



KANALOA

Seafood Market

An Environmentally Responsible Company

Kanaloa Seafood's Grand Manan Salmon

Grand Manan Island safety certified salmon is raised on a small farm in New Brunswick. Located near a small island at the mouth of the Bay of Fundy open to the Ocean, the strong tidal flow and extreme tidal range provides a uniquely superior salmon.

The farms are operated with an environmental responsibility that is consistent with Kanaloa's strong environmental ethic. The

salmon are lab tested for heavy metals and other contaminants regularly and consistently test well below federal guideline.

Equally impressive, the salmon are produced under SQFI (Safe Quality Food Institute) guidelines and the farm is certified SQFI 1000.

Kanaloa's NB salmon are consistently available in the 8-10 lb. size range.



Special points of interest:

- Grand Manan Island produces SQFI 1000 certified safe Atlantic Salmon raised with an environmentally responsible manner
- Mercury is rendered harmless by large quantities of naturally occurring Selenium found in seafood
- Carbon offset shrimp is available

Introducing Environmentally Responsible Mexican Shrimp

Ketsi Enterprises, one of our certified suppliers has developed a relationship with a family owned company in Mexico. This primary processor has been in the shrimp business for 3 generations, always

with a strong commitment towards quality, sustainability and protection of the environment.

Our shrimp is not just a commodity, it is sold with carbon offsets. Every time you pur-

chase "Ketsi wild Mexican shrimp" a contribution is made to renewable energy and reforestation projects in North America though our partnership with Carbonfund.org. (see Mexican Shrimp, pg 2)



Mexican shrimp, continued

Our product comes packed in 5 lb block boxes. Sizes available are U10, U12, U15, 16/20 and 21/25 shell on tail on, headless and p&d t/on white Mexican shrimp.

KETSI WILD SHRIMP VALUES

Socially responsible

- Plant and boat employees have medical and life insurance
- Boat captain and crew receive emergency training courses to ensure safe working conditions.
- No child labor employed.
- Fair price paid to fisherman and labor used in packing

Fishery responsible

- Fishery is carried out only on approved areas and depths. Boats are monitored by satellite to ensure they comply with fishery regulations.
- There is absolutely no fishing on sanctuary areas such as Colorado River delta and around island along the Gulf of California
- Fishing gear is made of lighter monofilament that is gentler with the ocean floor.

Mexican shrimp continued

- Boats are in the process of changing gear that does not drag the surface
- All boats have turtle exclusion devices
- Boats are implementing (By-catch eliminating devices)
- Mesh size complies with legal requirements
- Comply with Mexico and United States environmental laws

Mexican shrimp continued

CO2 and Global Warming

- All boats have new fuel efficient engines that reduce gas emissions to the atmosphere, while increasing trip length
- Certified Carbon Offset shrimp. A CO₂ supply chain analysis has been done from fishery to distribution in the US.

Packaging responsible

Master carton made from:
100% recycled material and
100% recyclable cardboard

New information on mercury in Swordfish

Scientific investigators have concluded that the potentially harmful effect of methyl-mercury, the form of mercury found in swordfish, is offset by large quantities of selenium found in all seafood. Recent evidence suggests that selenium—an essential trace element – is bound by mercury when it is present.

In Proceedings of the International Symposium on Selenium-Mercury Interactions, University of California at San Diego researcher M.F. Flores-Arce wrote, "evidence of harm by the mercury in fish to humans is scant" and leading nutrition experts have in fact concluded that the health benefits of seafood, if only as a nutritional source of omega-3 fatty acids, greatly outweigh any potential risk associated with the presence of mercury," concluding, "ocean fish obtain enough selenium for their physiological needs and for the detoxification of the mercury they may come in contact with.



This is one of many reasons that prompted the FDA to change their warning label on certain types of seafood to say that everyone should eat seafood at least two times per week.

MISSION STATEMENT

KINA'OLE: Doing the right thing, in the right way, at the right time, in the right place, for the right individual, for the right reason, with the right feeling.... every time

ISO 14001

At Kanaloa, we understand that our seafood processing operation impacts the environment. We are committed to continuously evaluating and improving our management plan in such a way that reduces and prevents our environmental impacts.

Food safety is a chief concern of ours. We only purchase products from HACCP approved receivers and fishermen personally checked by us and held accountable to us.

Kanaloa's responsibility to the environment begins with the objectives and targets in our ISO 14001 management plan. Our goals are set to improve our environmental footprint and to work toward sustainability of our world's fisheries.

ISO 14001 is an international standard used by more than 100 countries. It's objective is to improve the environment. We continually review our processing methods and improve upon them by hiring a



BIO: DONALD DISRAELI, CEO

Donald J. Disraeli, PhD is the CEO of Kanaloa Seafood in Santa Barbara, CA. He received his PhD from the University of Massachusetts, Amherst in 1981. His research on sea-land interactions and communities is widely referenced. A joint appointment in Environmental Studies and Geography at the University of California Santa Barbara eventually led to his current interests in fisheries biology and sustainability.

Currently Dr. Disraeli sits on the Board of Directors for the California Fisheries Institute and on the advisory committee for the California Sea Grant.

His company, Kanaloa Seafood is a recognized leader in environmental responsibility.



ISO 14001 continued

third party auditor representing IS) and its stringent operating standards.

Our objective as an environmentally responsible seafood company is to continually improve our own principles within the seafood industry and to encourage our suppliers and customers to become more environmentally responsible.

We are proud to be certified ISO 14001 while also maintaining and offering the highest quality premium seafood available.

