on traditional methods like pen-and-paper. Slade Gorton sought a solution to improve data sharing and streamline decision-making, and found the interoperability offered by GDST's GS1-based standard to be a credible solution. The partnership was a natural step for Slade Gorton in their efforts to modernize their seafood supply chain and meet their sourcing commitments.**

### **Why Digital Seafood Traceability Matters**

Digital seafood traceability is a critical component of Slade Gorton's supply chain strategy. It allows the company quick access to essential data, enabling them to identify risks more effectively and make real-time decisions. Digital traceability also facilitates more efficient and timely analytics, providing a clearer line of sight to various parts of the supply chain. This is especially important in ensuring that seafood is responsibly sourced and helps Slade Gorton fulfill its commitment to sustainable practices. By embracing digital traceability, the company can strengthen its supply chain, reduce inefficiencies, and improve decision-making.

### **Supporting the Seafood Sector**

Slade Gorton supports the seafood sector by addressing one of the biggest challenges in traceability: the inefficiency of sharing large amounts of data across multiple trading partners. GDST's GS1-based standard, which promotes interoperability, is helping remove this key hurdle. The company believes that achieving a more traceable and transparent supply chain will require collective action from all key partners. Through their partnership with GDST, Slade Gorton hopes to inspire others to join the initiative, encouraging broader participation and helping to move the industry toward a more efficient and traceable seafood system. The collaboration with GDST also helps Slade Gorton align with best practices for responsible sourcing and transparency.

 [theGDST.org](https://theGDST.org)

 [info@theGDST.org](mailto:info@theGDST.org)

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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**

Slade Gorton is committed to contributing to the GDST Standard by supporting the identification of key data elements (KDEs) and promoting an efficient data-sharing standard. By participating in GDST's collaborative setting, Slade Gorton is helping digitize and modernize the seafood industry. This involvement ensures that their traceability systems are in line with global standards, facilitating smoother data exchange across the seafood supply chain. Their participation in GDST reflects their dedication to improving transparency, sustainability, and operational efficiency in the seafood industry.

### **Impact of GDST on the Business**

The GDST framework has had a significant impact on Slade Gorton's business by providing a structure for traceability that aligns with the company's responsible sourcing goals. GDST has brought together like-minded organizations to collaborate on identifying key data elements and establishing a standardized approach to data sharing. This collective effort has helped modernize and digitize the seafood industry, making it easier for Slade Gorton and other companies to achieve full supply chain traceability. GDST's influence has not only improved the company's internal processes but also helped strengthen the broader seafood sector's commitment to sustainability and accountability.

### **Long-Term Goals**

Slade Gorton's long-term goal is to achieve fully digitized traceability across its entire seafood supply chain. Success, for the company, means making traceability accessible and easy for every participant in the supply chain, thus enabling seamless data exchange and improving transparency. By continuing their partnership with GDST and committing to the GDST Standard, Slade Gorton aims to contribute to a more sustainable and efficient seafood industry, where responsible sourcing is the norm, and data sharing is seamless and standardized.

### **Advice for Potential GDST Partners**

Slade Gorton advises other businesses considering becoming GDST partners to think beyond just regulatory compliance. The company highlights the significant benefits that digital traceability can bring to businesses, including improved efficiency, enhanced decision-making, and strengthened consumer trust. Joining a community like GDST enables companies to realize these benefits and helps drive collective progress across the seafood industry. By adopting the GDST Standard, organizations can ensure that they are part of a global movement toward more transparent, accountable, and sustainable seafood sourcing.

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GLOBAL DIALOGUE  
on Seafood Traceability

You can learn more about Slade Gorton & Co., Inc. at: [Slade Gorton Website](#)  
Explore the benefits of GDST partnership at: [GDST Get Involved](#)

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