

## The FPI Brand Difference:

### FIVE POINTS TO HELP YOU SELL MORE SEAFOOD

#### *In this issue...*

Our business is driven by consistent quality – it's what makes FPI special. Since "quality" is a word that is overused and often vaguely alluded to, it's important to truly understand what FPI does and how we are different from our competition. *Here are 5 things to remember about FPI's promise of quality:*



1

#### RIGOROUS SPECIFICATIONS

FPI's quality efforts start with a rigorous specification for all products in our portfolio, both commodity items and value-added products made in our plants. The specifications detail exactly what the tolerances and thresholds are for key product variables such as flesh percentage, moisture levels, sizes and weights, and overall taste and consistency. A detailed specification is crucial in any quality effort to define the gold standard for that particular product.

2

#### SUPPLIER AUDITING AND APPROVAL

In procuring our seafood, we make sure the plants we work with are fully up to speed with proper FPI protocols and industry standards. To that end, we have a rigorous plant auditing and approval process in which we only procure our seafood from plants that have passed our QA plant certification process and have become approved FPI plants for our sourcing teams. Our production facilities and quality management systems are required to pass a number of third party audits every year based on stringent Global Food Safety Initiative (GFSI) standards.

3

#### INTEGRITY AND ASSURANCE

Our leadership HACCP program ensures we are capturing processing information consistently and accurately on all production. FPI has real-time access to product processing information to compare the critical control points which is the essence of an effective HACCP effort. Our product lot coding system allows for full traceability of our products through the entire supply chain.

## 4

### INSPECTION

We have a team of over fifteen QA employees at sources worldwide to fully inspect our raw material and commodity packing in the source plants. This investment is critical in identifying any potential issues as they happen rather than after-the-fact local inspection efforts at our warehouse. For every shipment, Certificates of Analysis (COAs) for chemical and biological contamination are collected, and random third party verification is conducted to assure the accuracy of these COA reports.

As a double-check, our QA laboratory in Massachusetts fully inspects our incoming products a second time just to ensure that the products arrive to our warehouse as indicated from the initial inspection effort, a further verification that our products meet or exceed all aspects of our product specification.

## 5

### MICROORGANISM TEST FOR READY-TO-EAT PRODUCTS

In our opinion, ready-to-eat products must be foolproof from a safety and confidence standpoint for our customers and their patrons. At FPI, we send samples from every inventory lot of ready-to-eat product, such as lobster meat and cooked shrimp, to a third party for a microorganism test.

*To our knowledge, FPI is the ONLY seafood company that conducts a third party microorganism test for ready-to-eat products. Our inspection, testing and overall quality investments ensure that our products are safe to eat and meet the required customer specification.*

#### *Questions? Just ask us!*

FPI promises that when your customer buys any product in our portfolio, it is going to be on spec, it will be consistent, and it will meet or exceed their needs for a quality seafood solution. Please don't hesitate to ask your regional sales manager if you want more information .



**FISHERY PRODUCTS  
INTERNATIONAL**

[www.fisheryproducts.com](http://www.fisheryproducts.com)