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**In response to **today's launch** of the GDST Standards and Guidelines for Interoperable Seafood Traceability Systems, Version 1.0 by the Global Dialogue on Seafood Traceability (GDST), World Wildlife Fund (WWF) issued the following statement from David Schorr, senior manager of transparent seas project:**

“When it comes to conserving our oceans and ensuring the seafood we eat originates through ethical production, the seafood industry plays a large role. To confirm our seafood is caught, traded and sold properly requires the ability to effectively and reliably trace the path, from catch to point of sale.

“Yet, what has been missing in that equation are global standards that establish a baseline for interoperability among traceability systems. GDST 1.0 serves as that foundation and is the game changer we need.

“WWF applauds the companies that have participated in the Global Dialogue. By adopting and implementing the standards, they are demonstrating their commitment to smart business practices, while growing a responsible seafood industry and protecting our oceans.

“GDST 1.0 is a smart example of how ethical practices can be good for business and also good for the planet.”