

GREAT TASTING SEAFOOD FOR A BETTER LIFE

2016 SUSTAINABILITY REPORT





AT HIGH LINER FOODS, WE KNOW THAT EATING SEAFOOD IS GOOD FOR PEOPLE

We work to ensure that the way we procure, produce and distribute seafood is also good for our planet and for the people employed by our industry. We've put sustainable practices at the very heart of our business and, in this report, we share what we're doing to make life better for all.

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About This Report

We're proud to present High Liner Foods' first annual sustainability report, aimed at introducing readers to our broad range of sustainability practices. In future, we plan to follow Global Reporting Initiative (GRI) G4 Guidelines, which provide a robust framework for sustainability reporting. We welcome all feedback on our report and initiatives. Please contact us at investor@highlinerfoods.com.

CEO MESSAGE



At High Liner Foods, we've embedded sustainable practices into all aspects of our business. We believe that in so doing, we can make life better both for today and for generations to come.

In this, our 2016 annual sustainability report, we share the work we've been doing over the past several years and highlight our many sustainability activities.

We're perhaps most proud of, and most frequently lauded for, our leadership position on sustainable seafood. In 2010, in the face of serious threats to the Earth's oceans and fish stocks, High Liner Foods made a public commitment to source from responsible fisheries and aquaculture farms. Through focused effort and extensive engagement with customers, partners, industry peers and government stakeholders, well over 90% of our seafood supply qualified as being responsibly sourced by the end of 2013.

Since then, we've continued to play a leading role in promoting positive change in how seafood is sourced and managed. This includes supporting responsible aquaculture (also known as fish or seafood farming), improving traceability systems and helping to ensure safe working conditions in our supply chain. One of our key areas of focus in 2016 was having some of our largest suppliers undergo social audits against High Liner Foods' social compliance guidelines, which are based on national and international human rights, employment and worker safety standards.

We're building momentum in other areas of our business as well, including a new philanthropy mission launched in 2016. In the workplace, High Liner Foods strives to create an environment

where employees can thrive and grow. Being named among the Top Employers in the Atlantic Canada and Nova Scotia award competitions for several years confirms that we're on the right path.

We understand that sustainability is a journey, not a destination, and we cannot rest on our laurels. There are always improvements to be made, new issues to address, and new customer expectations to be met. Additionally, we cannot ignore the fact that seafood plays an enormous role in nourishing billions of people around the world. Here in North America, Canada's Food Guide and the U.S. Dietary Guidelines for Americans recommend at least two servings of seafood each week, which, if followed, would significantly increase North American per

capita seafood consumption. We commit to doing everything we can to protect, sustain and enhance the human and natural resources associated with bringing people the healthy, great tasting food they need.

I hope you enjoy this report and I look forward to reporting on our continued progress in future years.

Sincerely,

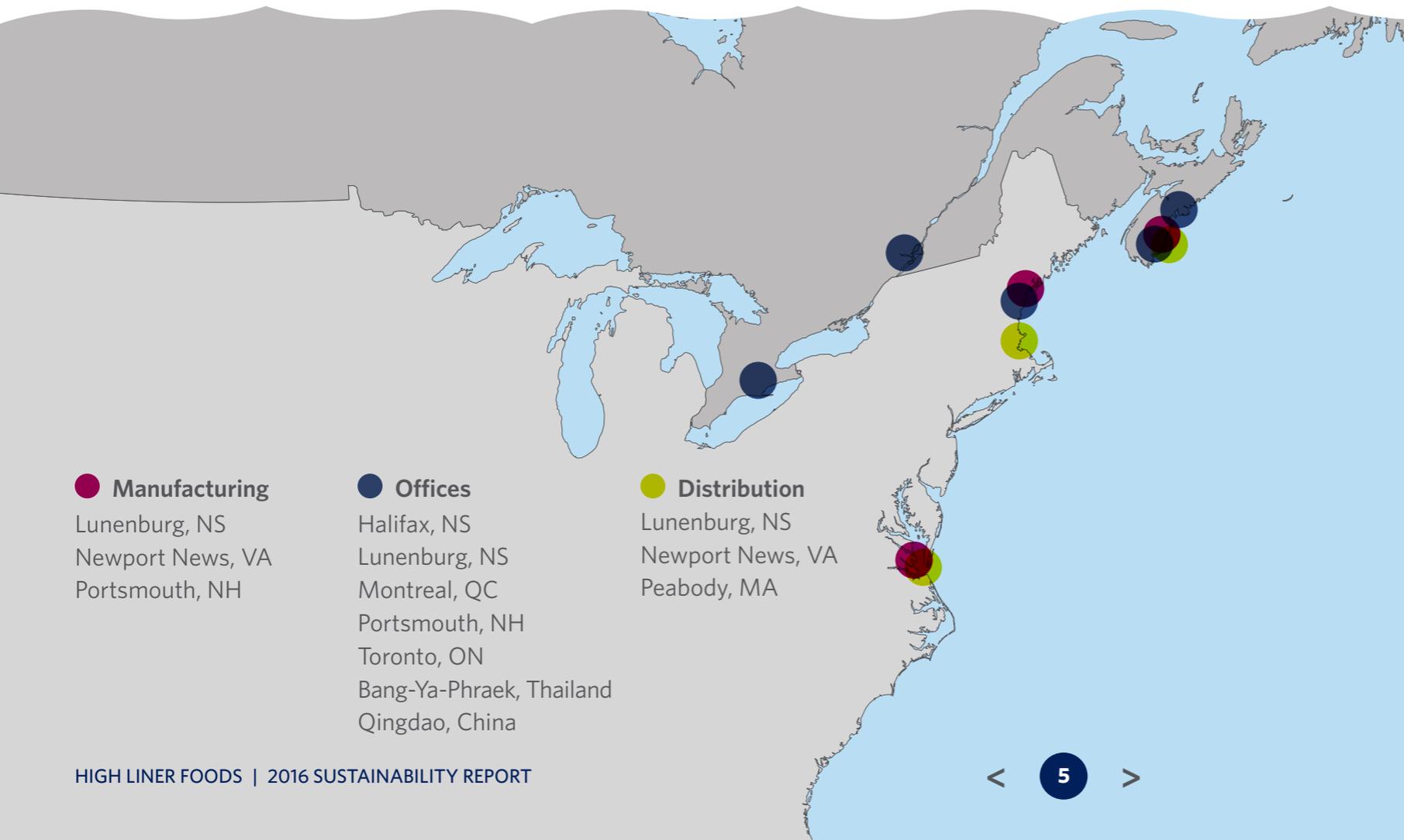


Henry Demone
President and
Chief Executive Officer
High Liner Foods

ABOUT HIGH LINER FOODS

High Liner Foods Incorporated is the leading North American processor and marketer of value-added frozen seafood. Our retail branded products are sold throughout the United States, Canada and Mexico under the *High Liner*, *Fisher Boy*, *Mirabel*, *Sea Cuisine* and *C. Wirthy* labels, and are available in most grocery and club stores. We also sell branded products to restaurants and institutions under the *High Liner*, *High Liner Culinary*, *Icelandic Seafood* and *FPI* labels and we are a major supplier of private label value-added seafood products to North American food retailers and foodservice distributors.

High Liner Foods is a publicly traded Canadian company, headquartered in Lunenburg, Nova Scotia, and traded on the Toronto Stock Exchange under the symbol HLF.



● Manufacturing
Lunenburg, NS
Newport News, VA
Portsmouth, NH

● Offices
Halifax, NS
Lunenburg, NS
Montreal, QC
Portsmouth, NH
Toronto, ON
Bang-Ya-Phraek, Thailand
Qingdao, China

● Distribution
Lunenburg, NS
Newport News, VA
Peabody, MA

#1 frozen seafood brand
in Canada

Largest foodservice supplier
of value-added frozen seafood
in North America

Largest grocery-chain supplier
of private label value-added
frozen seafood in the U.S.
and Canada

OUR SUSTAINABILITY JOURNEY

Here's a look back at what we've achieved so far on our sustainability journey:

2007

- Supported the Barents Sea fishery improvement project (FIP), the first of its kind

2010

- Publicly committed to source from responsible fisheries and aquaculture farms, working together with our NGO partner, Sustainable Fisheries Partnership

2011

- Sponsored the Ninth Annual Seafood Summit in Vancouver, British Columbia

2012

- Announced certifiable sustainable seafood purchases had doubled in under two years

2013

- Helped establish a Russian Pacific (longline) cod FIP
- Helped start the Russian Pollock Sustainability Alliance

2014

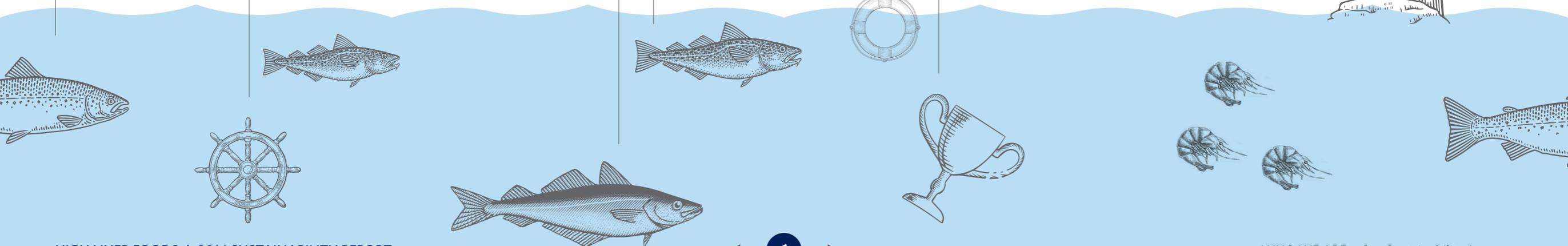
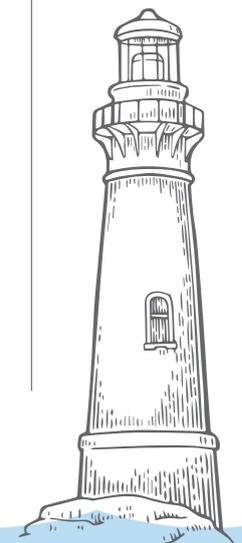
- Introduced our **Supplier Code of Conduct**, detailing social compliance guidelines to help ensure safe working conditions in our supply chain

2015

- Ranked top seafood company in North America and one of the top 10 worldwide for global sustainability reporting and transparency in a benchmark report by **SeafoodIntelligence.com**
- Received the "Grand Champion Award" from SeaWeb, for our outstanding contribution across key areas of global sustainability: leadership, vision, innovation and advocacy

2016

- Launched a philanthropy mission to amplify our impact in local communities





HOW WE APPROACH SUSTAINABILITY

As a leading frozen seafood company, we know that we must take a proactive approach to protecting the oceans and seafood that underpin our business and our industry, and we expect our suppliers to do the same. We also have a great sense of responsibility to uphold high ethical standards, to help our people and communities thrive, and to minimize our environmental impacts.



GOVERNANCE

Our Leadership Team, led by the President and Chief Executive Officer, establishes and directs sustainability strategies and practices, supported by the Vice-President of Quality Assurance, Sustainability and Government Relations and his team.

We created an Environmental Steering Committee, with representatives from across the organization, to evaluate and act on environmental issues. The Committee reports to the Audit Committee of the Board of Directors.

Key Policies

Code of Conduct – We expect all employees, officers and directors of High Liner Foods to have an unwavering commitment to honest, ethical behaviour at all times. Our Code of Conduct details those requirements. [+](#)

Supplier Code of Conduct (SCOC) – The SCOC establishes guidelines for suppliers regarding the treatment of workers. [+](#)
[See page 15 to learn more.](#) [▶](#)

Visit highlinerfoods.com to learn more about our governance structure and policies. [+](#)



STAKEHOLDER ENGAGEMENT

Most of the sustainability issues we face are bigger than High Liner Foods alone. We could not be successful without the involvement of a diverse range of stakeholder groups including global government agencies, trade associations, the seafood industry, academia, non-governmental organizations (NGOs), customers and consumers. We engage directly with organizations and participate in coalitions, associations and initiatives working together for the common good.

Many of our retail and foodservice customers also drive us to higher levels of performance as they seek to meet their own sustainable seafood commitments. For example, at the request of certain customers, we provide quarterly or annual tracking reports for the seafood they buy. [See page 14 for details.](#) [▶](#)



Top 50

High Liner Foods was ranked one of the 50 most highly regarded companies in Canada in the Reputation Institute's 2016 Canada RepTrack® 50, and was one of only six Canadian companies included in the ranking.



Sustainability Summit

Since 2009, High Liner Foods has hosted a sustainability summit, which brings together customers, certification bodies and NGOs to discuss current and emerging sustainable seafood topics. Our 2016 event included presentations by SFP, NOAA Fisheries, Ocean Outcomes, Seafood Watch, WWF and the Gulf of Maine Research Institute, as well as roundtables on certification and working together to overcome barriers to increased seafood consumption.

“High Liner Foods does a great job bringing together NGOs, distributors and other stakeholders at its annual sustainability summit. We don’t all have the same point of view but everybody is trying to improve the management of our resources and aquaculture.”

— ERIC BUCKNER, SENIOR DIRECTOR, SEAFOOD CATEGORY, SYSCO CORPORATION

Partnerships and Alliances

Here are the organizations with whom we engage most frequently:

- Alaskan Seafood Marketing Institute (ASMI)
- Aquaculture Stewardship Council (ASC)
- Fisheries Council of Canada (FCC)
- Global Aquaculture Alliance (GAA)
- GlobalG.A.P.
- Global Sustainable Seafood Initiative (GSSI)
- Marine Stewardship Council (MSC)
- National Fisheries Institute (NFI)
- NOAA Fisheries
- Ocean Wise
- Seafood Watch
- Sustainable Fisheries Partnership (SFP)
- World Wildlife Fund (WWF)



Sustainable Fisheries Partnership

SFP is an organization made up of experts in fisheries science and commerce working together with the global commercial seafood industry to help guide the way toward seafood production that is both healthy for the environment and robust enough to support the world’s growing food needs and the people who make their living from the sea. High Liner Foods’ partnership with SFP is a key component of our sustainable seafood program.

Watch SFP’s 10th anniversary video. [▶](#)



RESPONSIBLE SOURCING

“Our customers count on us to provide quality seafood that’s been sourced and produced sustainably, and they expect us, as one of the largest seafood companies in North America, to take the lead in addressing seafood issues. We make every effort to live up to their expectations.”

PAUL SNOW
EXECUTIVE VICE-PRESIDENT, GLOBAL PROCUREMENT

GLOBAL SCALE AND REACH

To help us deliver what our customers want, when they want it, High Liner Foods sources seafood from around the world. Wherever we source, our requirements are the same: our suppliers must strive to catch or farm seafood responsibly, protect against overfishing, and limit impacts on the natural environment. They're also expected to maintain high worker safety and social standards.

We purchased close to 198 million pounds of seafood in 2016, with an approximate value of \$518 million. Major species accounted for about 93% of total dollar purchases:

Species	Percent of total purchases
 Cod	27.1
 Salmon	21.4
 Shrimp	13.3
 Pollock	12.4
 Haddock	10.0
 Tilapia	6.3
 Scallops	2.5

OUR TOP SOURCING COUNTRIES



Procure approximately **30+ different species** from **20+ different countries**



Wild-Caught vs. Farmed Seafood

In 2016, about 61% of our seafood by value was caught in the wild. Fishing sustainably for wild-caught seafood means it must be legally caught, secure from poaching and protected from overfishing. Fishing practices need to minimize damage to the habitat and bycatch species.

The remainder of our supply is farmed fish and seafood. Responsible aquaculture includes habitat conservation, biodiversity promotion, preventing the escape of exotic species and implementing a responsible feed-management system.

CRITERIA FOR RESPONSIBLY SOURCED SEAFOOD

High Liner Foods is committed to delivering responsibly sourced seafood to our customers and we have rigorous criteria to define what that means.

While certification by a credible third-party organization like MSC or ASC is preferred, we know that fisheries and farms that aren't certified are less likely to get there without supplier and customer support. That's why we recognize fisheries that are doing the right things and driving progress at an accelerated rate, such as those in fishery improvement projects or recommended by Ocean Wise™ or Monterey Bay Aquarium's Seafood Watch™, two highly respected and transparent, science-based certification programs.

Wild-caught product purchased by High Liner Foods must be:

- MSC certified or in full MSC assessment (which means undergoing evaluation for possible certification);
- Certified to a scheme recognized by the GSSI such as the Alaska and Iceland Responsible Fisheries Management (RFM) schemes;
- In a credible and publicly documented fishery improvement project;
- Ocean Wise™ recommended; or
- Rated Best Choice or Good Alternative by Seafood Watch™.

Working with GSSI is an essential part of our commitment to providing a healthy, sustainable protein to North American consumers. As of 2016, we began recognizing all GSSI-benchmarked schemes in our responsible sourcing guidelines, including the RFM schemes from Iceland and the Alaska Seafood Marketing Institute.

Sourced from **20+** MSC certified fisheries in 2016



Farmed products purchased by High Liner Foods must be:

- ASC certified or in full ASC assessment;
- Certified to the GlobalG.A.P. or the Best Aquaculture Practices (1-4 star rated) scheme;
- In a credible and publicly documented aquaculture improvement project;
- Ocean Wise™ recommended; or
- Rated Best Choice or Good Alternative by Seafood Watch™.

More than **95%** of aquaculture products purchased in 2016 were certified.



WORK IN PROGRESS

More than 90% of the seafood we purchased in 2016 met our criteria for responsible sourcing. While, ideally, we would like all seafood we purchase to meet the gold standard, sustainability is dynamic and new challenges inevitably arise each year. Our approach is to continuously work with our suppliers to tackle the issues and move the industry forward, and to look for new opportunities to increase the amount of responsibly sourced seafood available to our customers.

IMPROVEMENT PROJECTS MAKE A DIFFERENCE

High Liner Foods supports and actively engages in fishery improvement projects (FIP) and aquaculture improvement projects (AIP) that bring together good science, technology and people to improve the practices of a fishery or farm. Participants include buyers, suppliers, NGOs, governments and producers.

For example, we engaged in the Barents Sea Whitefish FIP, which became a success story in the sustainable seafood movement. Located between Russia and Norway, the Barents Sea has long been an important source of supply for cod and haddock, two species that command a large market share in global retail and foodservice sectors. Created in 2007 with the SFP and major branded suppliers and fast food trade buyers, the FIP sought to improve Barents Sea fisheries, which had been plagued with illegal, unregulated and unreported fishing, overfishing and bycatch issues. As a result of this focused effort and related supplier- and country-led projects over approximately three years, cod and haddock stocks are healthy once again and several Barents Sea fisheries have now been certified by the MSC as sustainable and well managed.

Since the Barents Sea FIP, High Liner Foods has contributed to the recovery and sustainable management of several of the world's wild fisheries. We continue to support the Canadian cod FIP, which seeks to restore Newfoundland's Northern cod, once one of the world's largest and most iconic fisheries, to a sustainable seafood resource that can be enjoyed by future generations.

Select FIPs

Barents Sea whitefish

Chinese squid

Russian pollock

Russian Pacific cod

Canadian cod





TRACING SEAFOOD BACK TO THE SOURCE

Traceability is paramount for providing safe, wholesome seafood of high quality from legal and responsible fisheries. We employ food safety and logistics professionals whose vast experience is shared with industry, academia and other businesses to improve methods and design technology that make traceability of our wild fisheries and aquaculture products a reality:

- For wild seafood, we track the fishery, country of catch, gear type and certification/FIP status for every lot of seafood we buy.
- For farmed seafood, we track the country of farming, production method and certification status of every lot purchased.

Our traceability system allows us to report to customers in real time if needed. For many, we provide quarterly or annual reports to help them meet their sustainable seafood commitments.

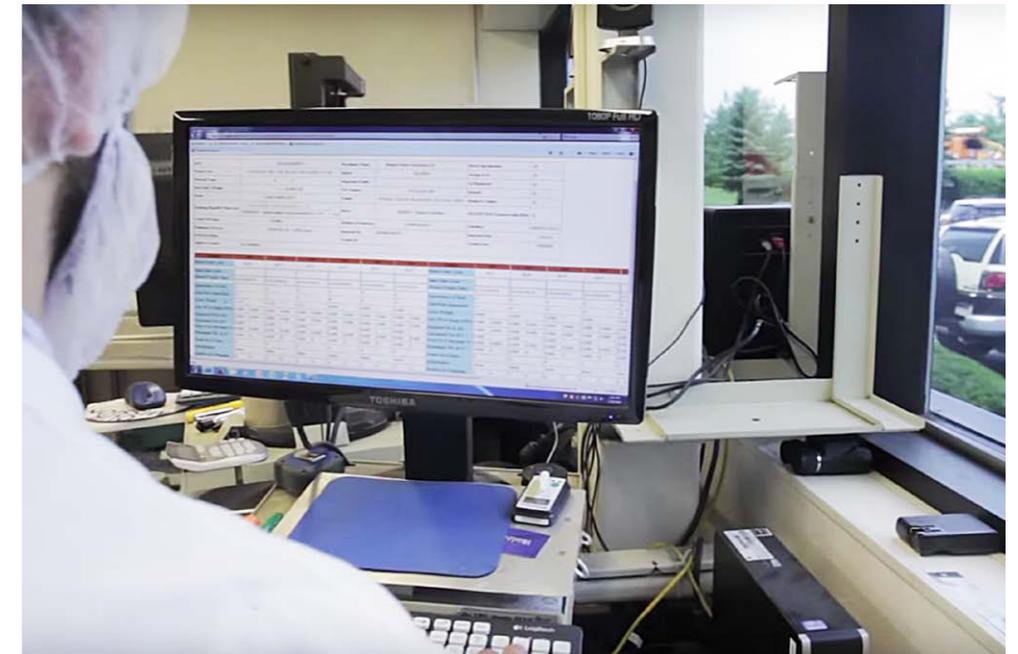


SAFE, RESPONSIBLE AQUACULTURE

As a result of major gains in the recovery of the world's major fisheries, sustainable production levels have reached a peak that cannot keep pace with the protein demands of a growing global population. Responsible aquaculture bridges this gap and High Liner Foods is leading the charge to educate consumers and to regulate and support safe and responsibly farmed seafood.

To help guarantee the highest aquaculture standards for our customers, we employ a strict supplier approval process. High Liner Foods has robust procedures for physical, chemical and antibiotic inspections on aquaculture products procured from around the world. We're also taking the lead to increase consumer confidence in farmed seafood by promoting responsible business practices in the private sector and effective enforcement of existing best practice regulations at the government level.

Watch our aquaculture video to learn more. [▶](#)





More than **75%** of the seafood High Liner Foods purchased in 2016 was covered by a social audit.

WORKER WELFARE IN OUR SUPPLY CHAIN

The health and welfare of the people who supply our products is a concern for High Liner Foods and we work with suppliers to help ensure that our supply chain is socially responsible.

All suppliers are expected to adhere to the laws of the jurisdictions in which they operate as well as to High Liner Foods' **Supplier Code of Conduct (SCOC)**, which establishes social compliance guidelines. The guidelines are based on nationally and globally recognized human rights, employment and worker safety standards, including International Labour Organization standards. We require all suppliers to abide by the SCOC for their own business and to make best efforts to ensure that the standards apply throughout their respective supply chains.

Under the SCOC, suppliers are subject to announced and unannounced social compliance audits by third-party audit firms that we've approved. The audits include factory tours, employee interviews and document reviews.

Depending on audit results, suppliers may be approved without conditions; approved with conditions, in which case, corrective action must be taken immediately; or disapproved, in which case High Liner Foods terminates all business with that supplier.

We introduced the SCOC in 2014 and began auditing our largest seafood suppliers shortly thereafter. The next phase of auditing will cover our outstanding seafood suppliers and our supply chain, including ingredients, packaging and service-related suppliers.



Quality Comes First

High Liner Foods holds strategic supplier partners to the same high standards of food safety and quality that apply to our in-house systems.

Our overseas quality assurance program requires rigorous on-site audits and supervision, product analysis and continuous monitoring, complete traceability, tamper-proof shipping containers, inspection by third-party certified laboratories, and comprehensive food-safety testing; all fully cooked products are submitted to an additional battery of microbiological tests for pathogenic bacteria.

Certificates of Analysis traceable to each lot are required for every shipment into the U.S. or Canada.



OUR PEOPLE AND COMMUNITIES

“Our employees want to do the right thing in our industry and tackle problems that don’t have easy answers. They also want to contribute to making the world a better place. We try to create a culture and programs that support their goals and aspirations.”

PETER BROWN
PRESIDENT AND CHIEF OPERATING OFFICER, USA



OUR PEOPLE

High Liner Foods is built on core values and guiding principles that serve as a compass to guide our decision making, and affect how we do business. We are customer focused, innovative and responsible, and we believe our greatest asset is our team of talented and passionate people.

We believe in building a high-performance organization by investing in our people. We are focused on developing future leaders from within, fostering individual capacity for leadership with development plans for our employees. So, it's no surprise that High Liner Foods has been recognized as one of Nova Scotia's Top Employers and Atlantic Canada's Top Employers for several years.

Our Respect and Safety in the Workplace and Occupational Health and Safety policies set out expectations for the culture we strive to nurture. They emphasize respect for one another – recognizing that our success is based on people's diverse backgrounds, skills and experiences – and a commitment to providing a safe, healthy work environment and integrating that commitment into everyday activities.



Workforce Composition

At year-end 2016, High Liner Foods employed 1,293 people at our three processing plants, warehouse and offices.

Country	Number of Employees
Canada	449
U.S.	823
China	16
Thailand	4
Iceland	1
Total	1,293



Top Employer

Winner of the Atlantic Canada and Nova Scotia 2017 Top Employers competitions based on our 2016 performance. Recognized specifically for our charitable focus, employee learning and development and retirement-related benefits.



LEARNING AND DEVELOPMENT

Part of High Liner Foods' competitive advantage comes from building and maintaining a team of talented, well-trained people who understand the business and work together well. A focus on improving the right skills, with deliberate practice of these skills, combined with feedback and coaching, results in a value-added learning and development program.

Our program makes the company stronger in the short term, provides better opportunities for existing employees, allows us to attract talented newcomers and supports our succession plans.

We invest in our employees' ongoing learning and development through tuition reimbursement for courses taken at outside institutions, assistance for maintaining professional accreditation, a variety of in-house training opportunities, and apprenticeship programs. Here are two examples of the unique programs we offer:

- Seafood Savvy is a two-day program that brings together employees from across the company. The program is designed to inspire our people, and inform and educate them about the company, the seafood industry and how we add value for our customers.
- More than 100 employees have participated in formal training in Innovation Engineering (IE), which we consider to be a core function at High Liner Foods. Our objective is to align our innovation strategy across all departments so that it becomes an ingrained part of our corporate culture.
- In 2016, hourly employees performed over 1,300 hours of food safety training.

In 2016, we introduced a new approach to performance management aimed at simplifying the process and making performance discussions between managers and employees more

frequent and meaningful. Instead of focusing on performance ratings and the past, the discussions now focus on future performance, potential, and the development and experiences employees need to advance their careers.



Women Leading the Way

High Liner Foods is an equal opportunity/affirmative action employer and strives to increase the number of women in senior roles within our organization. We launched the High Liner Foods Women Leading the Way network in the U.S. to support professional women in the workplace, promote diversity and create a collaborative culture.



HEALTH AND SAFETY

The health and safety of our employees is a top priority and we take every reasonable precaution to protect them. The goal is for everyone to go home safely at the end of each day.

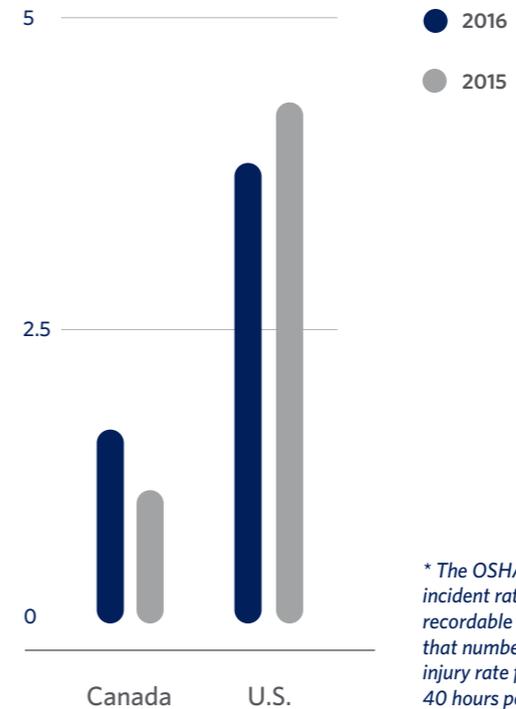
While the onus is on managers and supervisors to ensure that our systems and processes equip employees with the knowledge, skills, equipment and support needed to perform their jobs safely, every single person is expected to follow safe working practices and procedures and watch out for others.

Our programs include safety training plans for new hires, supervisor safety goals and scorecards, safety huddles at the start of each shift, monthly safety training given by supervisors to their employees, and plant safety audits.

When we noticed incident rates trending upward at one of our plants in 2016, we took immediate action to ensure the safety of our people:

- Hired an environment, health and safety coordinator to fill a vacant position
- Ran the SafeStart behaviour-based safety program for more than 200 employees (requiring a 10-hour commitment from each person)
- Added weekly senior staff walkabouts, in which the staff member walks through the plant and discusses safety topics with employees
- Appointed safety champions
- Developed a buddy system for new hires and a 90-day checklist for their training plan
- Had employees sign a hand safety pledge

OSHA Incident Rate*



* The OSHA (Occupational Safety and Health Administration) incident rate is calculated by multiplying the number of recordable safety incidents by 200,000 hours, and then dividing that number by the number of hours worked. It represents the injury rate for every 100 employees working 50 weeks per year, 40 hours per week.



PHILANTHROPY

We believe we have a responsibility to be a positive influence in the communities in which we operate and that corporate philanthropy is one of the ways we fulfill this responsibility. We also value the long-standing relationships we have forged in these communities. Our philanthropic efforts are guided by the following mission: To be leaders in our commitment to community through our corporate and employee actions.



We bring our mission to life through three pillars:

- Hunger Mission** – We've set a goal of supplying 10 million meals over 10 years through food and financial donations to food banks and food bank associations in the communities where the majority of our employees live.
- Volunteerism** – Every permanent, salaried employee can take one day (eight hours) of volunteer leave per year to support an initiative outlined in the calendar of company-supported events developed by their local philanthropy committee.
- Corporate Giving** – These are donations that support local communities and go beyond our Hunger Mission. They focus on five strategic areas: hunger, education, environment, health and wellness, and betterment of local communities.

2016 Giving

Our total givings of \$834,000 included the following:

\$572,000

High Liner Foods products donated to people in need, including SeaShare food bank recipients and evacuees of the Fort McMurray fire in Alberta

\$133,000

Hunger Mission dollars donated to Feeding America, Feed Nova Scotia and the Ontario Food Bank Association

\$129,000

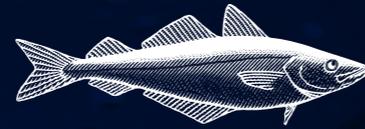
Corporate giving to a range of community initiatives including the Lunenburg Academy of Music Performers, MIT Regional Entrepreneurship Acceleration Program, Susan G. Komen Race for the Cure, Lunenburg Folk Harbour Festival, Junior Achievement of Nova Scotia and the United Way

645 hours

Volunteered by High Liner Foods employees to local food drives, soup kitchens, food bank distribution centres, community harvest gleaning programs and beach cleanups



A team of High Liner volunteers spent a day at the Toronto Food Bank. Kimberley Seet, Ryan Tupling, Adam Lo and Dave Devlin prepared ingredients, assisted the chef, packaged meals and learned how the food bank serves the community.



PROTECTING THE ENVIRONMENT

“While people generally recognize the health benefits of eating seafood, many don’t realize that it’s also better for the planet than other sources of protein. There’s more we can do to be carbon friendly, but we’re starting from a good place.”

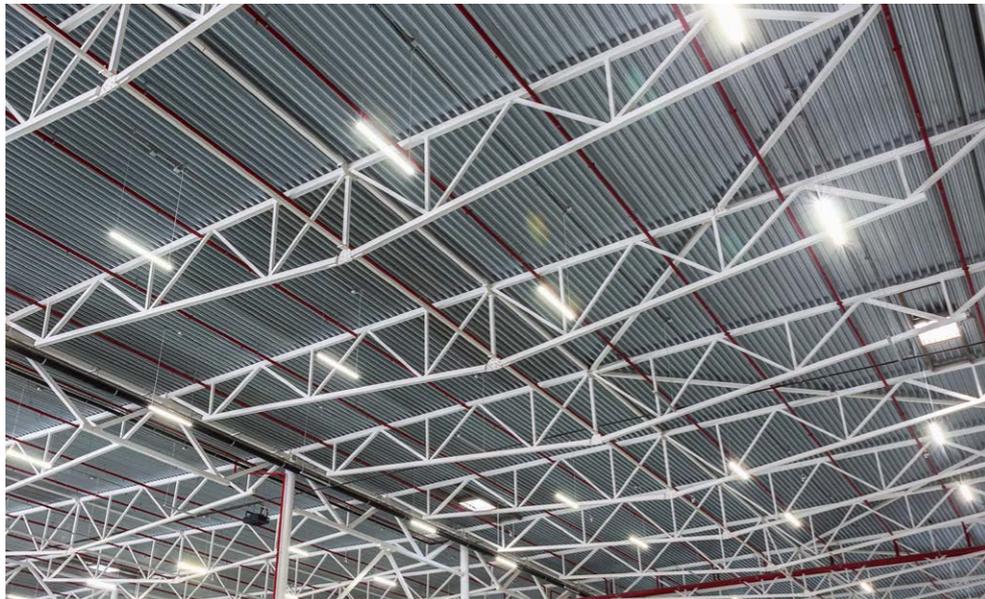
JEFF O’NEILL
PRESIDENT AND CHIEF OPERATING OFFICER,
CANADIAN OPERATIONS

ENERGY EFFICIENCY

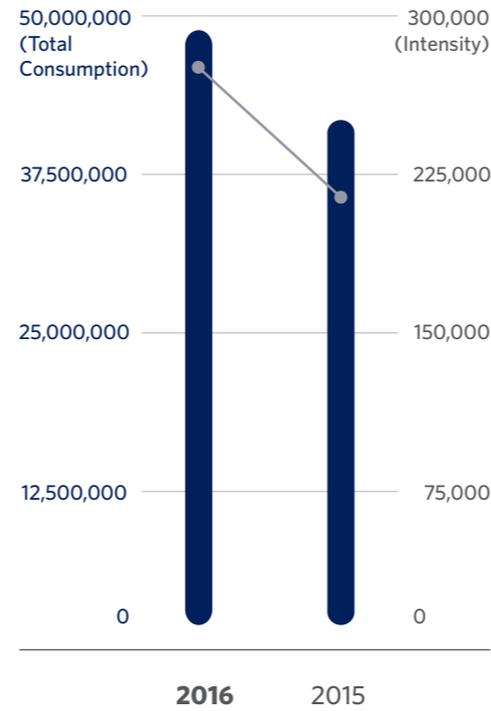
By using energy wisely, we aim to minimize our environmental impact and reduce costs.

We launched an initiative to measure our carbon output in 2015. To start, we're piloting an environmental management software program at the Portsmouth facility, which tracks energy and water use as well as greenhouse gas emissions.

In 2016, we initiated lighting upgrade programs at two facilities, which will save more than 800,000 kWh of electricity annually once completed. The program involves switching from metal halide and halogen lights to energy-efficient LED lighting.

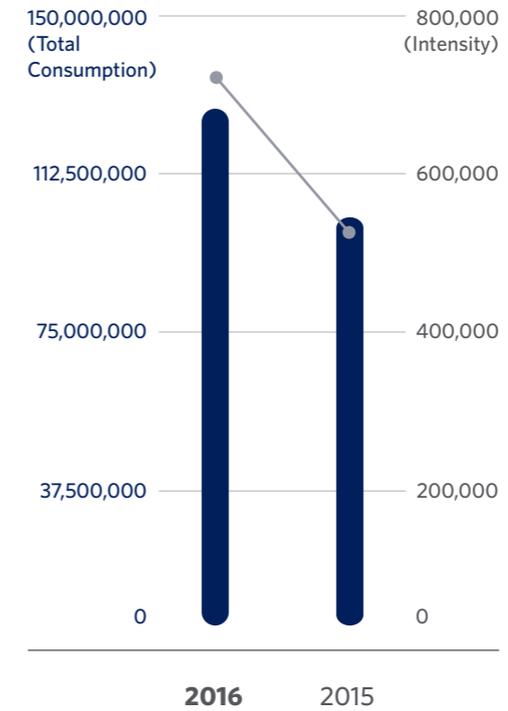


Energy Usage (kWh)



- TOTAL CONSUMPTION (kWh)
- INTENSITY (kWh per million pounds of product)

Water Usage (gallons)



- TOTAL CONSUMPTION (gallons)
- INTENSITY (gallons per million pounds of product)



High Liner Foods had no compliance citations and no recordable environmental releases in 2016.

MANAGING OUR FOOTPRINT

Compared to proteins like beef, pork and poultry, seafood production has a relatively small environmental impact – and we see this as another good reason for people to eat more seafood.

At the same time, we are making efforts to protect the environment and use our natural resources efficiently. We strive to achieve the right balance between customer needs and environmental sensitivity, including our packaging and distribution practices.

Our Environmental Management policy sets out basic requirements, which at a minimum require compliance with all applicable laws. We have an active Environmental Steering Committee composed of people from across the organization to evaluate and act on environmental issues.

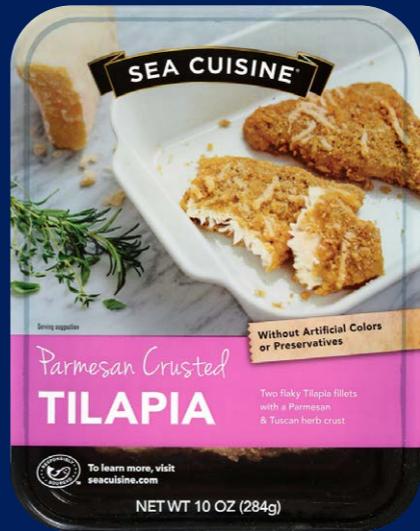
WASTE REDUCTION

Our waste reduction efforts focus on recycling and product packaging.

All of our manufacturing locations recycle corrugated cardboard, paper, plastic and food waste.

We're working towards more efficient packaging formats and, where possible, redesigning packaging to use less material while increasing performance. We've also reduced packaging sizes, switched to low-volatile organic compound inks for printing on packages, and added recycled content wherever possible.

In Lunenburg, we implemented an eco-friendly, cost-effective alternative to poly-coated, solid bleached sulfate (SBS) boxboard, which allows for post-consumer recycling of our packaging and diverts approximately 612 tons (eight million units) of cardboard from landfill each year.




Many of our products carry the Widely Recycled Label, as part of a program to increase consumer knowledge about recycling, especially for frozen food packaging which is not always recyclable. To learn more about the program, visit how2recycle.info.

VISION

**Great tasting seafood
for a better life**

MISSION

**With the customer at the
centre of all we do, we
are on a mission to drive
seafood consumption
by providing innovative
solutions to a world looking
for healthy, easy to prepare,
delicious seafood options**

VALUES

**Customer-focused
Innovative
Responsible**