



Wild Alaska Pollock

Seafood Sourcing

Why Choose Wild Alaska Pollock?

Wild Alaska Pollock sourced from the pristine waters off Alaska stands out for its sustainability, ethical harvesting and high quality. Unlike overseas pollock, Wild Alaska Pollock is harvested by US fleets under rigorous management systems, ensuring transparency and integrity at every step.

Consumer Confidence

Choosing Wild Alaska Pollock means selecting superior seafood while supporting sustainable and ethical practices. It ensures customers are not increasing their reputational risk by unknowingly funding foreign governments' war efforts or supporting unethical labor practices.

The Superiority of Wild Alaska Pollock

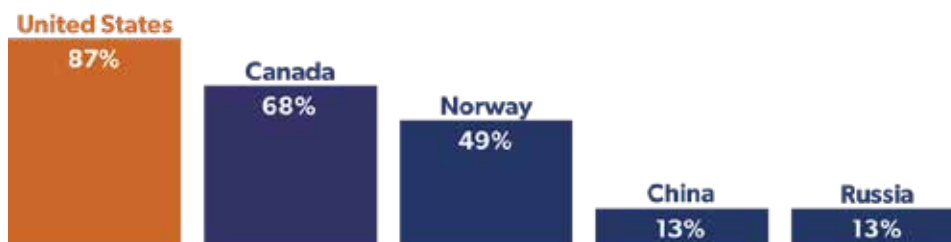
As investigations reveal more about troubling practices in parts of global seafood production, consumers increasingly seek reassurance that their purchases align with their values of transparency, integrity, and ethical sourcing. They want to have more information about their seafood, and more confidence and pride that their purchases are contributing to a more sustainable and responsible seafood industry.

The Importance of Ethical Seafood Sourcing

In today's global seafood market, understanding where your seafood comes from is more important than ever. Overseas seafood production in countries like Russia and China often raises ethical concerns, including illegal, unregulated fishing and exploitative labor practices.

Consumers are more likely to purchase seafood from countries with sustainable fisheries.

Choosing Wild Alaska Pollock means selecting superior, ethically sourced seafood that prioritizes sustainability and integrity. This choice not only guarantees quality but also avoids supporting unethical practices or geopolitical conflicts, offering consumers confidence and responsibility in their seafood purchases.



Data from a GAPP consumer survey of 1,032 US adults (18+) conducted in July 2023 (95% confidence interval, +/- 3% margin of error).

WILD ALASKA POLLOCK:

- ETHICALLY SOURCED
- SUSTAINABLE PRACTICES
- HIGH QUALITY
- RFM CERTIFIED

NON-US POLLOCK:

- UNETHICAL SOURCING CONCERNS
- TWICE FROZEN & REPROCESSED
- LABOR EXPLOITATION RISKS
- LACK OF TRANSPARENCY