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THISFISH INC.

"Pioneering seafood traceability with AI-powered solutions."

Founded in 2010, ThisFish Inc. is a Vancouver-based company that was one of the early pioneers in seafood traceability. The company has grown into a leading provider of AI and software solutions designed to optimize smart manufacturing and supply chain operations for seafood producers. ThisFish's flagship software, Tally, automates and digitizes data collection for seafood processing, ensuring accurate tracking of raw materials into finished goods. The company has also launched TallyBot, an AI-enabled helper, and TallyVision, a smart camera with computer vision algorithms to automate the visual inspection of seafood. ThisFish's solutions are used in various production facilities worldwide, including tuna canneries, lobster processors, and cold storage operators.

Why Digital Seafood Traceability Matters

Digital seafood traceability is crucial to ThisFish Inc. because it enables real-time tracking of raw materials, which typically account for 60 to 80 percent of the cost of goods sold in seafood businesses. Ensuring accurate traceability helps seafood companies track raw materials through production, optimize their raw material costs, and strengthen compliance with customer product specifications. By providing real-time data and traceability, ThisFish helps businesses improve efficiency, control costs, and ensure compliance, all of which are critical for their clients' success.

Supporting the Seafood Sector

ThisFish Inc. is committed to improving seafood traceability by simplifying the data collection process for seafood companies. The company has made the GDST data standard the default setting in its Tally software, allowing customers to follow the standard without having to determine which data to collect. This makes the adoption of traceability easier for companies and facilitates data sharing across the supply chain. The GDST standard also enables seafood businesses to more easily share data with other operators and regulators, improving transparency and streamlining compliance efforts.

Contributing to the GDST Standard

ThisFish has been involved in the development of the GDST Standard from its inception.

 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/)

The company's CEO, Eric Enno Tamm, currently serves on the GDST Technical Council, where he helps evaluate the evolution and expansion of the standards. ThisFish's contribution to the GDST initiative is also reflected in the integration of GDST standards into their Tally software, making it easier for businesses to adopt and comply with the data standards required for efficient traceability.

Impact of GDST on the Business

The GDST framework has had a positive impact on ThisFish's business by simplifying the implementation of traceability for its clients. By setting the GDST data standard as the default in their software, ThisFish has made it easier for clients to collect the necessary data and share it with others in the supply chain. The GDST standard has also streamlined the process of activating additional data fields, making it easier to expand traceability as needed. ThisFish is seeing a growing adoption of the GDST standard among its customers, which is helping to improve supply chain collaboration and data sharing.

Long-Term Goals

ThisFish's long-term goal is to ensure widespread adoption of the GDST data standard across the seafood industry. Success for ThisFish means seeing an increasing number of customers using the GDST standard to share data with other supply chain operators, certifiers, and regulators. The company aims to make traceability as seamless as possible for businesses, while driving efficiency and transparency throughout the seafood supply chain.

Advice for Potential GDST Partners

ThisFish advises other solution providers considering joining GDST to focus on the value of collective action. The GDST standard needs a critical mass of solution providers to reach its full potential, and as more providers join the ecosystem, the value will increase. By joining GDST, companies can contribute to a collective effort to improve seafood traceability, lower costs, and enhance the efficiency of the entire industry.

You can learn more about ThisFish Inc. at: [ThisFish Website](#)

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

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