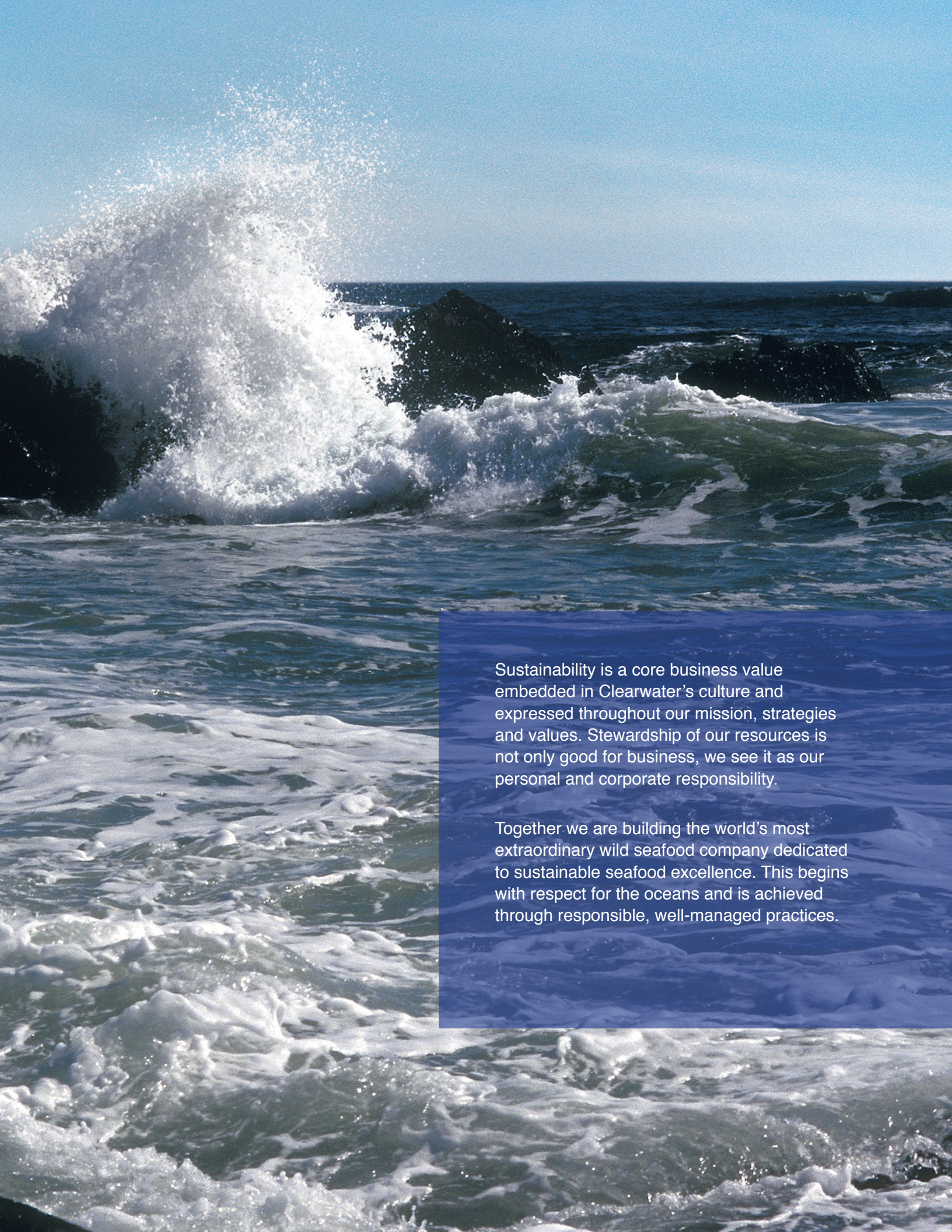




remarkable seafood, responsible choice







Sustainability is a core business value embedded in Clearwater's culture and expressed throughout our mission, strategies and values. Stewardship of our resources is not only good for business, we see it as our personal and corporate responsibility.

Together we are building the world's most extraordinary wild seafood company dedicated to sustainable seafood excellence. This begins with respect for the oceans and is achieved through responsible, well-managed practices.





## healthy oceans

Healthy lifestyles, smarter choices and environmental awareness are changing the way people think and make decisions. At Clearwater, ensuring that oceans remain healthy, sustainable and flourishing is one of our core strategies. Our approach is to know and understand our harvest areas and their ecosystems, treat them with respect, and manage impact. We think beyond the shellfish we harvest to broader ecosystem-based fisheries management that considers non-target species and overall habitat.

Clearwater's approach to harvesting wild, sustainable seafood includes:

- Responsible fishery management and practices.
- Investment in scientific data gathering and marine ecosystem research.
- Continuous improvement and development of technology.

The future of healthy, sustainable oceans lies in understanding that any single species is only as healthy as the environment in which it lives.



# responsible fishing

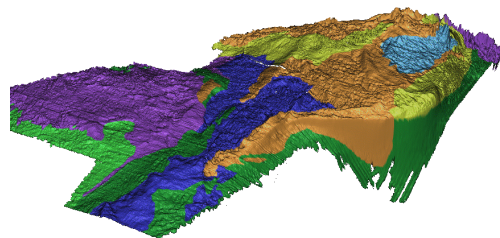
There is a dramatic difference in the health of various fish stocks, strength of fisheries management systems and responsibility of individual operators.

Clearwater participates in fisheries operating under rights-based fishery management systems which promote responsibility and long-term investment in healthy oceans. As the largest holder of shellfish licenses in Canada we are able to:

- Secure the long-term productivity of fish stocks through investment in research that ensures the best available science and management approaches.
- Invest in technology to ensure we're using the most efficient and responsible harvesting methods.

- Partner with governments and key stakeholders to find creative solutions to global challenges crucial to sustainability.

The Food and Agricultural Organization of the United Nations (FAO) noted Canada's leadership in fisheries management and the effectiveness of our practices. Clearwater is a key partner with the Canadian government, recognized for leadership and cooperation in research and policy development.



“(The Northwest Atlantic) fisheries are among the most regulated and managed in the world, and the catch recovery that has occurred recently may be viewed as an indication of the effectiveness of management measures”



# achieving sustainable seafood excellence

Sustainability is at the heart of our corporate decisions, harvesting practices, seafood processing – our entire operation. You can trust the quality and traceability of our seafood from ocean to plate because we control all areas of the supply chain.

**Our fleet:** habitat mapping, fishing gear innovation, and geographic positioning ensure that we target only where we can fish most efficiently and leave sensitive habitats undisturbed. Vessel monitoring systems provide 24-hour tracking and full transparency of fishing activity to our shore-side managers, the government regulators, even the general public.

**Our supply chain:** constant review of processing facilities, packaging and delivery systems ensure that we're managing the impact of our operations on the environment.

**Our assurance:** government regulations are met or exceeded throughout fishing, processing and delivery of all our products. Government surveillance and audits occur at every stage and we undertake self-evaluation regularly. Customer audits and independent verification are also part of our transparency process and ensure we are operating with integrity.

**Our certified seafood:** all these practices have been recognized and independently verified by the Marine Stewardship Council, the world's most rigorous independent wild fish sustainability standard.



In 2012, Clearwater's full line of core species became Marine Stewardship Council (MSC) certified giving us the widest selection of MSC certified species of any seafood harvester worldwide.





## corporate social responsibility

Any plan for sustainability must include a commitment to people. Through investment in continuous education, mentorship, and opportunities for growth and advancement we support over 1,300 employees and their communities in Atlantic Canada and Argentina.

Quality employment means providing a safe and ethical work environment. At Clearwater we know that healthy employees working safely and securely in an injury-free workplace is good business. We are a member of SEDEX, an international organization dedicated to driving improvements in responsible and ethical business practices.

Whether a crew member aboard one of our vessels, a processing plant worker or one of our international sales representatives, our employees are also citizens in their communities. We support and celebrate the many ways

they give back. Clearwater employees donate time to answer phones in the annual IWK Telethon for children and women's health, pick up debris from our coastal shorelines in our annual beach clean-up and take part in countless events to raise funds for charitable causes. Through our operations in Argentina, we have partnered with the University of Mar del Plata to set up programs that contribute to health, education and self employment in communities that suffer an alarming 40% poverty rate.

Through our "Clearwater Cares" program we are proud to make financial contributions each year in support of community organizations, primarily those with a focus on children's health and welfare.







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