

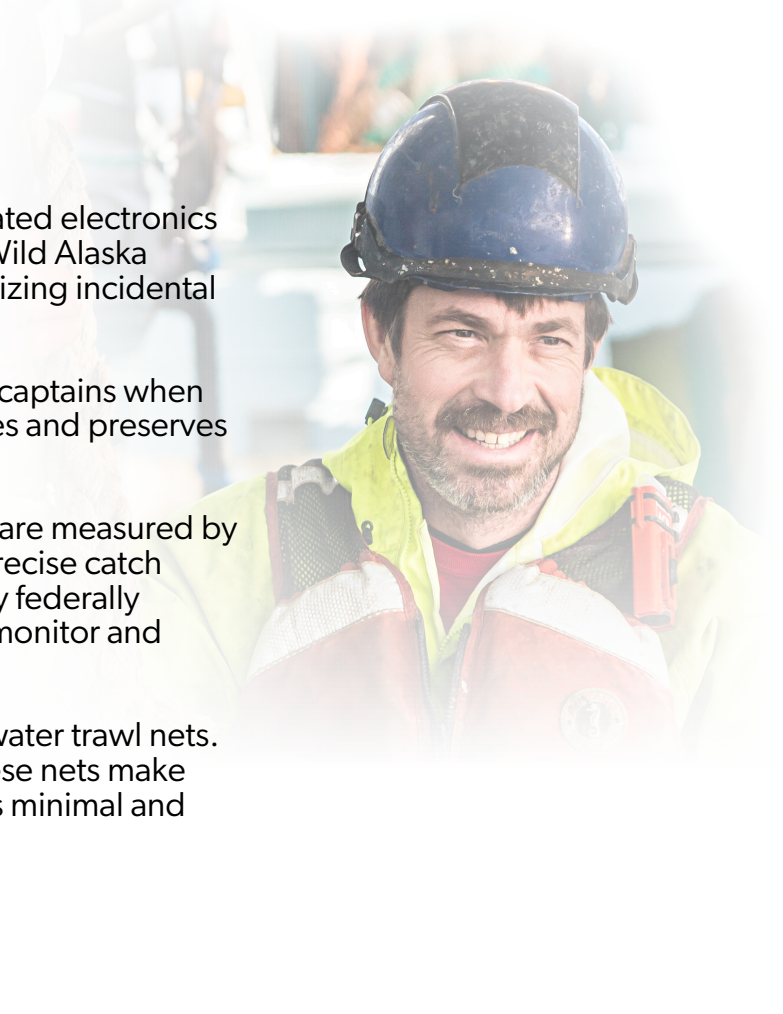


# Wild Alaska Pollock

## *The Fishery*

### A Technologically Advanced Fishery

- Wild Alaska Pollock fishermen use sophisticated electronics to find and precisely target dense schools of Wild Alaska Pollock, improving catch efficiency and minimizing incidental catch of non-target species
  - Sensors placed on the net inform the captains when the net is full, which minimizes tow times and preserves fish quality;
- Exact weight of Wild Alaska Pollock catches are measured by advanced flow scale technology that allows precise catch measurements and their accuracy is verified by federally mandated, independent observers who also monitor and report all catches of non-target species.
- Wild Alaska Pollock is harvested using mid-water trawl nets. Government regulations ensure that when these nets make contact with the ocean floor, that any impact is minimal and temporary.



### Fully Traceable Products

To further ensure the safety of Genuine Alaska Pollock producers have developed a system that allows them to completely trace their products – from the final fillet or surimi block all the way to the harvesting vessel, the boat's position, the day of catch, and the specific haul. Real time satellite technology also allows fishing companies to track the exact position of their boats at any given time.

