



TRADEX

2020 SUSTAINABILITY REPORT

OUR HIGHEST
MSC
CERTIFIED
PRODUCTION **EVER**

UNLOCKING A
Milestone
SUSTAINABILITY ACHIEVEMENT

2020

CONTENTS

- 3 **OUR 2020 SUSTAINABILITY RATING** - UNLOCKING A MILESTONE
- 4 **SUSTAINABILITY BY SPECIES**
- 6 **MSC CERTIFIED PRODUCTION**
- 7 **PRODUCTION BY BRANDS**
- 8 **PRODUCTION BY FISHING AREA**
- 9 **2021 AND BEYOND**
- 10 **ABOUT TRADEX FOODS**

UNLOCKING A *Milestone* SUSTAINABILITY ACHIEVEMENT

In 2017, Tradex Foods developed a system to track every single pound of seafood produced in our SINBAD Brands and Private Label production in order to thoroughly assess the integrity of our sustainability policies.

In this process, we also applied a sustainability outlook algorithm that projected that our Sustainability Rating Score would be **99.58%** by the end of 2020.

We are proud to announce that Tradex Foods has officially achieved an exceptional Sustainability Rating Score of **100%** for all SINBAD Branded and Private Label seafood production throughout 2020.

This means that **100%** of all raw materials used in the production of our SINBAD Brands (SINBAD, SINBAD Gold, and SINBAD Platinum), and all Private Label seafood production in 2020 used raw materials harvested from sustainable fisheries.

YEAR-OVER-YEAR IMPROVEMENTS

Since 2017 we have been able to improve our Sustainability Rating Score from 89% at the end of 2018 to **100%** at the end of 2020.

Individually, we scored **100%** sustainability across all SINBAD Branded production and **100%** for all Private Label production for 2020, compared to 97.25% and 99.34% in 2019; and 85% and 95% in 2018 respectively, for our SINBAD Brands and Private Label production.

2020

	ALL SINBAD	PRIVATE LABEL	COMBINED
SUSTAINABLY HARVESTED	100%	100%	100%
NOT SUSTAINABLY HARVESTED	0%	0%	0%

2019

	ALL SINBAD	PRIVATE LABEL	COMBINED
SUSTAINABLY HARVESTED	97.25%	99.34%	98.44%
NOT SUSTAINABLY HARVESTED	2.75%	0.66%	1.56%



2018

	ALL SINBAD	PRIVATE LABEL	COMBINED
SUSTAINABLY HARVESTED	85%	95%	89%
NOT SUSTAINABLY HARVESTED	15%	5%	11%

SUSTAINABILITY BY SPECIES

Every species used in the production of SINBAD Brands and Private Label production in 2020 utilized raw materials from a sustainable fishery. Below is a breakdown of the species produced.

2020

 SINBAD BRANDS 			PRIVATE LABEL		
	% of Production	% Sustainable		% of Production	% Sustainable
Atlantic Cod	5.78%	100%	Atlantic Cod	13.39%	100%
Chum Salmon	32.63%	100%	Chum Salmon	4.78%	100%
Haddock	1.95%	100%	Flathead Sole	0.73%	100%
Pacific Cod	25.31%	100%	Haddock	1.82%	100%
Pacific Halibut	0.56%	100%	Pacific Cod	19.18%	100%
Pink Salmon	21.81%	100%	Pink Salmon	4.48%	100%
Pink Shrimp	0.57%	100%	Pollock	48.07%	100%
Pollock	8.52%	100%	Yellowfin Sole	7.54%	100%
Rock Sole	1.35%	100%			
Tilapia	1.51%	100%			

100% SUSTAINABILITY

For all SINBAD Brands production we scored 100% sustainable for Atlantic Cod, Chum Salmon, Haddock, Pacific Cod, Pacific Halibut, Pink Salmon, Pink Shrimp, Pollock, Rock Sole, and Tilapia.

For all Private Label production we scored 100% sustainable for Atlantic Cod, Chum Salmon, Flathead Sole, Haddock, Pacific Cod, Pink Salmon, Pollock, and Yellowfin Sole.

METHODOLOGY

TRADEX FOODS USES GUIDANCE FROM THE MARINE STEWARDSHIP COUNCIL, SEAFOOD WATCH, OCEAN WISE, AND FISHCHOICE TO DETERMINE THE SUSTAINABILITY STATUS OF RAW MATERIALS. EVERY SINGLE POUND OF SEAFOOD WE PRODUCE IS ACCOUNTED FOR AND MEASURED AGAINST THEIR SUSTAINABILITY RATINGS, AND THEN ENTERED INTO OUR INFINITE™ SUSTAINABILITY PRODUCTION TRACKER TO PRODUCE A SCORE OUT OF 100%.



OUR HIGHEST **MSC** CERTIFIED PRODUCTION **EVER**

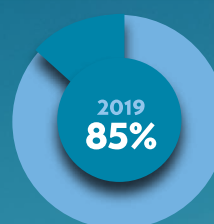
In order for seafood to be MSC certified, the MSC Chain of Custody needs to be carried forward all the way through from the fishing grounds to its final destination in food service or retail. This means the vessel harvesting the fish needs to be MSC certified, as well as the fishing area. Then, the raw material needs to be purchased as MSC by an MSC certified processor in order to carry through the MSC Chain of Custody.

If an MSC certified processor does not purchase the raw materials as MSC (even though the raw materials were MSC), then the MSC Chain of Custody breaks and the product can no longer move forward as MSC. If the MSC Chain of Custody is carried forward by the processor, then the product is able to move around the market as an MSC Certified product.

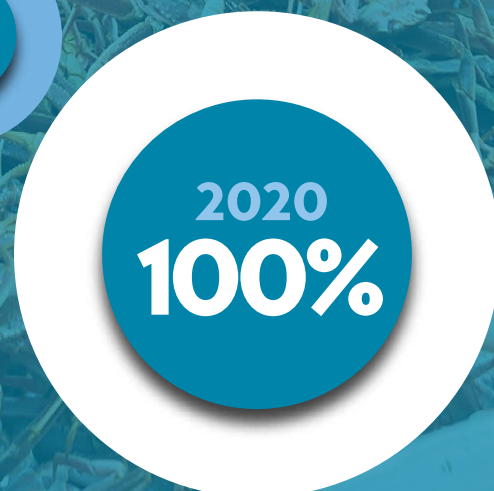
For our SINBAD Brands production, **97%** of raw materials used were MSC Certified, up from 85% in 2019.

For our Private Label production, **100%** used MSC Certified raw materials, up from 94% in 2019.

SINBAD BRANDS



PRIVATE LABEL



SUSTAINABLE PRODUCTION BY BRANDS

100% of all SINBAD Brands production in 2020 used raw materials from **sustainable fisheries** resulting in both our SINBAD Gold and SINBAD Platinum brands achieving **100%** for MSC Certified raw materials used. 2020 was a banner year for improving our percentage of MSC Certified production by brand with a robust improvement over 2019.



SINBAD

SINBAD used 100% sustainable raw materials; of that, 91%* of the raw materials were MSC - up from 79% in 2019.

* MSC Certification does not apply to farmed seafood and as our farmed production is also included in this calculation - that is the contributing factor as to why SINBAD brand scored 91% for MSC Certified raw materials used.



SINBAD GOLD

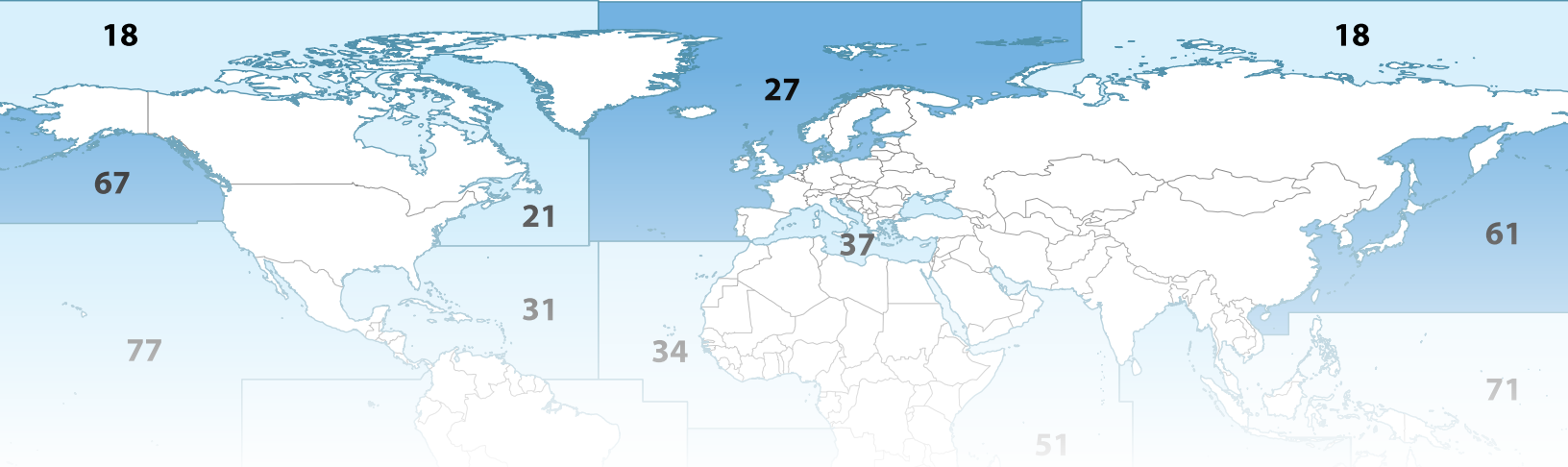
SINBAD Gold used 100% sustainable raw materials; of that, 100% of the raw materials were MSC - up from 99% in 2019.



SINBAD PLATINUM

SINBAD Platinum used 100% sustainable raw materials; of that, 100% of the raw materials were MSC - up from 51% in 2019.





SUSTAINABLE PRODUCTION BY AREA

For our SINBAD Brands production, 65% of raw materials used were harvested in Russia, 34% from the USA, and 1% from Norway. 97% of raw materials used out of Russia were MSC Certified carrying forward the MSC Chain of Custody while all other countries were 100%.

For our Private Label production, 46% of raw materials used were harvested in Russia, and 43% from the USA. 100% of raw materials used out of Russia and the USA were MSC Certified carrying forward the MSC Chain of Custody.

2020



SINBAD BRANDS



	% BY AREA	% FAO SUSTAINABLE	% FAO MSC
FAO 27 - Norway	0.94%	100%	100%
FAO 27 - Russia	6.79%	100%	100%
FAO 61 - Russia	57.84%	100%	97%
FAO 61 - Alaska	0.59%	100%	100%
FAO 67 - Alaska	31.75%	100%	100%
FAO 67 - Oregon	0.57%	100%	100%
Farmed China	1.51%	100%	0%

PRIVATE LABEL

	% BY AREA	% FAO SUSTAINABLE	% FAO MSC
FAO 27 - Russia	15.47%	100%	100%
FAO 61 - Russia	41.23%	100%	100%
FAO 61 - Alaska	7.09%	100%	100%
FAO 67 - Alaska	36.21%	100%	100%

2019



SINBAD BRANDS



	% BY AREA	% FAO SUSTAINABLE	% FAO MSC
FAO 27 - Norway	5.42%	100%	33%
FAO 27 - Russia	11.47%	100%	79%
FAO 61 - Russia	44.98%	94%	91%
FAO 61 - Alaska	5.15%	100%	100%
FAO 67 - Alaska	26.65%	100%	98%
FAO 67 - BC	2.51%	100%	0%
FAO 67 - Oregon	1.31%	100%	100%
Farmed Vietnam	2.50%	100%	0%

PRIVATE LABEL

	% BY AREA	% FAO SUSTAINABLE	% FAO MSC
FAO 27 - Norway	5.47%	100%	100%
FAO 27 - Russia	14.72%	100%	84%
FAO 61 - Russia	31.26%	98%	89%
FAO 61 - Alaska	4.70%	100%	100%
FAO 67 - Alaska	40.72%	100%	100%
FAO 81 - NZ	2.30%	100%	100%
Farmed China	0.84%	100%	0%

2021 AND BEYOND

Now that we have achieved our milestone goal of a one hundred percent Sustainability Rating Score, maintaining one hundred percent sustainability in our production will now be just one of our many annual sustainability goals. We will continue to carry out our Sustainability Mission Statement - that is "To provide leadership in sustainability through education and the adoption of globally recognized best practices and standards in sustainability to ensure a vibrant industry for future generations."

Looking out at 2021 and beyond, we will embark on new sustainability initiatives such as lowering and offsetting carbon emissions, from the transportation of our seafood production to eliminating waste from packaging using new state of the art packaging solutions.

2021 will also mark the year that we launch the newest addition to the SINBAD line of products - introducing **SINBAD Platinum ULTRA**.

SINBAD Platinum ULTRA is an Ultra Fresh & Ultra Premium Quality line of sustainable, convenient, and satisfying fresh-frozen seafood products that are **Caught in America, Packaged in America, and Sold in America**, relieving dependencies on production overseas.

The premier line is a retail-ready breathable skin pack line that is "CAUGHT IN AMERICA, PACKAGED IN AMERICA, SOLD IN AMERICA" - available in easy to cook, flavored and unflavored varieties, ranging from prized Bristol Bay Alaskan Sockeye, to Cod, Haddock, Pollock, Sole and Atlantic Salmon.

Find out more at sinbadbrands.com





VALUE ADDED • PREMIUM QUALITY
VALUE PRICED • PRODUCED IN ASIA



VALUE ADDED • PREMIUM QUALITY • NATURALLY
PRESERVED • PRODUCED IN ASIA



VALUE ADDED • PREMIUM QUALITY • NATURALLY
PRESERVED • PRODUCED IN NORTH AMERICA



PREMIERE RETAIL SKIN-PACK LINE • VALUE ADDED •
NATURALLY PRESERVED • CAUGHT IN AMERICA
PACKAGED IN AMERICA • SOLD IN AMERICA



TRADEX ABOUT TRADEX FOODS

Established over 30 years ago in 1991, 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, Sustainability and Transparency are the cornerstone of our business and great pride is taken in being as transparent as possible to our customers. TradexFoods 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.