



# TRADEX 2023

## SUSTAINABILITY REPORT

100%  
SUSTAINABILITY  
RATING 2020

100%  
SUSTAINABILITY  
RATING 2021

100%  
SUSTAINABILITY  
RATING 2022

100%  
SUSTAINABILITY  
RATING 2023



4<sup>TH</sup>

CONSECUTIVE  
**YEAR**  
FOR  
**100%**  
SUSTAINABILITY  
RATING





# 2023

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# OUR 2023 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 100% by the end of 2020.

By the end of 2020, Tradex Foods successfully achieved its milestone goal of 100% Sustainability Rating Score.

## 100% Sustainability Rating for 2023

For the **fourth consecutive year**, we are proud to announce that Tradex Foods achieved a 100% Sustainability Rating Score again for all SINBAD Branded and Private Label seafood production throughout 2023.

This means that **100%** of all raw materials used in the production of our **SINBAD Brands** (SINBAD, SINBAD Gold, and SINBAD Platinum, SINBAD Platinum Ultra), and all **Private Label** seafood production in 2023 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, 87% of raw materials used were MSC Certified, up from 81% the previous year. Although 13% of raw materials were not MSC Certified, they were still sourced from a sustainable fishery.

## SINBAD BRANDS MSC CERTIFIED PRODUCTION

	2023	2022	2021	2020
MSC CERTIFIED	87%	81%	99.84%	96%
SUSTAINABLE FISHERY (BUT NOT PURCHASED MSC)	1%	3%	0.16%	2%
SUSTAINABLE AQUACULTURE	12%	16%	0%	2%

For our **Private Label** production, 92% used MSC Certified raw materials, down from 94% in the previous year. Although 8% of raw materials were not MSC Certified, they were still sourced from a sustainable fishery.

## PRIVATE LABEL MSC CERTIFIED PRODUCTION

	2023	2022	2021	2020
MSC CERTIFIED	92%	94%	89%	97%
SUSTAINABLE FISHERY (BUT NOT PURCHASED MSC)	8%	6%	10%	0%
SUSTAINABLE AQUACULTURE	0%	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 2023 utilized raw materials from a sustainable fishery. Below is a breakdown of the species produced.

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## 100% SUSTAINABILITY ✓

For all **SINBAD Brands** production we scored **100% sustainable** for Atlantic Cod, Catfish, Haddock, Pacific Cod, Pacific Halibut, Pink Salmon, Pink Shrimp, Pollock, Sockeye Salmon, Tilapia, Swai.

2023 SUSTAINABILITY RATING BY SPECIES - SINBAD BRANDS

 <b>SINBAD BRANDS</b> 		
	% OF PRODUCTION	% SUSTAINABLE
ATLANTIC COD	15%	100%
CATFISH	5%	100%
HADDOCK	3%	100%
PACIFIC COD	25%	100%
PACIFIC HALIBUT	2%	100%
PINK SALMON	21%	100%
PINK SHRIMP	3%	100%
POLLOCK	15%	100%
SOCKEYE SALMON	4%	100%
TILAPIA	2%	100%
SWAI	5%	100%

## 100% SUSTAINABILITY ✓

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

2023 SUSTAINABILITY RATING BY SPECIES - PRIVATE LABEL

<b>PRIVATE LABEL</b>		
	% BY SPECIES	% SUSTAINABLE
ATLANTIC COD	24%	100%
PACIFIC COD	17%	100%
PACIFIC OCEAN PERCH	1%	100%
PINK SALMON	3%	100%
POLLOCK	35%	100%
YELLOWFIN SOLE	11%	100%
YELLOWMOUTH ROCKFISH	3%	100%
YELLOWTAIL ROCKFISH	5%	100%



# PRODUCTION BY FISHING AREA

## SINBAD BRANDS

	% OF ALL PRODUCTION	% SUSTAINABLE	% MSC
FAO 27 - NORWAY	19%	100%	100%
FAO 61 - RUSSIA	34%	100%	97%
FAO 67 - ALASKA	33%	100%	100%
FAO 67 - OREGON	3%	100%	96%
CHINA (FARMED)	7%	100%	N/A
VIETNAM (FARMED)	5%	100%	N/A

2023 SINBAD BRANDS PRODUCTION BY FISHING AREA

## PRIVATE LABEL

	% OF ALL PRODUCTION	% SUSTAINABLE	% MSC
FAO 27 - NORWAY	24%	100%	100%
FAO 61 - RUSSIA	32%	100%	100%
FAO 67 - ALASKA	36%	100%	100%
FAO 67 - BC	8%	100%	0%

2023 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





# 2024 ONWARDS

Having attained our landmark achievement of a **100% Sustainability Rating Score**, our commitment to uphold full sustainability in our operations remains a central part of our ongoing sustainability endeavors.

We are steadfast in our dedication to our Sustainability Mission Statement:

“ To lead in sustainability by promoting education and embracing universally acclaimed sustainable practices and standards, guaranteeing a thriving industry for future generations. ”

As we look towards 2024 and the future, we will be researching several forward-thinking sustainability initiatives.

These efforts include:

**Carbon Management:** To reduce and compensate for carbon emissions associated with the transportation of our seafood products but also to achieve carbon neutrality through innovative strategies that encompass every aspect of our operations.

**Innovative Packaging Solutions:** To build upon our goal to reduce waste from packaging, we plan to look into cutting-edge packaging technologies. These solutions will be fully sustainable, minimizing environmental impact and supporting a more circular economy.

By pursuing these initiatives, we are not just committed to maintaining our leadership in sustainability but are also pushing the boundaries to set new industry standards.

**Our vision for 2024 and beyond is to foster an environment where sustainable seafood production nurtures the planet's health and community welfare alike.**

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 four exceptional house brands - **SINBAD, SINBAD Gold, SINBAD Platinum and SINBAD Platinum Ultra.**

All of which are set to One Standard of Quality - our **“Industry Best” 7-Step Quality Control Process.**



**PREMIUM QUALITY  
SUSTAINABLE,  
VALUE PRICED,  
IMPORT PRODUCTION**



**PREMIUM QUALITY  
SUSTAINABLE,  
NATURAL,  
IMPORT PRODUCTION**



**PREMIUM QUALITY  
SUSTAINABLE,  
NATURAL,  
SINGLE FROZEN**



**CAUGHT IN AMERICA,  
PACKAGED IN AMERICA,  
SOLD IN AMERICA**