



# TRADEX 2026 SUSTAINABILITY REPORT



IN A YEAR DEFINED BY DISRUPTION,  
TRADEX FOODS DEMONSTRATED THAT  
SUSTAINABILITY IS NOT A FAIR-WEATHER  
COMMITMENT - IT IS A RESILIENT, OPER-  
ATIONAL STANDARD THAT CAN BE  
UPHELD EVEN UNDER THE MOST CHAL-  
LENGING GLOBAL CONDITIONS.”

- ROBERT REIERSON  
Tradex Foods President & CEO



**Managing Sustainability  
Amidst Sanctions, Tariffs &  
Global Geopolitical Conflict**

**100%  
MSC  
CERTIFIED**



2020 • 2021 • 2022 • 2023 • 2024 • 2025 • 2026



**PRIVATE LABEL  
PRODUCTION**



# 2026

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# 2025



## OUR 2025 SUSTAINABILITY RATING

Amid a year defined by disruption and extreme supply constraints, we are proud to announce that *Tradex Foods* achieved a **100% Sustainability Rating Score** - for the *sixth consecutive year*, for *all SINBAD Branded and Private Label* seafood production throughout 2025.

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 2025 used raw materials harvested from *sustainable fisheries*.



## HISTORY OF THE TRADEX FOODS 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** and has sustained this achievement in *every subsequent year*.

# 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, **88%** of raw materials used were MSC Certified, up from the **86%** in the previous year. Although **12%** of raw materials were not MSC Certified, they were still sourced from a *sustainable fishery and/or sustainable aquaculture*.

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

SINBAD BRANDS MSC CERTIFIED PRODUCTION

 SINBAD BRANDS	2025
MSC CERTIFIED	<b>88%</b>
FISHERY SUSTAINABLE (BUT NOT PURCHASED MSC)	<b>4%</b>
SUSTAINABLE AQUACULTURE	<b>8%</b>

PRIVATE LABEL MSC CERTIFIED PRODUCTION

 PRIVATE LABEL	2025
MSC CERTIFIED	<b>100%</b>
FISHERY SUSTAINABLE (BUT NOT PURCHASED MSC)	<b>0%</b>
SUSTAINABLE AQUACULTURE	<b>0%</b>

## HOW MSC CERTIFICATION WORKS THROUGHOUT 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.



# 2025 SUSTAINABILITY RATING BY SPECIES

Every species used in SINBAD Brands and Private Label production in 2025 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, Atlantic Halibut, Catfish, Chum Salmon, Flounder, Haddock, Pacific Cod, Pink Salmon, Pink Shrimp, Pollock, Sockeye Salmon, Tilapia, Swai.



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

2025 SUSTAINABILITY RATING BY SPECIES - SINBAD BRANDS

**100% SUSTAINABILITY ✓**

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



	% SUSTAINABLE
FLOUNDER	100%
HADDOCK	100%
PACIFIC COD	100%
POLLOCK	100%

2025 SUSTAINABILITY RATING BY SPECIES - PRIVATE LABEL

# PRODUCTION BY FISHING AREA



## 2025 SINBAD BRANDS PRODUCTION BY FISHING AREA

	% OF ALL PRODUCTION	% SUSTAINABLE	% MSC
FAO 21 - CANADA	>1%	100%	0%
FAO 27 - NORWAY	1%	100%	100%
FAO 27 - RUSSIA	6%	100%	100%
FAO 61 - RUSSIA	21%	100%	86%
FAO 67 - ALASKA	64%	100%	98%
FAO 67 - OREGON	>1%	100%	100%
CHINA (FARMED)	5%	100%	N/A
VIETNAM (FARMED)	3%	100%	N/A



## 2025 PRIVATE LABEL PRODUCTION BY FISHING AREA

	% OF ALL PRODUCTION	% SUSTAINABLE	% MSC
FAO 27 - RUSSIA	33%	100%	100%
FAO 67 - ALASKA	67%	100%	100%

# SUSTAINABILITY AMID SANCTIONS, TARIFFS & GLOBAL GEOPOLITICAL CONFLICT

In 2025, the global seafood industry faced unprecedented disruption. Sanctions, shifting trade policies, tariffs, and ongoing geopolitical conflict created significant volatility across key sourcing regions, supply chains, and logistics networks.

Despite these challenges, Tradex Foods maintained its commitment to 100% Sustainability Rating across all SINBAD Branded and Private Label production.

This achievement was not incidental - it was the result of disciplined sourcing strategies, long-term supplier partnerships, and a steadfast adherence to our sustainability-first procurement policy.

## OUR APPROACH FOCUSED ON THREE CORE PRINCIPLES:



### DIVERSIFIED GLOBAL SOURCING:

By maintaining a broad and established network of approved fisheries and aquaculture partners across multiple regions, we ensured access to a wide range of sustainable raw materials, reducing dependency on any single source.



### ADAPTIVE SOURCING ACROSS SPECIES & REGIONS:

In response to real-time market disruptions, we remained open to alternative species, sourcing and production regions. This agility allowed us to maintain consistent supply while upholding our strict sustainability standards, even in highly volatile conditions.



### REAL-TIME SUSTAINABILITY TRACKING:

Through our *inFINite Sustainability Production Tracker*, every pound of seafood was continuously monitored and validated, allowing us to make immediate, data-driven sourcing decisions in response to rapidly changing global conditions.

These measures ensured that, even amid supply shortages, rising costs, and geopolitical uncertainty, **100%** of our raw materials continued to originate from *sustainable fisheries or aquaculture operations*.

# SUSTAINABILITY AMID SANCTIONS, TARIFFS & GLOBAL GEOPOLITICAL CONFLICT

“

IN A YEAR DEFINED BY DISRUPTION, TRADEX FOODS DEMONSTRATED THAT SUSTAINABILITY IS NOT A FAIR-WEATHER COMMITMENT - IT IS A RESILIENT, OPERATIONAL STANDARD THAT CAN BE UPHELD EVEN UNDER THE MOST CHALLENGING GLOBAL CONDITIONS.”



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

## 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 PRESIDENT & CEO**

# FORWARD THINKING & BEYOND

Having achieved a **100% Sustainability Rating Score**, we remain firmly committed to advancing sustainability across every aspect of 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.”

As the global seafood landscape evolves, Tradex Foods is actively investing in **forward-thinking initiatives** designed to strengthen our leadership position and **drive meaningful, measurable impact**:

#### ADVANCED CARBON MANAGEMENT:

Reduce and offset carbon emissions across our supply chain, with a long-term objective of achieving carbon neutrality through innovative logistics, sourcing optimization, and verified offset programs.

#### INNOVATIVE PACKAGING SOLUTIONS:

Develop and implement next-generation sustainable packaging technologies that reduce waste, improve recyclability, and support a circular economy.



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

# FORWARD THINKING & BEYOND

## SUSTAINABLE SOURCING AND AQUACULTURE:

Continue to expand partnerships with fisheries and aquaculture operations that meet the highest sustainability standards, ensuring long-term resource health and responsible production.

## FULL SUPPLY CHAIN TRACEABILITY & TRANSPARENCY:

Leverage advanced digital tracking systems and data integration to provide end-to-end visibility - from harvest to final delivery - enhancing accountability, strengthening customer trust, and reinforcing our commitment to transparency.

## ENERGY EFFICIENCY AND RENEWABLE ENERGY:

Invest in energy-efficient technologies and renewable energy sources throughout our operations to minimize environmental impact and improve operational resilience.



By advancing these initiatives, Tradex Foods is not only maintaining its **100% sustainability benchmark**, but **actively shaping the future of responsible seafood sourcing**.

Our vision is to create a supply chain that is not only sustainable, but **fully transparent, resilient, and built to thrive** in an increasingly complex global environment.



# 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**



**PREMIUM QUALITY  
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NATURAL,  
IMPORT PRODUCTION**



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



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

