



ALLIANCE™

<https://www.globalseafood.org>

Intelligence

BlueTrace clients have printed more than 5 million shellfish traceability tags

6 March 2024

By Responsible Seafood Advocate

Maine-based software company's client list hits 430 in North America

BlueTrace, a software platform for seafood, announced it has 430 clients across North America who collectively have printed more than 5 million seafood traceability tags to date.

Each shellfish traceability tag includes a QR code that connects the regulatory and operational data needed to simplify seafood operations and compliance.

"Our mission is to simplify the seafood industry. The seafood industry has been around forever, and it does a lot of things well, but they are drowning in redundant paperwork," said Chip Terry, CEO. The lack of visibility into their operations makes it hard for them to scale. Ninety percent of the seafood industry is small to midsize businesses that simply lack reasonably priced tools to do their jobs effectively."

BlueTrace is expanding beyond shellfish and tagging; clients are tracking their inventories of tuna, swordfish, scallops, lobster seaweed, and other seafood products. More than 60 clients use the BlueTrace distributor solution to get advanced shipping notices and create digital receiving and shipping logs.



BlueTrace's 430 clients across North America have collectively printed more than 5 million seafood traceability tags to date.



(<https://globalseafood.typeform.com/podcastq124>).

With clients in nearly every U.S. coastal state, every coastal province in Canada, and Mexico and Australia, BlueTrace works with a wide range of clients. Several customers are piloting their latest version of the platform which includes item catalog management, real-time inventory and pricing management, which improves operations, reduces waste and gives them control over their business.



Will proposed FSMA traceability requirements secure or stress the seafood industry?

A proposed change to the Food Safety Modernization Act could improve traceability but be 'burdensome' for the seafood industry to implement.



Global Seafood Alliance

"BlueTrace is just what we need to simplify our complex paperwork and reduce errors. Our regulator is super happy and we feel more in control," said Paul Hagan of Denarius Trading in Boston.

This spring, BlueTrace will roll out a cloud-based system for managing sales and purchasing that creates invoices and purchase orders. BlueTrace's mobile apps, designed for the shellfish industry, enable users to reduce manual work and errors, streamline operations, and document products from tideline to table.

[@GSA_Advocate \(https://twitter.com/GSA_Advocate\)](https://twitter.com/GSA_Advocate)

Author



RESPONSIBLE SEAFOOD ADVOCATE

[editor@globalseafood.org \(mailto:editor@globalseafood.org\)](mailto:editor@globalseafood.org)

Copyright © 2024 Global Seafood Alliance

All rights reserved.