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# TRANSPARENCY THAT PAYS

Why operational value will drive the next generation of seafood compliance.

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**Better decisions. Less work. Less shrink. Better margins.**

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# TRANSPARENCY SHOULD BE A SUPPLY CHAIN BENEFIT

## Traditional thinking

## What if we reverse it?

And.... traceability comes with it.

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# WHAT'S IN IT FOR ME?

**HARVESTER → PROCESSOR → DISTRIBUTOR → RETAILER → CONSUMER**

Under each:

**HARVESTER**
Prove product & handling

**PROCESSOR**
Know what's coming

**DISTRIBUTOR**
Better inventory & receiving

**RETAILER**
Better sourcing & substantiated claims

**CONSUMER**
Greater confidence

**Everyone contributes to transparency. Everyone should receive value from it.**

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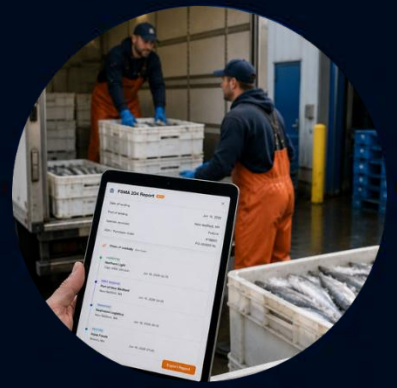
# WHAT HAPPENS WHEN TRANSPARENCY BECOMES OPERATIONAL?

How verifiable first-mile data reduces operational friction, protects product value, and improves decisions.

**ASN**

Plan before arrival

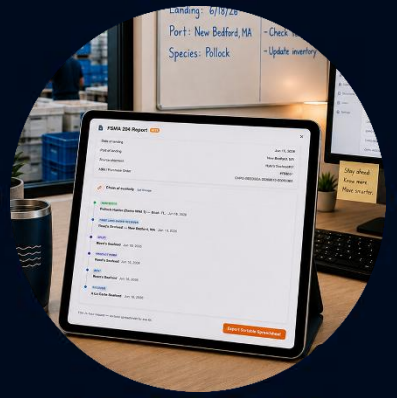


**RECEIVING**

Faster dock decisions

**INVENTORY**

Data-driven rotation




**COMPLIANCE**

FSMA 204 + SIMP- One connected record

**SUPPLIERS**

Measure performance

**Better decisions. Less work. Less shrink. Better margins.**

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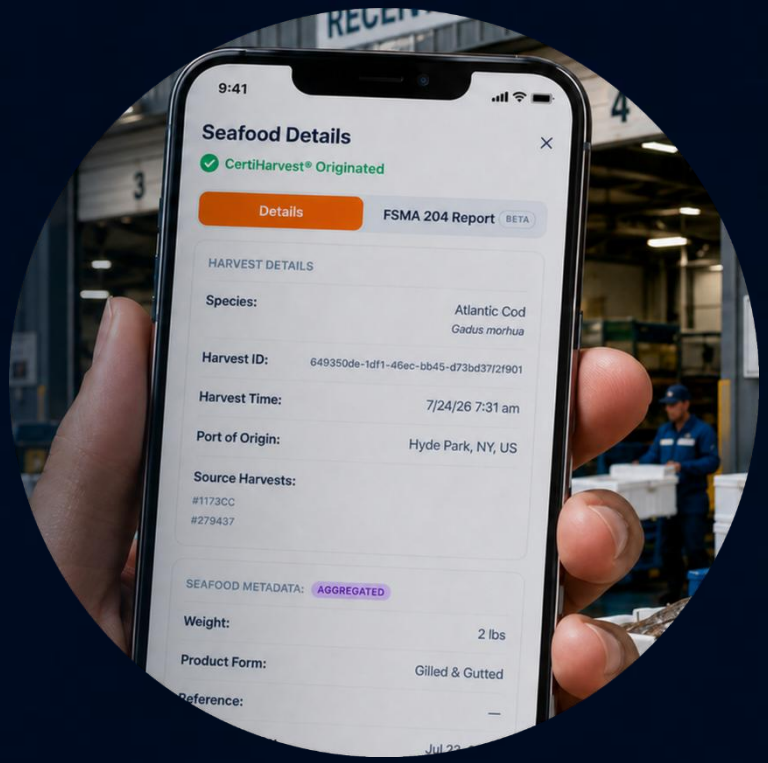
# KNOW WHAT YOU ARE BUYING BEFORE YOU COMMIT THE DOLLARS.

Verifiable harvest, supplier, compliance, and ASN data improve the buying decision.

## PURCHASING FUNCTIONALITY

- Review harvest and compliance data before buying
- See shipment details through the ASN
- Compare supplier performance with real data
- Identify consistently better suppliers
- Reduce calls, emails, and spreadsheet chasing




## WHAT PURCHASING GAINS

- Better supplier selection
- Earlier visibility into incoming product
- Fewer information gaps
- Better inventory planning
- Lower purchasing risk

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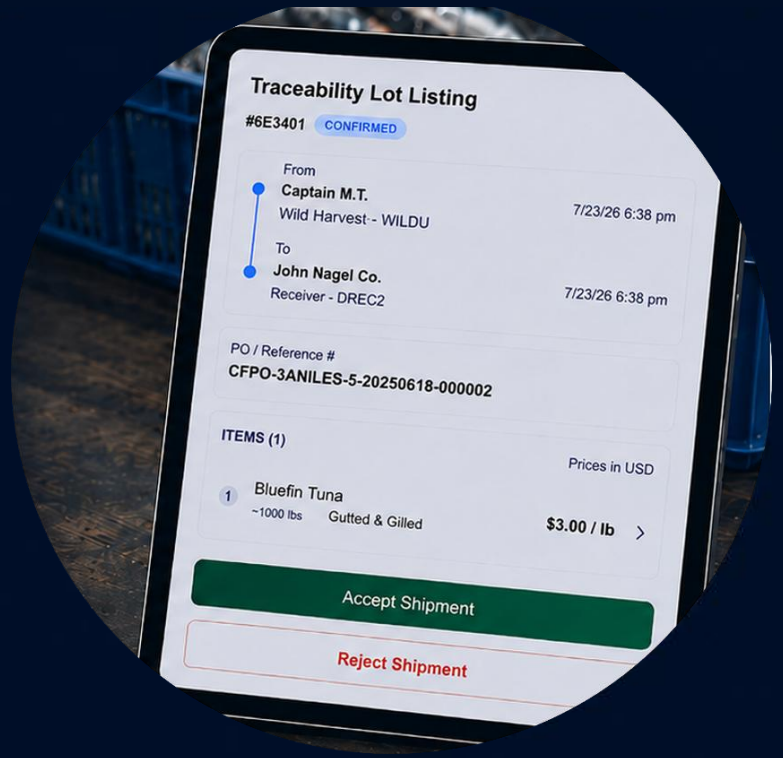
# ASN TURNS RECEIVING FROM A SURPRISE INTO A PREPARED OPERATION.

Advance visibility lets the team plan labor, dock space, exceptions, and receiving before the shipment arrives.

## BEFORE ARRIVAL

- Know what is coming
- Plan dock and labor needs
- Validate PO and shipment details
- Identify exceptions early
- Reduce calls and manual entry




## AT THE DOCK

- Match shipment to ASN
- Reduce receiving time
- Validate chain of custody
- Accept or reject with better information
- Carry the record into inventory

**ASN is an operational planning tool — not just a notification.**

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# STOP MANAGING PERISHABLE SEAFOOD BY ASSUMPTION.

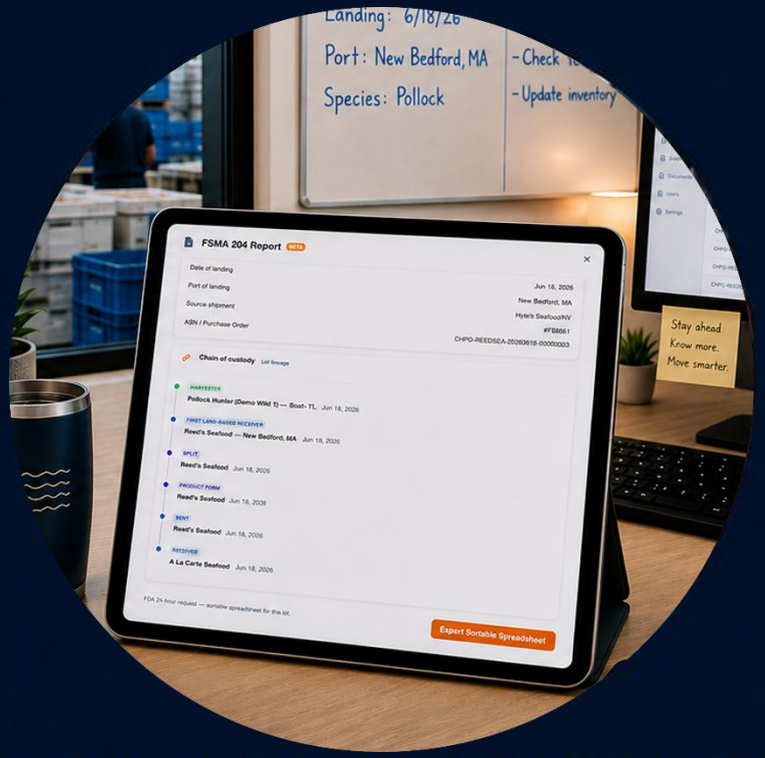
FIFO tells you what arrived first. Verifiable data helps you understand what needs attention first.

## TRADITIONAL FIFO

**PROCESS FIRST**
The lot received first

**DECISION INPUT**
Receiving date

**LIMITATION**
Arrival date may not reflect actual harvest age or condition




## DATA INFORMED DECISION

**PROCESS FIRST**
The product that needs attention first

**DECISION INPUT**
Harvest chronology + measured history

**RESULT**
Better rotation • Data based production decisions • less shrink

**This is the shift from inventory tracking to inventory intelligence.**

Better data → better production decisions → less product value lost.

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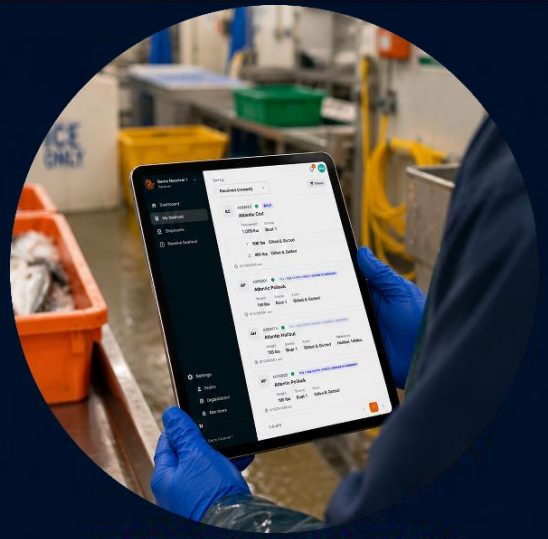
# BETTER TRANSPARENCY CAN PROTECT PRODUCT VALUE AND MARGIN.

Veriifiable chronology and condition data help operators act before aging inventory becomes a shrink problem.

## ROTATE SMARTER

- Use actual harvest dates
- Prioritize older product
- Sequence production using data



## REDUCE SHRINK

- Reduce spoilage exposure
- Use shelf life more effectively
- Catch aging inventory earlier

## PROTECT MARGIN

- Less waste
- Better inventory utilization
- Better production decisions

**Transparency → Better Decisions → Less Waste → Better Margin**

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# MEASURE SUPPLIER PERFORMANCE. REWARD BETTER PRODUCT.

The same verifiable data supports supplier management, quality differentiation, marketing, and brand protection.

## SUPPLIER MANAGEMENT

- Compare past shipments
- Identify recurring quality issues
- Benchmark suppliers objectively
- Recognize consistent performers
- Build preferred supplier programs
- Strengthen supplier accountability

## COMMERCIAL VALUE

- Build verifiable product stories
- Support premium positioning
- Back claims with data
- Give sales better proof
- Protect brand reputation
- Turn operational data into market differentiation

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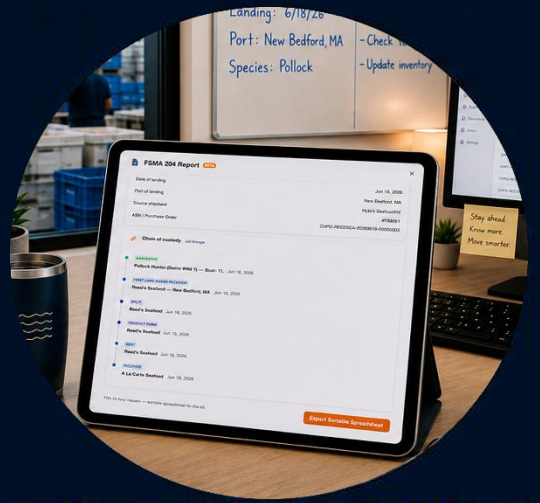
# ONE OPERATIONAL RECORD. MANY USES.

The same source data supports chain of custody, reporting, and regulatory readiness.




## OPERATIONS

- Purchasing
- Receiving
- Inventory
- Quality
- Supplier Management

## COMMERCIAL

- Customer Requirements
- Product Claims
- Brand Protection
- Market Differentiation

## TRACEABILITY & COMPLIANCE

- Chain of Custody
- FSMA 204
- SIMP
- EU Requirements
- Audit-Ready Requirements

**TRACEABILITY AND COMPLIANCE BECOME BYPRODUCTS OF BETTER OPERATIONAL DATA.**

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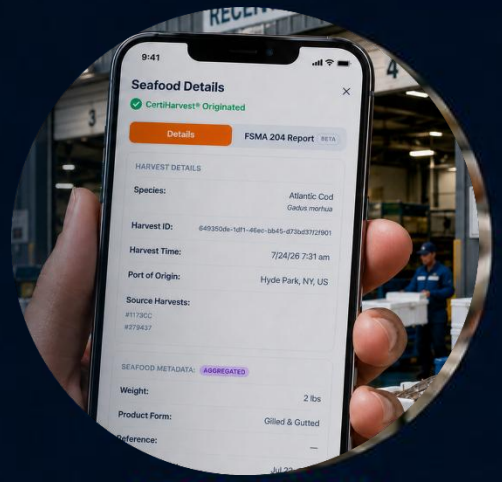
# TRANSPARENCY SHOULD CREATE VALUE.

Verifiable data captured at harvest moves through the supply chain and helps operators make better decisions.

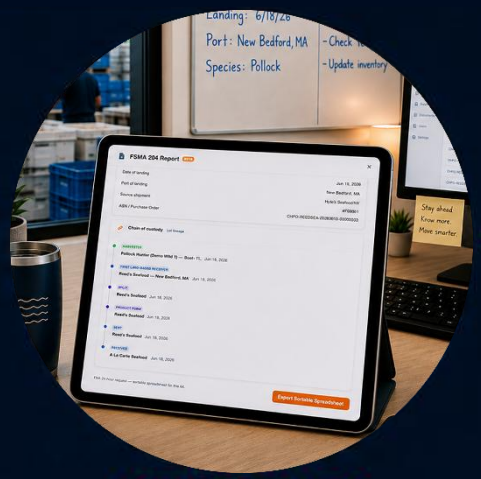



## LESS WORK

ASN + digital records
reduce manual touches

## LESS SHRINK

Data-driven rotation
protects product value




## LOWER RISK

Better records
better decisions

## MORE VALUE

Better suppliers
better products
better stories

**The goal is not more data.**
**It is better decisions that reduce cost and protect margin.**

**TRACEABILITY IS THE POSITIVE BYPRODUCT.**

Measurement beats declaration

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# We don't replace your enterprise systems. We make every one of them smarter.

CertiHarvest captures verifiable operational data at the source and carries it securely through your supply chain. That data makes your ERP, WMS, inventory, purchasing, and compliance systems all work better, and it's ready for whatever you add next.

No rip-and-replace.

No disruption.

Better data

Better decisions

***Just better data powering better decisions across your entire operation.***

CertiHarvest is operational data infrastructure. Traceability and compliance are the byproducts of running a more efficient seafood supply chain.