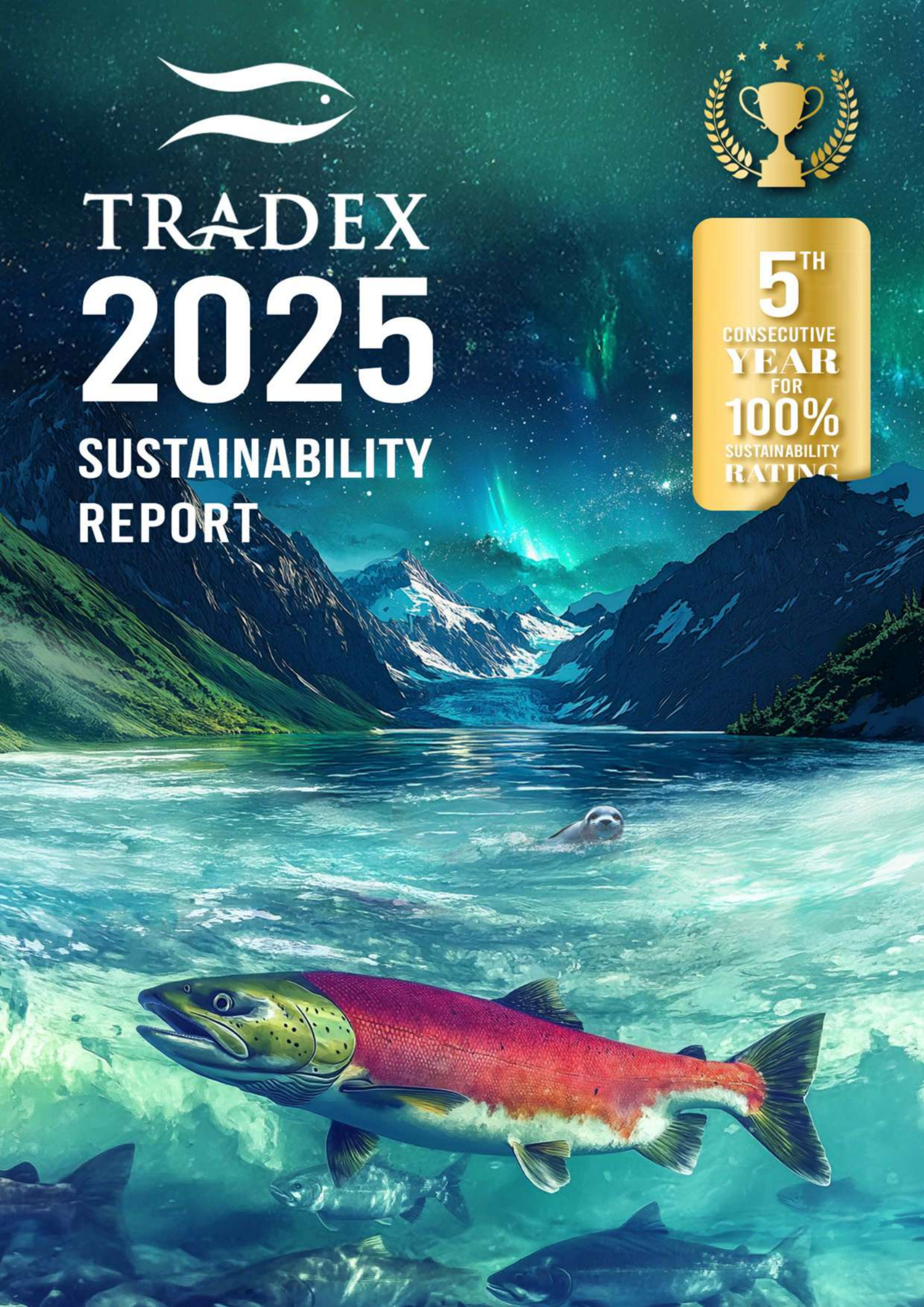




TRADEX 2025 SUSTAINABILITY REPORT

5TH
CONSECUTIVE
YEAR
FOR
100%
SUSTAINABILITY
RATING





2025

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ABOUT TRADEX FOODS



OUR 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.

100% Sustainability Rating for 2024

And now, for the **fifth 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 2024.

This means that **100%** of all raw materials used in the production of our **SINBAD Brands** (SINBAD, SINBAD Gold, SINBAD Platinum, SINBAD Platinum Ultra), and all **Private Label** seafood production in 2024 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.

SUSTAINABILITY POLICY

Tradex Foods is committed to **responsible sourcing practices for all SINBAD Brands and Private Label products**. All raw materials are to be purchased **MSC** (Marine Stewardship Council) certified whenever available. MSC certification is the primary sustainability standard used to ensure the integrity of our seafood supply chain.

When MSC-certified materials are not available, a comprehensive evaluation of the source is conducted to assess environmental impact and sustainability. In such cases, Tradex Foods relies on other globally recognized sustainability benchmarks, including **Seafood Watch**, **Ocean Wise**, **ASC** (Aquaculture Stewardship Council), and **BAP** (Best Aquaculture Practices).

ETHICAL SOURCING

In addition to environmental sustainability, Tradex Foods is firmly committed to **ethical sourcing**.

We prioritize suppliers that uphold **fair labor practices, humane working conditions, and transparent supply chains**.

All sourcing decisions consider **social compliance and align with international human rights standards** to support the **wellbeing** of workers and communities involved in our supply network.



MSC CERTIFIED PRODUCTION

For our **SINBAD Brands** production, **86%** of raw materials used were MSC Certified. Although 14% of raw materials were not MSC Certified, they were still **sourced from a sustainable fishery and/or sustainable aquaculture**.

For our **Private Label** production, **94%** used MSC Certified raw materials, up from **92%** in the previous year. Although 6% of raw materials were not MSC Certified, they were still **sourced from a sustainable fishery**.

SINBAD BRANDS MSC CERTIFIED PRODUCTION

 SINBAD	2024
MSC CERTIFIED	86%
FISHERY SUSTAINABLE (BUT NOT PURCHASED MSC)	4%
SUSTAINABLE AQUACULTURE	10%

PRIVATE LABEL MSC CERTIFIED PRODUCTION

 PRIVATE LABEL	2024
MSC CERTIFIED	94%
FISHERY SUSTAINABLE (BUT NOT PURCHASED MSC)	6%
SUSTAINABLE AQUACULTURE	0%

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 2024 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, Sockeye Salmon, Tilapia, Swai.

SINBAD BRANDS	% SUSTAINABLE
ATLANTIC COD	100%
CATFISH	100%
CHUM SALMON	100%
HADDOCK	100%
PACIFIC COD	100%
PACIFIC HALIBUT	100%
PINK SALMON	100%
PINK SHRIMP	100%
POLLOCK	100%
SOCKEYE SALMON	100%
TILAPIA	100%
SWAI	100%

2024 SUSTAINABILITY RATING BY SPECIES - SINBAD BRANDS

100% SUSTAINABILITY ✓

For all Private Label production we scored 100% sustainable for Atlantic Cod, Flounder, Haddock, Pacific Cod, Pollock, Yellowmouth Rockfish, Yellowtail Rockfish.


PRIVATE LABEL	% SUSTAINABLE
ATLANTIC COD	100%
FLOUNDER	100%
HADDOCK	100%
PACIFIC COD	100%
POLLOCK	100%
YELLOWMOUTH ROCKFISH	100%
YELLOWTAIL ROCKFISH	100%

2024 SUSTAINABILITY RATING BY SPECIES - PRIVATE LABEL




PRODUCTION BY FISHING AREA

2024 SINBAD BRANDS
PRODUCTION BY FISHING AREA

 SINBAD BRANDS	% OF ALL PRODUCTION	% SUSTAINABLE	% MSC
FAO 21 - CANADA	>1%	100%	-
FAO 27 - ICELAND	1%	100%	100%
FAO 27 - NORWAY	7%	100%	88%
FAO 27 - RUSSIA	3%	100%	100%
FAO 61 - RUSSIA	9%	100%	97%
FAO 67 - ALASKA	68%	100%	96%
FAO 67 - OREGON	1%	100%	100%
CHINA (FARMED)	8%	100%	N/A
VIETNAM (FARMED)	3%	100%	N/A

2024 PRIVATE LABEL
PRODUCTION BY FISHING AREA

 PRIVATE LABEL	% OF ALL PRODUCTION	% SUSTAINABLE	% MSC
FAO 27 - NORWAY	9%	100%	100%
FAO 27 - RUSSIA	27%	100%	100%
FAO 61 - RUSSIA	8%	100%	100%
FAO 67 - ALASKA	50%	100%	100%
FAO 67 - BC	6%	100%	0%

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

FORWARD THINKING & BEYOND

Having achieved a **100% Sustainability Rating Score**, we remain committed to full sustainability in our operations.

Our Sustainability Mission Statement continues to guide us:

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

FIND OUT MORE AT
TRADEXFOODS.COM
OR SINBADBRANDS.COM

Looking ahead, we're researching several forward-thinking sustainability initiatives, including:

Advanced Carbon Management:

Reduce and compensate for carbon emissions from seafood transportation, and achieve carbon neutrality through innovative strategies across our operations.

Sustainable Sourcing and Aquaculture:

Partner with suppliers and farms that adhere to strict sustainability standards, ensuring responsible fishing and aquaculture practices.

Innovative Packaging Solutions: Explore cutting-edge, fully sustainable packaging technologies to minimize environmental impact and support a circular economy.

Energy Efficiency and Renewable Energy:

Invest in energy-efficient technologies and renewable energy sources to minimize our environmental footprint.



By pursuing these initiatives, we aim to maintain leadership in sustainability and set new industry standards.

Our vision is to foster an environment where sustainable seafood production benefits both the planet and our communities.



ABOUT TRADEX FOODS

Established over **35 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**



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IMPORT PRODUCTION**



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



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

