

# vericatch





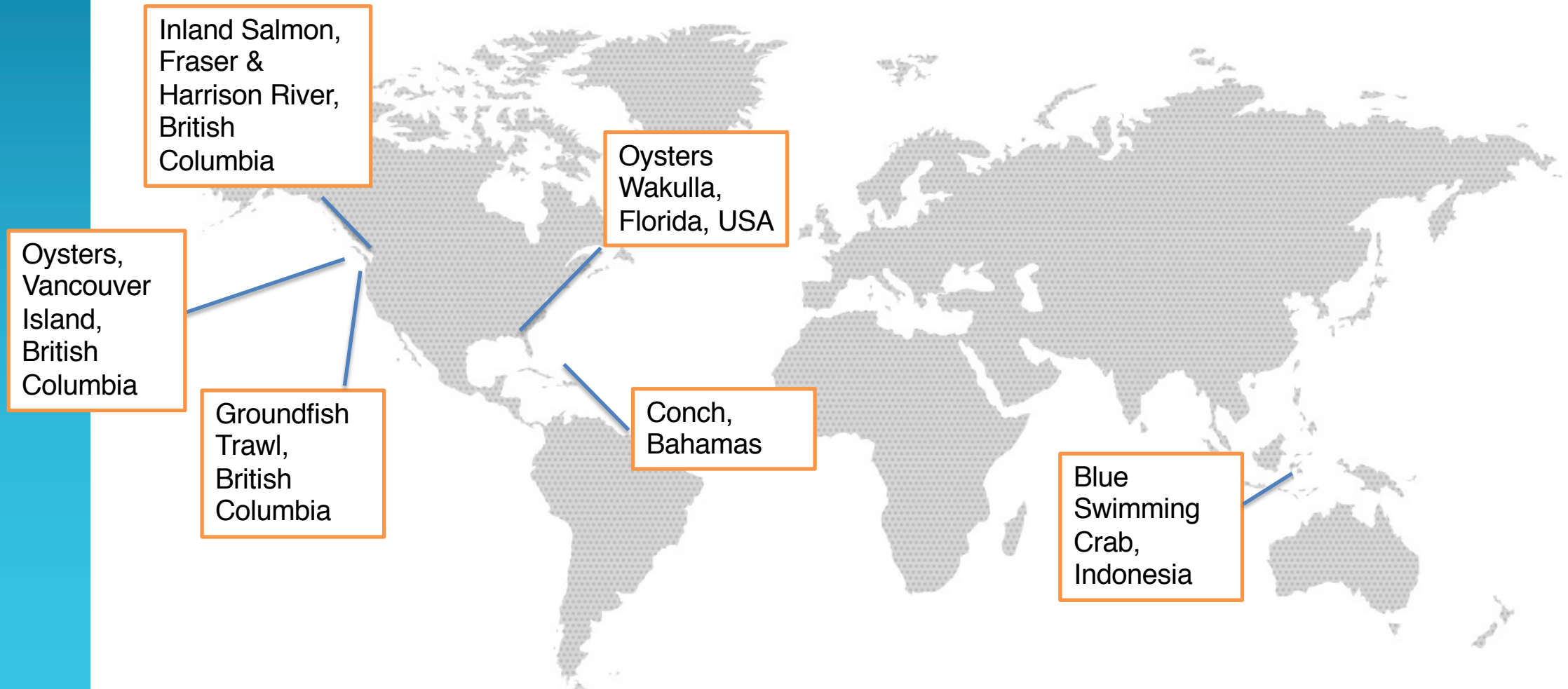


# Overview

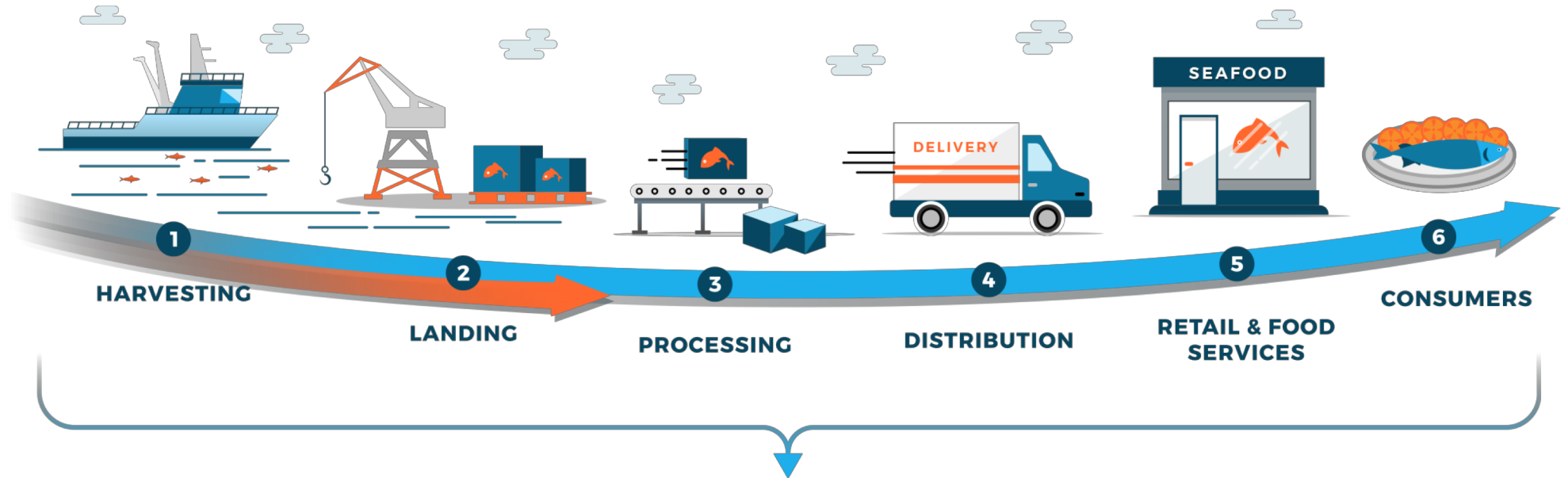
We pioneer technology solutions to support sustainable fisheries. Our tools:

- Collect and manage data for fishery management
- Demonstrate seafood traceability claims for the wider supply chain
- Tell their traceability story using verified information

# Global Projects



# Our solutions



 **FISHERIESAPP**

 **KNOWYOUR.FISH**



**vericatch**



# Result: CatchID

- Provides extra level of verification, more rigorous compared to other systems
- Provides digital and printable marketing enhancement tools such as CatchID's, labels, the story of seafood, harvester profile, company profile and a chain of custody
- Autolinks with sustainability certifications and ratings
- Connects seafood with new markets where there is demand for traceable and sustainable products



# Case Study: BC Groundfish Trawl Fishery



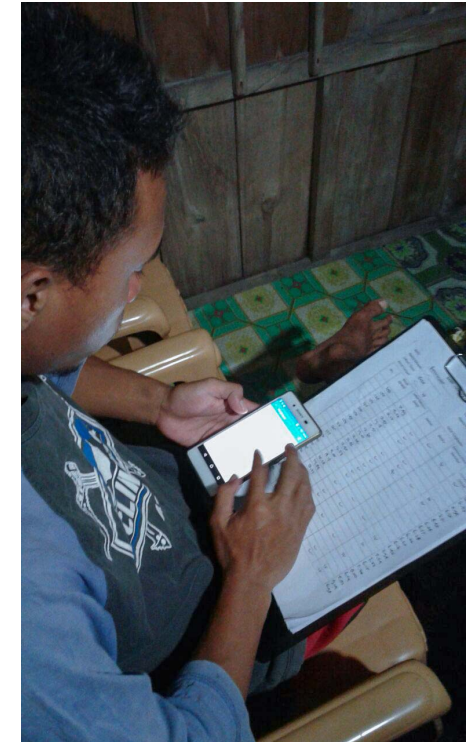
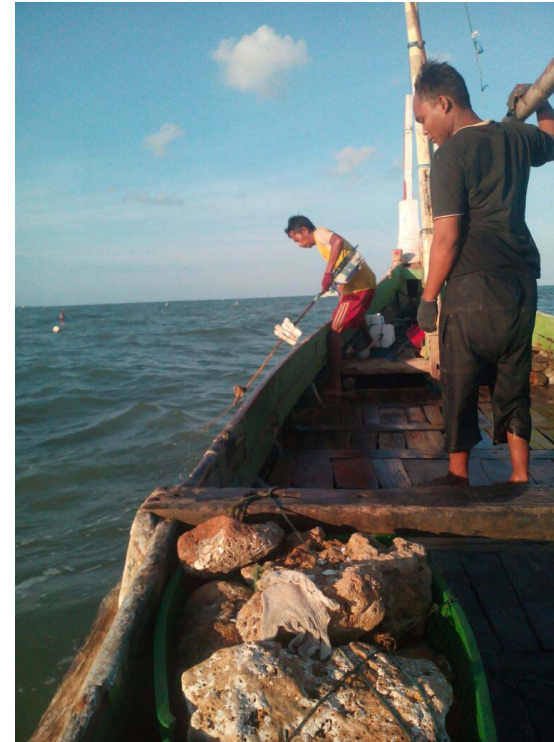
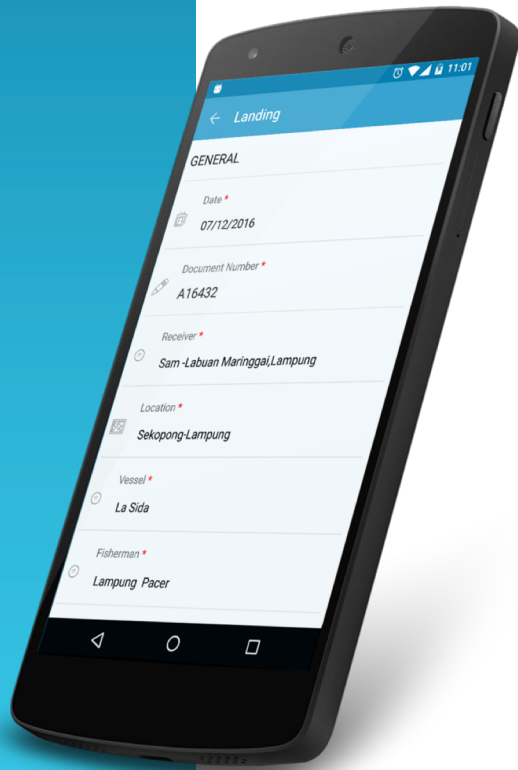
- Use both **FisheriesApp** and **KnowYour.Fish**
- 2<sup>nd</sup> largest fishery by landed value in British Columbia
- Integrates on-board observer reports, skipper logs and offload reports
- Provides reports directly to DFO and fisheries management
- Value of groundfish has increased because it's verifiably traceable





# Case Study: Blue Swimming Crab

- Indonesia with Sustainable Fisheries Partnership and APRI
- Project inception July 2016
- A Fishery Improvement Project (FIP) that required ER as close to the fishery as possible



# What have we learned?

- Each fishery is unique, but the need to gather data is not
- Costs are always an issue, so make the product very low cost, or make it pay for itself (or better)
- Software needs to be kept 'alive'. Supporting a product is a 24/7 job and you need to keep it up to date, adjust to changing needs and be reliable
- There is value to industry, but it needs to be demonstrated
  - Data enables fishery management
  - Verified catch information increases the value of seafood

