

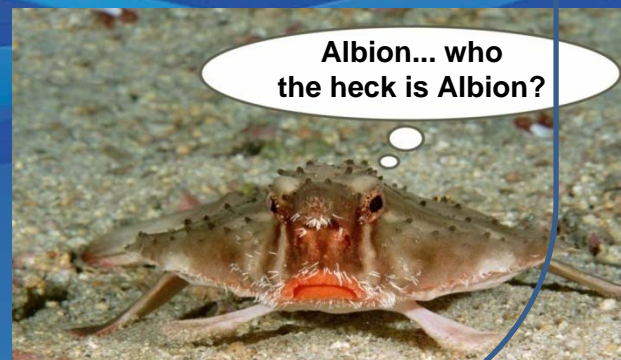
Trends In Retailing From a Supplier Perspective: Increasing Demand, Retailer Request and Consumer Trends

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Aquaculture Innovation Workshop
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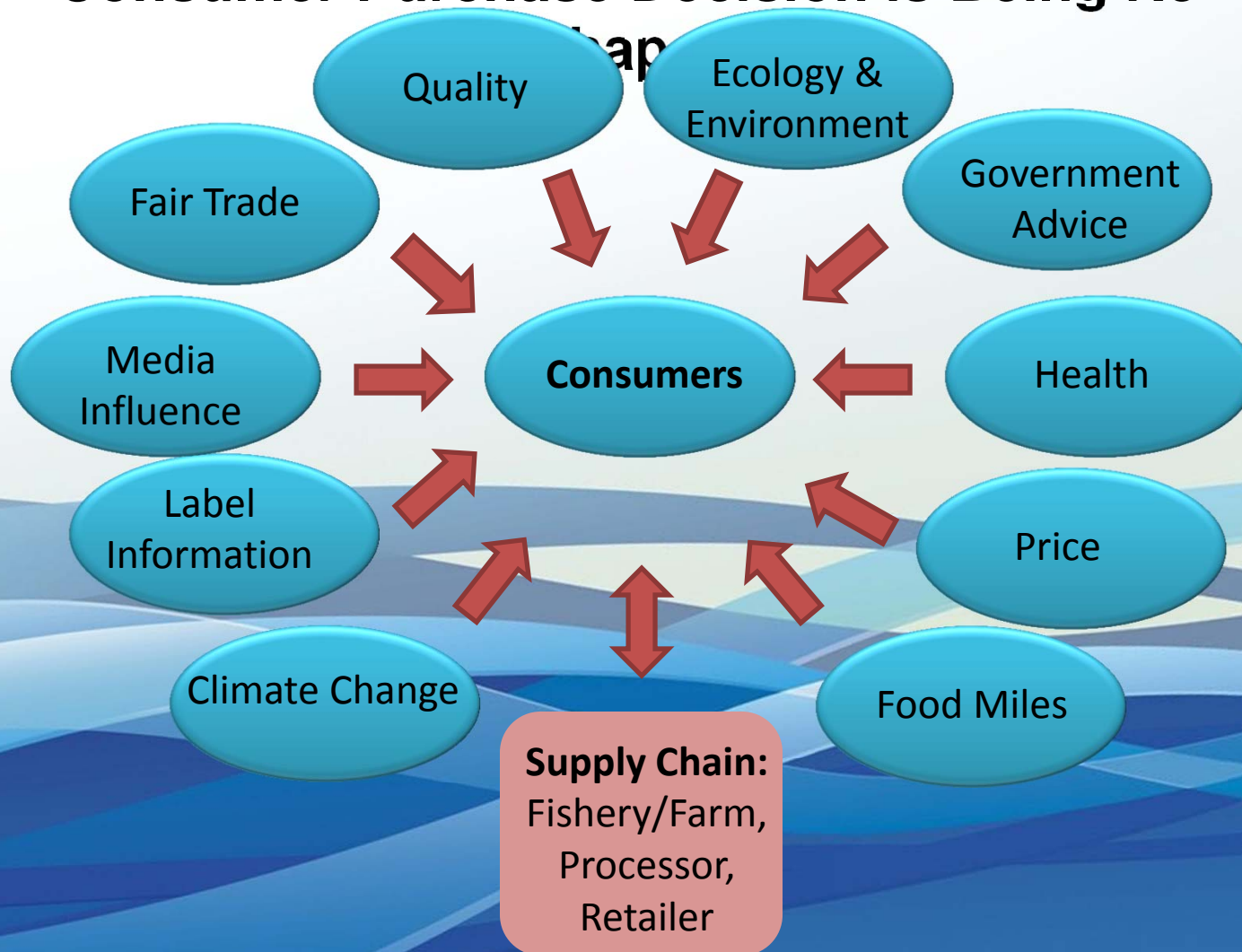


Who Are We?

- Western Canada's largest Seafood Distributor
- HACCP approved, vertically integrated, full line, full service seafood company
- Based in Vancouver, with branches in Haida Gwaii - Queen Charlotte, Victoria B.C. and Calgary
- Distribution business includes retail, foodservice, and export
- Registered shellfish processor
- Focus on offering sustainable options – both Wild and Farmed
 - Early Pioneer
 - SeaChoice partner, Oceanwise founding partner, MSC chain of custody,
- Ethical and Environmentally responsible



Consumer Purchase Decision is Being Re-



Shopping is no longer a simple transaction
between desire and bank balance

A Major Global Problem

Overfishing

- 75% of the world's fish stocks are either **exploited, depleted or over-exploited**.

By-Catch

- 8% of all fish caught is **discarded dead or dying**.

Impact on the Eco-System

- Wider **habitat and biodiversity impacts** threatening function and integrity of ecosystems that support target fish species

Increased Consumption

- From 1950 to 2000, world fish production **increased from 8m to 93m MT**



The Sustainability Movement and it's Future

Consumer Demand
... Corporate Social
Responsibility?

Ongoing Exponential
Growth

Is this a Fad?

- No – This is the
FUTURE!



Sustainable Seafood



"Why should I care about future generations?
What have they ever done for me?"
— Groucho Marx



Success Stories

Greene Prairie Aquafarms



Aquaseed **SweetSpring™** salmon



Target Marine Sturgeon



Questions?

