



# TRADEX 2021

SUSTAINABILITY  
REPORT

New Brand  
To Rate For  
**2022**



SOCKEYE SPAWNING IN ALASKA  
PHOTO BY JASON CHING // JASONSCHING.COM





# 2021

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**SOCKEYE SPAWNING IN ALASKA**  
PHOTO BY JASON CHING // JASONSCHING.COM

**TRADEX FOODS 2021 SUSTAINABILITY REPORT**



# OUR 2021 SUSTAINABILITY RATING

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.

BY THE END OF 2020, TRADEX FOODS SUCCESSFULLY ACHIEVED ITS GOAL OF 100% SUSTAINABILITY RATING SCORE.

At the end of 2021, we are proud to announce that **TRADEX FOODS** achieved a **SUSTAINABILITY RATING SCORE OF 100%** (again) by maintaining **100% SUSTAINABILITY** for **ALL SINBAD BRANDED AND PRIVATE LABEL** seafood production throughout 2021.

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 2021 USED RAW MATERIALS HARVESTED FROM SUSTAINABLE FISHERIES.

## METHODOLOGY

TRADEX FOODS USES GUIDANCE FROM THE MARINE STEWARDSHIP COUNCIL, SEAFOOD WATCH, AND OCEAN WISE 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 PERCENT.



# MSC CERTIFIED PRODUCTION

FOR OUR SINBAD BRANDS PRODUCTION, 99.84% OF RAW MATERIALS USED WERE MSC CERTIFIED, UP FROM 96% IN 2020. ALTHOUGH 0.16% OF RAW MATERIALS WERE NOT MSC CERTIFIED, THEY WERE STILL SOURCED FROM A SUSTAINABLE FISHERY.

FOR OUR PRIVATE LABEL PRODUCTION, 89.03% USED MSC CERTIFIED RAW MATERIALS, DOWN FROM 97.24% IN 2020. ALTHOUGH 10.66% OF RAW MATERIALS WERE NOT MSC CERTIFIED, THEY WERE STILL SOURCED FROM A SUSTAINABLE FISHERY WHERE 9.54% WERE SOURCED FROM A SUSTAINABLE WILD CAUGHT FISHERY, AND 1.42% WERE SOURCED FROM SUSTAINABLE AQUACULTURE.

SINBAD BRANDS MSC CERTIFIED PRODUCTION

	2021	2020
MSC CERTIFIED	99.84%	96.00%
SUSTAINABLE FISHERY (BUT NOT MSC)	0.16%	2.22%
SUSTAINABLE AQUACULTURE	0%	1.78%

PRIVATE LABEL MSC CERTIFIED PRODUCTION

	2021	2020
MSC CERTIFIED	89.03%	97.24%
SUSTAINABLE FISHERY (BUT NOT MSC)	9.54%	0%
SUSTAINABLE AQUACULTURE	1.42%	2.76%



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.



# SUSTAINABILITY BY SPECIES

EVERY SPECIES USED IN THE PRODUCTION OF SINBAD BRANDS AND PRIVATE LABEL PRODUCTION IN 2021 UTILIZED RAW MATERIALS FROM A SUSTAINABLE FISHERY. BELOW IS A BREAKDOWN OF THE SPECIES PRODUCED.

## 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, ROCKFISH, SOCKEYE SALMON, AND YELLOWFIN SOLE.

2021 SUSTAINABILITY RATING BY SPECIES - SINBAD BRANDS

SINBAD BRANDS		
	% OF PRODUCTION	% SUSTAINABLE
ATLANTIC COD	5.29%	100%
CHUM SALMON	33.32%	100%
HADDOCK	1.38%	100%
PACIFIC COD	13.04%	100%
PACIFIC HALIBUT	4.00%	100%
PINK SALMON	29.59%	100%
PINK SHRIMP	0.89%	100%
POLLOCK	7.02%	100%
ROCKFISH	0.16%	100%
SOCKEYE SALMON	3.93%	100%
YELLOWFIN SOLE	1.38%	100%

## 100% SUSTAINABILITY

FOR ALL PRIVATE LABEL PRODUCTION WE SCORED 100% SUSTAINABLE FOR ATLANTIC COD, BASA, CHUM SALMON, PACIFIC COD, PINK SALMON, POLLOCK, AND YELLOWFIN SOLE, YELLOWMOUTH ROCKFISH, YELLOWTAIL ROCKFISH.

2021 SUSTAINABILITY RATING BY SPECIES - PRIVATE LABEL

PRIVATE LABEL		
	% OF PRODUCTION	% SUSTAINABLE
ATLANTIC COD	17.63%	100%
BASA	1.42%	100%
CHUM SALMON	4.05%	100%
PACIFIC COD	13.71%	100%
PINK SALMON	1.64%	100%
POLLOCK	41.26%	100%
YELLOWFIN SOLE	10.74%	100%
YELLOWMOUTH ROCKFISH	4.70%	99%
YELLOWTAIL ROCKFISH	4.84%	99%



# MSC PRODUCTION BY SINBAD BRANDS

100% OF ALL SINBAD, SINBAD GOLD, AND SINBAD PLATINUM PRODUCTION IN 2021 USED RAW MATERIALS FROM SUSTAINABLE FISHERIES RESULTING IN BOTH OUR SINBAD AND SINBAD GOLD BRANDS ACHIEVING 100% FOR MSC CERTIFIED RAW MATERIALS USED.

	2022 MSC CERTIFIED	2021 MSC CERTIFIED	2020 MSC CERTIFIED
SINBAD	TBD IN 2023	100.00%	91.08%
SINBAD GOLD	TBD IN 2023	100.00%	100.00%
SINBAD PLATINUM	TBD IN 2023	97.90%	88.55%
SINBAD PLATINUM ULTRA	NEW BRAND FOR 2022	N/A	N/A

MSC PRODUCTION BY SINBAD BRANDS



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



CAUGHT IN AMERICA,  
PACKAGED IN AMERICA,  
SOLD IN AMERICA



# PRODUCTION BY FISHING AREA

## SINBAD BRANDS

	% OF ALL PRODUCTION	% SUSTAINABLE	% MSC
FAO 27 NORWAY	2.06%	100%	100%
FAO 27 RUSSIA	4.75%	100%	100%
FAO 61 RUSSIA	54.91%	100%	100%
FAO 67 ALASKA	37.23%	100%	100%
FAO 67 OREGON	0.89%	100%	100%
FAO 67 BC	0.16%	100%	0%

2021 SINBAD BRANDS PRODUCTION BY FISHING AREA

## PRIVATE LABEL

	% BY AREA	% FAO SUSTAINABLE	% FAO MSC
FAO 27 GREENLAND	0.51%	100%	100%
FAO 27 NORWAY	2.90%	100%	100%
FAO 27 RUSSIA	15.75%	100%	100%
FAO 61 RUSSIA	41.95%	100%	100%
FAO 67 ALASKA	28.25%	100%	100%
FAO 67 BC	9.54%	100%	0%
VIETNAM (FARMED)	1.42%	100%	0%

2021 PRIVATE LABEL PRODUCTION BY FISHING AREA

# 2022 AND BEYOND

SINCE ACHIEVING OUR MILESTONE GOAL OF A 100% PERCENT SUSTAINABILITY RATING SCORE, MAINTAINING 100% SUSTAINABILITY IN OUR PRODUCTION CONTINUES TO 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 2022 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.

2022 WILL ALSO MARK THE YEAR THAT OUR NEW SINBAD PLATINUM ULTRA RETAIL LINE OF “CAUGHT IN AMERICA, PACKAGED IN AMERICA, SOLD IN AMERICA” HITS RETAIL SHELVES IN THE USA.

SINBAD PLATINUM ULTRA IS AN ULTRA FRESH & ULTRA PREMIUM QUALITY LINE OF SUSTAINABLE, CONVENIENT, AND SATISFYING 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  
[TRADEXFOODS.COM/ULTRA](https://TRADEXFOODS.COM/ULTRA)  
OR [SINBADBRANDS.COM](https://SINBADBRANDS.COM)



# 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.

TRADEX FOODS PRODUCES THREE EXCEPTIONAL HOUSEBRANDS -

SINBAD, SINBAD GOLD AND SINBAD PLATINUM.

ALL OF WHICH ARE SET TO ONE STANDARD OF QUALITY - OUR "INDUSTRY BEST" 7-STEP QUALITY CONTROL PROCESS.



VALUE ADDED,  
PREMIUM QUALITY,  
VALUE PRICED,  
PRODUCED IN ASIA



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



CAUGHT IN AMERICA,  
PACKAGED IN AMERICA,  
SOLD IN AMERICA

LAUNCHED IN 2021