

Quality
is in our **nature**



Canada

Canadian Fish and Seafood

Supplying Value and Variety



Whether your customers are looking for wild or farmed, seafood or freshwater fish, crustaceans, molluscs or finfish, Canada can supply products to meet every taste and budget specification. Bounded on three sides by oceans — **the Pacific, the Arctic and the Atlantic** — and home to the largest freshwater lake system in the world, Canada has the variety and quality your customers will appreciate.



Canada's clean, cold waters contain more than 160 species of fish and shellfish, and we export fresh, frozen, smoked and canned seafood products to every corner of the globe. Our seacoasts and lakes are especially suited to aquaculture, and this rapidly expanding industry supplies our customers with salmon, trout, mussels, oysters, clams, cod, halibut and scallops, usually within hours of leaving the water. Our **dedication to quality** and freshness has made Canadian aquaculture products famous around the world.

The call of quality

Our fishing tradition goes back more than four centuries, but we're always looking to the future, too. That's why Canadian seafood companies are constantly working to improve the quality of their products. Freezing-at-sea technology is used in the offshore shrimp fishery to preserve the catch as soon as it comes aboard. An individual quota system allows species such as halibut, sablefish and geoduck to be harvested to meet market demand, thus ensuring top quality and **just-out-of-the-ocean freshness**. New hyperbaric chamber technology is used to remove lobster shells so that the meat remains whole and ready for use. And for the health-food industry, Canada produces a variety of dietary supplements made with omega-3 concentrates.



Sustaining Canada's fisheries

Canada's fish and seafood industry is committed to **careful stewardship of the ocean** and freshwater environments, recognizing their importance as a food resource and the need for balance in the ecosystem. The Government of Canada is recognized around the world for its commitment to sustaining and developing the country's marine resources through habitat, fisheries management and aquatic animal health programs.



Agriculture and
Agri-Food Canada

Agriculture et
Agroalimentaire Canada

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The Quality Management Program, a HACCP-based system overseen by the Canadian Food Inspection Agency, ensures the wholesomeness of Canadian fish and seafood products from ship or farm to supermarket — including processing, storage and transportation.

Taste the Canadian difference

Harvested from some of the cleanest, most pristine waters in the world, Canadian fish and seafood products are known internationally for their variety, quality and value. For further information on Canada's seafood industry, please visit:

Government website

- Fish and Seafood Online, Agriculture and Agri-Food Canada
www.seafoodcanada.gc.ca

