

# CANADIAN LOBSTER



BRAND  
DNA

## WE VALUE

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### PLACE

THE NORTH ATLANTIC OCEAN IS A WILD, COLD, AND PRISTINE NATURAL ENVIRONMENT WHERE CANADIAN LOBSTERS DEVELOP IN CONDITIONS THAT CULTIVATE SUPERIOR QUALITY. THIS FISHERY IS EXCLUSIVELY HARVESTED FROM THE WILD BY TRADITIONAL METHODS. CANADIAN LOBSTER IS ONE OF THE PUREST PROTEINS ON EARTH.

### PRODUCT

CANADIAN HARD-SHELL LOBSTERS ARE HARVESTED AT THEIR ABSOLUTE PEAK, PROVIDING GREATER MEAT YIELD, BETTER FLAVOUR AND LONGER LIFE EXPECTANCY. DELICATE HANDLING, CARE AND TRANSPORT PRACTICES EMBRACED BY EVERYONE IN THE VALUE-CHAIN ENSURES THE HIGHEST PRODUCT INTEGRITY AND END-QUALITY IN A LARGE VARIETY OF FRESH FROZEN PRODUCTS AND LIVE LOBSTER.

### PROCESS

SAFE, TRACEABLE AND SUSTAINABLE. CANADA IS A WORLD LEADER IN THE ABILITY TO SYSTEMICALLY IDENTIFY AND TRACK ALL STAGES OF HARVEST, PRODUCTION, PROCESSING AND DISTRIBUTION. OUR REGULATED FOOD SAFETY GUIDELINES ARE SECOND TO NONE, AND OUR LEADING SUSTAINABLE MANAGEMENT PRACTICE ENSURES A HEALTHY ENVIRONMENT AND SUSTAINABLE INDUSTRY.

## MISSION

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INCREASE DEMAND AND PRICE TO FORTIFY ECONOMIC SUSTAINABILITY,  
REWARDING EVERYONE WITHIN THE CANADIAN LOBSTER VALUE-CHAIN.

### VISION

CANADIAN LOBSTER IS RECOGNIZED AS THE INTERNATIONAL 'GOLD STANDARD' OF PREMIUM PROTEIN BASED ON QUALITY, FLAVOUR, TEXTURE, CONSISTENCY AND SUSTAINABILITY - DRIVING LONG-TERM VALUE AND GROWTH FOR THE ENTIRE INDUSTRY.

## PURPOSE

MAKE CANADIAN LOBSTER AN INTERNATIONALLY  
RENOWNED, PREMIUM PRODUCT.

PROMISE: THE WORLD'S HIGHEST-QUALITY AND MOST  
FLAVOURFUL LIVE AND PROCESSED LOBSTER.

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