

SHRIMP: WHAT ARE YOU REALLY PAYING FOR?

THE EXPECTATION:

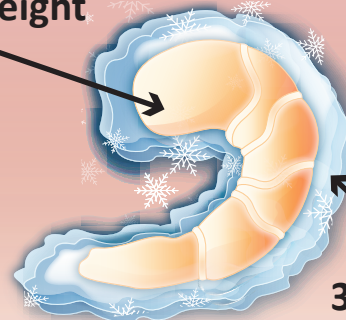
WHAT YOU THINK YOU ARE BUYING:



21-25 ct/lb C&P Shrimp @ \$5.85/lb*

BUT WHAT YOU ARE ACTUALLY GETTING...

70% Net Weight



30% Glaze

31-40 ct/lb (Worth \$5.05/lb)
C&P Shrimp with a 30% Glaze

You Are Actually Paying a Premium For Water And Smaller Count Shrimp

PRODUCT BREAKDOWN:

The Box:



10LB BOX OF SHRIMP
LABELED AS 21-25CT

=

The Shrimp:

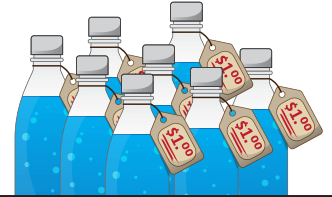


7LBS OF 31-40ct/lb SHRIMP

Because the shrimp you purchased is **OVERGLAZED**, you are not only getting **less shrimp**, but also a **smaller size** than what you expected and paid for.

You are losing \$0.80/lb on the price difference between shrimp sizes.

The Glaze:



3LBS OF WATER

For every 1lb of overglazed shrimp, 30% is **water weight**. On a 10lb box, this equates to 3lbs of water.

You only get 7lbs of shrimp per 10lb box.

PROFIT LOSS BREAKDOWN:

Total Cost:

SEAFOOD FRAUD

(Less Than 100% Net Weight)

(Over-Glazing)

70% Net Weight Variance:

3lbs x \$5.85/lb
= \$17.55

+

Size Variance:

7lbs x \$0.80
= \$5.60

+

7lbs of
31-40 ct/lb
Shrimp:

7lb x \$5.05/lb
= \$35.35

WHICH MEANS

\$35.35
(ACTUAL PRODUCT)

\$23.15
(SIZE & NET WEIGHT
VARIANCES)

= \$58.50
per 10lb Box

YOU ARE LOSING \$23.15 IN PROFIT FOR EVERY 10LB BOX

If you're curious about just how much profit, and product, you might be losing through fraudulent seafood practices, we have provided an informative chart below. The most common sizes of Shrimp are represented.

SEE FOR YOURSELF HOW MUCH SEAFOOD FRAUD CAN COST YOU.

PRODUCT PURCHASED AS:	ACTUAL PRODUCT VALUE:	LOST PROFIT (purchase price - value)	ACTUAL PRODUCT WEIGHT (lbs)	WATER WEIGHT (lbs)	NET WEIGHT VARIANCE FRAUD (water weight x purchase price)	SIZE VARIANCE FRAUD (product weight x price difference)	PRODUCT VALUE (received weight x value)	TOTAL BOX COST
21-25 ct/lb @ \$5.85/lb	31-40 ct/lb @ \$5.05	\$0.80/lb	7	3	\$17.55	\$5.60	\$35.50	\$58.50
26-30 ct/lb @ \$5.50/lb	41-50 ct/lb @ \$4.90	\$0.60/lb	7	3	\$16.50	\$4.20	\$34.30	\$55.00
31-40 ct/lb @ \$5.05/lb	51-60 ct/lb @ \$4.50	\$0.55/lb	7	3	\$15.15	\$3.85	\$31.50	\$50.50
41-50 ct/lb @ \$4.90/lb	61-70 ct/lb @ \$4.40	\$0.50/lb	7	3	\$14.70	\$3.50	\$30.80	\$49.00

SEAFOOD FRAUD

COMING SOON!

NEW SCHOOL OF FISH

Thawing Out the Deceptive Practices of Overglazing Shrimp



Sign Up to get notified when our School of Fish Video about Shrimp Fraud goes live.

Visit: www.tradexfoods.com/shrimp
or scan the QR Code to the right.

