

13 May 2026

Fish Tales

"Fish for Future Generations"

The ocean is not an inexhaustible source, but something to be protected. Overfishing and large-scale fisheries put marine life under pressure. Fish comes from the wild, and what disappears from there doesn't come back. From that, Fish Tales was founded in 2014 by Bart van Olphen and Harm Jan van Dijk to supply traceable, sustainably caught seafood. Headquartered in Amsterdam, the company was created to ensure fish for future generations by partnering with local, small-scale fisheries worldwide.

With total transparency and direct cooperation from fishers, they built their mission: healthy oceans, and the most delicious fish. They partner directly with fisheries that fish with respect for people *and* nature. Twelve years later they now work with 16 sustainable fisheries involving over 500 fishers, selling 8,740,502 sustainable fish products per year.

Why GDST?

We became a GDST partner in March 2026. We are inspired by the work of the GDST to advance digital traceability in the seafood industry and the progress made so far in achieving this!

Why Digital Seafood Traceability Matters

Traceability has been a key aspect of our company since day one. We are committed to sourcing sustainably caught seafood and sharing stories of the fisheries we work with. This means that we commit to certain fisheries that meet our sustainability standards and at the same time share footage of the way they operate on pack and online. Credible storytelling and purchasing assurance demands traceability. This year, we are taking the next step by implementing a digital traceability system across our supply chains.

How GDST helps to Address Challenges

One of our main challenges is selecting the right software provider for our digital traceability system. It must meet regulatory and market requirements, be cost-effective, and integrate smoothly with systems used by our supply chain partners. GDST supports us by promoting interoperability and connecting us with other companies who face or have overcome similar challenges.

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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-gdst/)

Impact of GDST on the Business

The GDST has helped us better understand the opportunities and challenges of digital seafood traceability, giving us the confidence and insights needed to plan our implementation effectively.

Long-Term Goals

We aim to deepen our internal understanding of digital seafood traceability and expand our network of companies and solution providers in this space. Practically, we plan to achieve full digital traceability across our supply chains by the end of 2027. GDST guidance will be invaluable in reaching this goal.

Advice for Potential GDST Partners

Becoming a GDST Partner demonstrates that you take traceability seriously and are committed to advancing it across the sector, not just within your own operations. It's a strong signal of credibility and supply chain responsibility.

You can learn more about Fish Tales at: [Fish Tales Website](#)

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

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