



# TRADEX 2022 SUSTAINABILITY REPORT



THE SUSTAINABILITY  
**SECRET**



WE DID IT  
AGAIN...



**3RD  
CONSECUTIVE  
YEAR**



2020

1ST YEAR  
100% SUSTAINABILITY SCORE



2021

2ND YEAR  
100% SUSTAINABILITY SCORE



2022

3RD YEAR  
100% SUSTAINABILITY SCORE



An aerial photograph of a coastline with a large, semi-transparent fish silhouette overlaid on the left side of the page. The fish's body follows the curve of the coastline, and its tail is at the bottom left. The water is a deep blue, and the land is a mix of green and brown. The year '2022' is printed in large, light blue, sans-serif font across the top half of the page.

# 2022

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# OUR 2022 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 milestone goal of 100% Sustainability Rating Score.

By the end of 2021, Tradex Foods achieved 100% sustainability for a second consecutive year.

## 100% Sustainability Rating for 2022

By the end of 2022, we are proud to announce that Tradex Foods achieved a **100% Sustainability Rating Score** for a **third consecutive year** for all **SINBAD Branded and Private Label** seafood production throughout 2022.

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 2022 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**, 81% of raw materials used were MSC Certified, down from 99.84% in 2021. Although 19% of raw materials were not MSC Certified, they were still sourced from a sustainable fishery.

For our Private Label production, 94% used MSC Certified raw materials, up from 89% in 2021. Although 6% of raw materials were not MSC Certified, they were still sourced from a sustainable fishery.

**SINBAD BRANDS MSC CERTIFIED PRODUCTION**

	2022	2021	2020
<b>MSC CERTIFIED</b>	<b>81%</b>	<b>99.84%</b>	<b>96%</b>
SUSTAINABLE FISHERY (BUT NOT PURCHASED MSC)	3%	0.16%	2%
SUSTAINABLE AQUACULTURE	16%	0%	2%

**PRIVATE LABEL MSC CERTIFIED PRODUCTION**

	2022	2021	2020
<b>MSC CERTIFIED</b>	<b>94%</b>	<b>89%</b>	<b>97%</b>
SUSTAINABLE FISHERY (BUT NOT PURCHASED MSC)	6%	10%	0%
SUSTAINABLE AQUACULTURE	0%	1%	3%

## ABOUT MSC CERTIFICATION & THE SUPPLY CHAIN



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 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.

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.



# SUSTAINABILITY BY SPECIES



Every species used in SINBAD Brands and Private Label production in 2022 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, Catfish, Chum Salmon, Haddock, Pacific Cod, Pacific Halibut, Pink Salmon, Pink Shrimp, Pollock, Tilapia, Swai, and Yellowfin Sole.

2022 SUSTAINABILITY RATING BY SPECIES - SINBAD BRANDS

 <b>SINBAD BRANDS</b> 		
	% OF PRODUCTION	% SUSTAINABLE
ATLANTIC COD	8%	100%
CATFISH	3%	100%
CHUM SALMON	7%	100%
HADDOCK	4%	100%
PACIFIC COD	23%	100%
PACIFIC HALIBUT	2%	100%
PINK SALMON	33%	100%
PINK SHRIMP	2%	100%
POLLOCK	3%	100%
TILAPIA	1%	100%
SWAI	12%	100%
YELLOWFIN SOLE	3%	100%

**100% SUSTAINABILITY** ✓

For all **Private Label** production we scored **100% sustainable** for Atlantic Cod, Pacific Cod, Pink Salmon, Pollock, Yellowfin Sole, Yellowmouth Rockfish and Yellowtail Rockfish.

2022 SUSTAINABILITY RATING BY SPECIES - PRIVATE LABEL

<b>PRIVATE LABEL</b>		
	% BY SPECIES	% SUSTAINABLE
ATLANTIC COD	20%	100%
PACIFIC COD	10%	100%
PINK SALMON	3%	100%
POLLOCK	47%	100%
YELLOWFIN SOLE	14%	100%
YELLOWMOUTH ROCKFISH	5%	100%
YELLOWTAIL ROCKFISH	1%	100%



# PRODUCTION BY FISHING AREA

## SINBAD BRANDS

	% OF ALL PRODUCTION	% SUSTAINABLE	% MSC
FAO 27 - FAROE ISLANDS	1%	100%	100%
FAO 27 - GREENLAND	1%	100%	100%
FAO 27 - NORWAY	9%	100%	100%
FAO 27 - RUSSIA	1%	100%	100%
FAO 61 - RUSSIA	42%	100%	93%
FAO 67 - ALASKA	28%	100%	100%
FAO 67 - OREGON	2%	100%	96%
CHINA (FARMED)	4%	100%	0%
VIETNAM (FARMED)	12%	100%	0%

2022 SINBAD BRANDS PRODUCTION BY FISHING AREA

## PRIVATE LABEL

	% OF ALL PRODUCTION	% SUSTAINABLE	% MSC
FAO 27 - GREENLAND	4%	100%	100%
FAO 27 - NORWAY	13%	100%	100%
FAO 27 - RUSSIA	4%	100%	100%
FAO 61 - RUSSIA	32%	100%	100%
FAO 67 - ALASKA	43%	100%	100%
FAO 67 - BC	6%	100%	0%

2022 PRIVATE LABEL PRODUCTION BY FISHING AREA

## THE SUSTAINABILITY SECRET



“The easiest thing a seafood processor or supplier can do to supply sustainable seafood is to purchase products MSC certified.

In fact the best decision we ever made in our seafood sourcing policy is to always purchase MSC - whenever possible.

With the MSC Chain of Custody, we can instantly make purchase decisions without further research, knowing 100% we are fulfilling our sustainability requirements.

Purchasing MSC takes the guesswork out of everything. Purchasing MSC is good for business, and good for the oceans.”

**- ROBERT REIERSON**  
Tradex Foods CEO & President





# 2023 AND BEYOND...

Since achieving our milestone goal of a **one hundred 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...

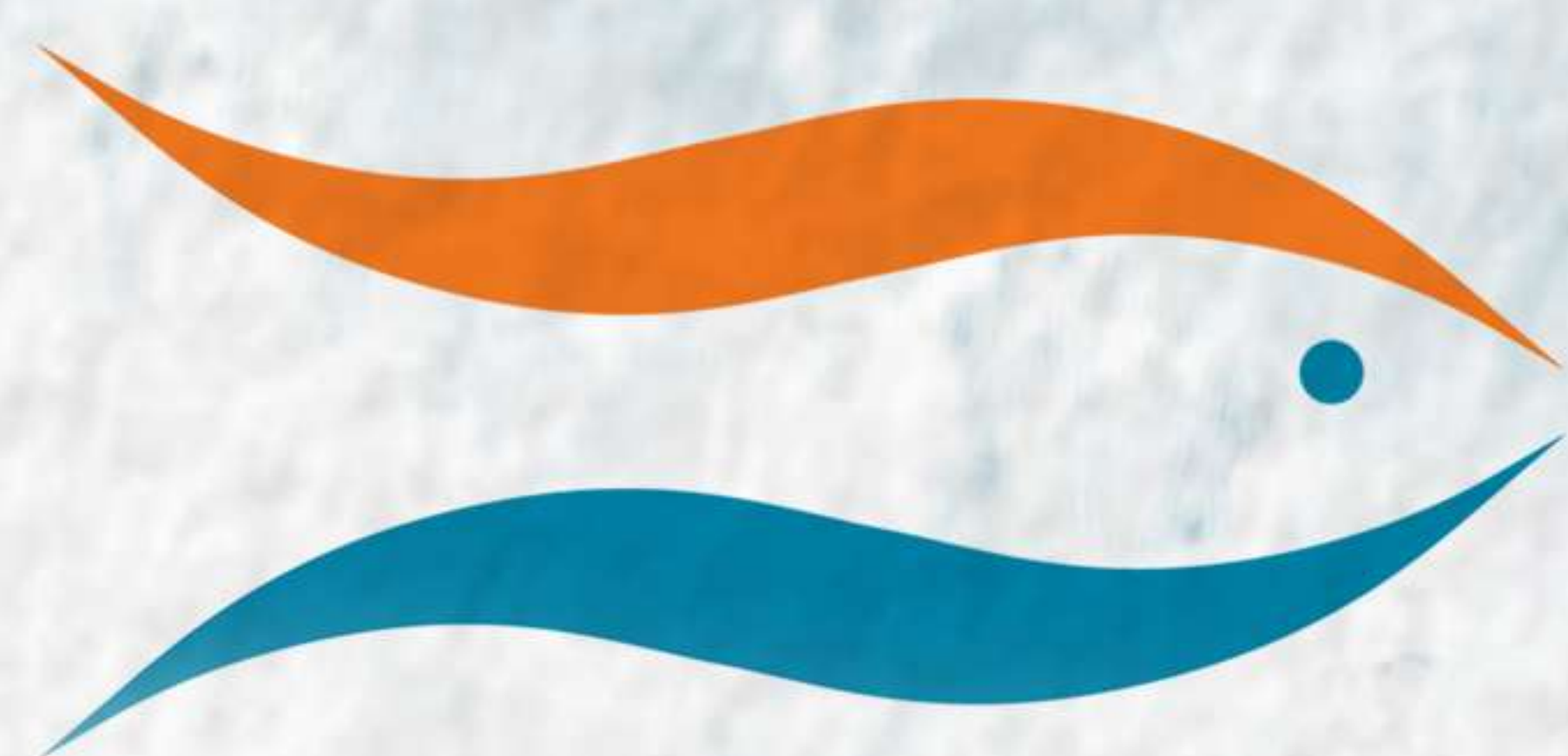
“ TO PROVIDE LEADERSHIP IN SUSTAINABILITY THROUGH EDUCATION AND THE ADOPTION OF GLOBALLY RECOGNIZED BEST PRACTICES AND STANDARDS IN SUSTAINABILITY TO ENSURE A VIBRANT INDUSTRY FOR FUTURE GENERATIONS.”

Looking out at 2023 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**.

FIND OUT MORE AT  
**TRADEXFOODS.COM**  
OR **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 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.**



**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  
LAUNCHED IN 2021**

