

Dr. David Price, Fish DNA ID

David A. Price, Ph.D. is a research scientist at the University of Florida Whitney Laboratory for Marine Bioscience where he serves as Director of the Molecular Biology Core Laboratory.

He obtained his undergraduate degree in physics at The Cooper Union in New York City and his doctoral degree in molecular biophysics from Florida State University.

At FSU he worked with Michael Greenberg to identify the ubiquitous neuropeptide FMRFamide.

His academic research at the Whitney Lab had focused on signaling in the nervous system, particularly signaling involving neuropeptides.

In addition to his academic research at the Whitney Lab, he held a concurrent position with the biotechnology company, BioTraces, from 1998 until 2006.

This company developed the Multi-photon Detector – an instrument which could measure extremely low levels of certain radioactive isotopes.

Price worked as the Director of Life Science Applications Development for BioTraces to find practical uses for the multiphoton detectors.

In late 2006, Price became involved in a project with the Florida Office of the Attorney General to detect fish substitution in the seafood industry.

Price realized that there was a need for better and less expensive DNA-based identification of fish and started his own company, Fish DNA ID, in early 2007 to provide this service.

Fish DNA ID has developed a DNA analysis method to reduce the cost of fish identification by at least 10-fold and at the same time identify the species of fish from only a minute sample.

Fish DNA ID provides this service to customers in the seafood trade as well as the general public.