



**HIGH LINER FOODS**  
INCORPORATED

● At High Liner Foods,  
sustainability is not an option.  
**It's the answer.** ●

**OUR 2013** sustainability  
pledge

By the end of 2013, High Liner Foods will purchase all of its  
seafood from certified sustainable or responsible fisheries  
and aquaculture farms.

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

As a leading North American seafood company, High Liner Foods knows that we have a responsibility to ensure our oceans and their species are healthy to continue bringing you quality seafood for generations to come.

High Liner Foods recently announced a commitment to source all of its seafood from certified sustainable or responsible fisheries and aquaculture farms by the end of 2013.

We realize that some fisheries and farming operations may not be ready for certification as sustainable by 2013. However, we will support improvement projects in these cases and will require them to use “best in class” methodologies to document improvements in fishing practices, such as those reported by Fishsource™ ([www.fishsource.org](http://www.fishsource.org)).

This is a complex journey and we recognize the challenges, but we feel a sense of responsibility to protecting the environment and the species we procure for future generations. As such, we’ve made sustainability a key corporate goal.

We also realize that during this process, you might have many questions about where certain products we sell stand in terms of sustainability, and what we mean when we say a fishery or aquaculture farm has reached “responsible” status.

Through our website, [www.highlinersustainability.com](http://www.highlinersustainability.com), we will share updates on our overall progress toward becoming fully sustainable, and will also report on the status of key fisheries. Separately, we are developing a database tracing the source of all of our seafood to provide you with more detailed information about all of the products we supply.

Thank you for your continued support of High Liner Foods and our efforts to lead our industry toward a more sustainable future.

**Henry Demone**

President & CEO



## Our Progress

Our 2013 Promise means we are working proactively to achieve positive change by purchasing certified sustainable seafood and supporting suppliers who are committed to sustainability.

We will require wild-caught seafood and farmed products to come from fisheries and aquaculture farms certified as sustainable by the Marine Stewardship Council (MSC), the Global Aquaculture Alliance's (GAA) Best Aquaculture Practices (BAP) program and the Aquaculture Stewardship Council (ASC). Or we will require those suppliers not certified to be on a clear, defined path toward being sustainable, and capable of documenting measurable improvements.

During this process, we will, as always, work closely with our NGO partner, the Sustainable Fisheries Partnership (SFP), to reach our goal.

As we continue our journey to sustainability, we are committed to providing our customers with Sustainability Alerts so they have up-to-date information on our progress and efforts. And we will post these updates to [highlinersustainability.com](http://highlinersustainability.com) so consumers can also learn about our progress.

As of January 2011, several of our key species are fully certified or nearing full certification:

- Hake** – 100% MSC<sup>■</sup> certified
- Pacific Cod** – 100% MSC certified
- Pacific Sole** – 100% MSC certified
- Tilapia** – 90% 1 ACC<sup>●</sup> Star
- Shrimp** – 90% 1 ACC Star
- Haddock** – 66% MSC certified
- Atlantic Cod** – 66% MSC certified
- Atlantic Sole** – 50% MSC certified

■ Marine Stewardship Council

● Aquaculture Certification Council

  
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Responsibility without Borders?



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## Our commitment to sustainability.

We will only work with suppliers who share our vision of a sustainable future.



**Responsibility**  
for our actions

**Engagement**  
in supporting fishery and  
aquaculture improvement

**Social Responsibility**  
in providing a safe work environment  
and wholesome products

**Promise**  
of integrity, quality, innovation  
and involvement

**Environmental Stewardship**  
by adhering to high standards

**Continuous Improvement**  
within our supply chain

**Transparency & Traceability**  
to our customers and consumers



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

