
LETTER FROM THE PRESIDENT**RE: Sustainability****Date: January 21, 2010**

Dear Reader,

Everyday, we are becoming more and more inundated with advertisements and dialogues regarding sustainability. This constant flood of information is a reminder that sustainability is not a trend, but a permanent momentum. This shift is necessary to ensure the health and wellness of future generations. It is vital that governments, corporations, interest groups and consumers remain dedicated to this front.

Government bodies world-wide represent a significant force with ample opportunity to lead the sustainability movement. Both short and long term environmental visions and objectives are essential. Corporations, interest groups and individuals must hold governments accountable for their actions and be mindful of political and personal maneuvering, wrangling or leveraging.

Consumers and interest groups also need to be aware of companies that are riding the coat-tails of the sustainability "buzz ". Unfortunately, deceptive practices and false claims of sustainability are becoming more frequent with increased pressure from high consumer demand for sustainable products. It is important for consumers to research these claims, the company's corporate responsibility commitments and their sustainability plans.

I have a wonderful 13 year old daughter, Rochelle, who is a constant motivator for making environmentally sustainable choices both at Tradex Foods and at home. At Tradex Foods, we are dedicated to doing our part to ensure a sustainable future. Many of Tradex Foods products are MSC (Marine Stewardship Council) "Chain of Custody" certified and/or Oceanwise approved. These certifications demonstrate our confidence and commitment to ensuring that the species of seafood we produce are sustainable and will be there for future generations.

Tradex Foods has created an in-house sustainability committee to strategize our future goals and objectives, to implement procedures and processes, and to monitor our progress. Our committee has investigated the sustainability of the fish and eco-systems in our product mix, our seafood processors' energy consumptions, the Sinbad packaging materials and our carbon outputs from transportation. I am committed, our people are committed, our company is committed and we shall endeavor to achieve our sustainability platform on a personal and corporate level.

Sincerely,

Robert Reierson
President / CEO
Tradex Foods Inc.