



2017 SUSTAINABILITY RATING SCORE

How did Tradex Score for Sustainably Sourced Raw Materials in 2017?

VICTORIA, BC, February 28 - THE STATS ARE IN! Our Sustainability Rating Score for 2017 increased to 92 percent for all production of our three SINBAD brands. This means that 92 percent of all raw materials used in the production of our SINBAD, SINBAD Gold, and SINBAD Platinum products in 2017 were harvested from sustainable fisheries. This is up 7 percent from our 2016 score of 85 percent.

Tradex uses guidance from Seafood Watch, Ocean Wise, and the Marine Stewardship Council to determine the sustainability status of raw materials. Their ratings are then entered into our inFINite™ Sustainability Production Tracker to arrive at a score out of 100. Below is a breakdown of how sustainable our SINBAD, SINBAD Gold, and SINBAD Platinum brand products measured up by category.

100% Sustainably Harvested Raw Materials in 2017

Below are the species that scored 100% on sourcing from sustainable fisheries

Atlantic Cod	Chum Salmon	Coho Salmon	Haddock
Ocean Perch	Pink Salmon	Pink Shrimp	Pollock
Rock Sole	Sockeye Salmon	Tilapia	Yellowfin Sole
Pacific Rockfish			

Less than 100% Sustainably Harvested Raw Materials in 2017

Below are the species that scored less than 100% on sourcing from sustainable fisheries

Species	Results	Improvement Plan
Pacific Cod Trawl Caught FAO 61 - Russia	56% of raw materials for branded production were from sustainable fisheries	In 2018, whenever possible, Tradex will source from the MSC Certified Alaskan Fishery. Due to high market demand, Tradex is unable to completely stop sourcing Pacific Cod from Russia. Pacific Cod stocks in Russia are considered to be low and steps towards completing FIP's for improving data transparency for fisheries management are recommended.
Pacific Halibut Longline, Trawl Caught FAO 27 - Russia	0% of raw materials for branded production were from sustainable fisheries	In 2018, whenever possible Tradex will source from the MSC Alaskan Halibut Fishery and also source Halibut from the West Coast of British Columbia, Canada. The Russia Halibut Fishery is currently completing FIP's working towards the final goal of MSC Certification.
Argentine Red Shrimp Seine Net Caught FAO 41 - Argentina	0% of raw materials for branded production were from sustainable fisheries	The Wild Argentine Red Shrimp fishery is seeking MSC certification and are completing FIP's to reach that goal. Tradex firmly believes that Wild Argentine Red Shrimp is a

		great product that supports local fishermen and will try to contribute to the positive development of this fishery anyway they can.
Channel Catfish Farmed China	0% of raw materials for branded production were from sustainable fisheries	Tradex does not have plans to produce this product in 2018 under the SINBAD brand.

What Does the Future Look Like?

Our Sustainability Outlook Algorithm (yes we have an algorithm for this) projects that by the end of 2018 our Sustainability Rating Score will be 95 percent. By the end of 2019, it will be 97.50% and by the end of 2020, it will be 99.58%. These projections may fluctuate because there are many factors that are simply out of our control; however, our inFINite™ Sustainability Production Tracker allows a fast paced business like Tradex Foods make to quick and smart raw materials buying decisions laying the path to a sustainable future.

Tradex Foods is the leader in sourcing, processing, distributing and marketing of premium quality frozen seafood supplying food service, supermarkets and retailers worldwide. Tradex Foods is an MSC Certified Supplier and also an Ocean Wise Recommended Partner. Quality and Transparency are the cornerstone of our business and great pride is taken at being as transparent as possible to our customers. Tradex Foods produces three exceptional house brands - SINBAD, SINBAD Gold and SINBAD Platinum. All of which are set to One Standard of Quality - our “Industry Best” 7-Step Quality Control Process.



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Value Priced
Produced in Asia



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