



*Dedicated to Sustainable Seafood Excellence*

## **Canadian Shrimp becomes Clearwater Seafoods' second MSC certified Sustainable Product**

Bedford, Nova Scotia, September 22, 2008 – Canadian coldwater shrimp join Argentine scallops as Clearwater Seafoods' second MSC certified offering.

The Marine Stewardship Council has certified the Canadian northern prawn fishery as a sustainable and well-managed fishery.

“This is an exciting and important achievement,” says Clearwater’s CEO, Colin MacDonald. “Not only for Clearwater but for Canada” noting the fishery is the first Canadian fishery to achieve MSC certification.

Clearwater markets shrimp under their Clearwater *Pride of St. Anthony* brand as well as numerous retailer and food service private label brands sold around the globe.

Clearwater sustainable harvesting practices extend beyond their Argentine scallops, which achieved MSC certification in 2006, and shrimp, explains MacDonald, “We’re proud of our record and efforts in the area of environmental stewardship. It’s been a commitment and our way of doing business for over 30 years.”

“It is a rigorous and lengthy certification process. We see the MSC certification as a testament to the efforts and passion of our employees,” adds MacDonald, “While we have long practiced and invested in new technologies that improve our sustainable harvesting methods, adding the globally recognized blue MSC eco-label to our products makes it easier for the consumer and chef to make responsible seafood choices.”

Clearwater has two other fisheries, Canadian sea scallops and offshore lobster, that have recently passed pre-assessment and entered into full certification.

“We want people to be aware and care about fisheries sustainability,” says MacDonald. “It is one way we will be able to win the fight against IUU (illegal, unregulated and unreported) fishing that is still happening around the globe. We need to create a level playing field and, most importantly, ensure our oceans bounty is available for our children and our children’s children.”

Dennis Coates, Clearwater's Business Development Manager for shrimp, and a native of Newfoundland, understands the significance of the certification for the discerning consumer as well as for the Newfoundland northern communities whose livelihoods are linked to the fishery. "We say 'Love the flavour, feel good about the choice'," says Coates, "This certification is really just the icing on the cake. The product is flat out delicious and ultra convenient. It's like 'sea candy'."

Unlike its warm water counterpart coldwater shrimp are known for their incredibly sweet and tender texture. They are cooked and peeled, individually quick frozen and ready to eat.

"As far as applications go," Coates says, "the possibilities are endless. We have recipe and menu applications for the consumer or chef that span appetizer to ethnic cuisine such as salad or pizza toppers and shrimp quesadillas."

"People are often intimidated about cooking seafood. This is not an issue with cooked and peeled shrimp. Add them cold or at the end of a cooked dish just enough to heat through," adds Coates.

Clearwater offers retailers in-store and on-premise support materials, private label programs and more.

The product is fished across Newfoundland and Labrador and then cooked and peeled and frozen at St. Anthony's state-of-the-art processing facility.

#### **About Clearwater Seafoods Ltd.**

Clearwater Seafoods is a leader in the global seafood industry recognized for its consistent quality, wide diversity and reliable delivery of premium seafood, including scallops, lobster, clams, cold-water shrimp, crab and ground fish. Since its founding in 1976 Clearwater has invested in science, people, technology, resource ownership and resource management to sustain and grow its seafood resource. This commitment has allowed it to remain a leader in the North American seafood industry.

To view Clearwater's *A Sustainable Future* and further information visit

[www.clearwater.ca](http://www.clearwater.ca)

#### **About Marine Stewardship Council (MSC)**

The MSC is an international non-profit organization that was set up in 1997 to promote solutions to the problem of over fishing. The MSC runs a globally recognized environmental certification and eco-labeling program for wild capture fisheries. It is the only seafood eco-label that is consistent with the ISEAL Code of Good Practice for Setting Social and Environmental Standards and UN FAO guidelines for fisheries certification including:

- Objective, third-party fishery assessment utilizing scientific evidence;
- Transparent processes with built-in stakeholder consultation and objection procedures;

- Standards based on the sustainability of target species, ecosystems and management practices.

Worldwide, more than 1,600 seafood products resulting from the certified fisheries bear the blue MSC eco-label. For more information, please visit [www.msc.org](http://www.msc.org).

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