

Tradex Foods takes action to combat deception in the seafood industry

Despite increased media and public attention in recent years, economic integrity pitfalls remain for buyers in the seafood industry. Mislabeled species (e.g. catfish advertised as grouper) and short weight product are two prominent problems. Frozen seafood supplier Tradex Foods is one of the companies leading the industry's attempt to eliminate these problems.

Tradex sets its example by offering only top quality, 100% net weight products, backed by a full satisfaction guarantee. Its industry-best seven-step quality control process supports this offering with full transparency and traceability. Tradex also educates buyers and end users by providing free, objective educational materials on integrity issues.

Tradex Foods offers only 100% net weight, guaranteed

Tradex Foods is proud to offer only 100% net weight products in its popular Sinbad brand orange boxes. The company recognizes that some buyers will be unable to resist the “too good to be true” prices available on deceptive product. But Tradex believes that in the long term end users will only choose seafood as their protein source if the industry offers premium quality, 100% net weight products.

To support its quality and net weight pledge Tradex offers a full satisfaction guarantee on all of its products and a copy of an inspection report with every order (see below).

Seven-step quality control process

Tradex Foods deploys an industry-leading seven-step process to ensure a premium quality product for its customers:

1. Harvester accreditation
2. Plant accreditation
3. Raw material inspection
4. Processing inspection
5. Finished product inspection
6. Loading
7. Final inspection report

As a result Tradex buys only from accredited suppliers. For each order, Tradex inspectors are present from the beginning to the end of production. Instead of a one-time inspection of finished product, Tradex has added the control points of a pre-production inspection of the raw material, in-person monitoring of the processing of the product and supervision of its loading for final shipment. Copies of the final inspection report are available with every order.

This process ensures that Tradex's customers consistently receive premium quality products, hassle-free. It also provides traceability throughout Tradex's vessel-to-plate chain of custody so that species and origin are never in question.

Customer education

Tradex Foods believes that an educated buying public is the most effective agent to eliminate deceptive business practices. To that end the company offers free, objective, research-based reports about economic integrity issues. With these documents Tradex helps its customers make educated buying decisions, whether from Tradex or another supplier. In addition, Tradex encourages its customers to distribute these documents to their own customers.

Examples of educational materials offered by Tradex include:

- a) The "Know your Product" series that alerts buyers to the differences between superior and inferior products for a given species.
- b) An information sheet on the quality and short weight problems that result from over-glazing and abuse of phosphate preservatives.
- c) A sample inspection report. Non-customers can use this sample as a template with which to evaluate orders from other suppliers.

For more information on Tradex Foods' economic integrity initiatives or examples of the documents mentioned in the article, please visit www.tradexfoods.com or contact Tradex directly.

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