



## **New England Seafood International Endorses and Adopts GDST**

As a British company supplying fish to most of the UK major retailers, we need to have the most transparent and robust supply chain so that we give customers and consumers confidence and assurance that we source our fish from sustainable and ethically sound sources. Currently we achieve this through multiple routes and methods.

GDST provides a common language for data that all of those who play a part in the supply chain can utilise in a clear and concise way that will benefit businesses around the world in demonstrating the integrity of their transactions.

We will be working with our suppliers to adopt GDST so that we have a unifying approach to seafood traceability.

This will underpin our mission to be the “go to” partner for our customers chosen for our species, famous for consumer-led innovation in showing people how to enjoy our fish every day.

David Jeffries

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