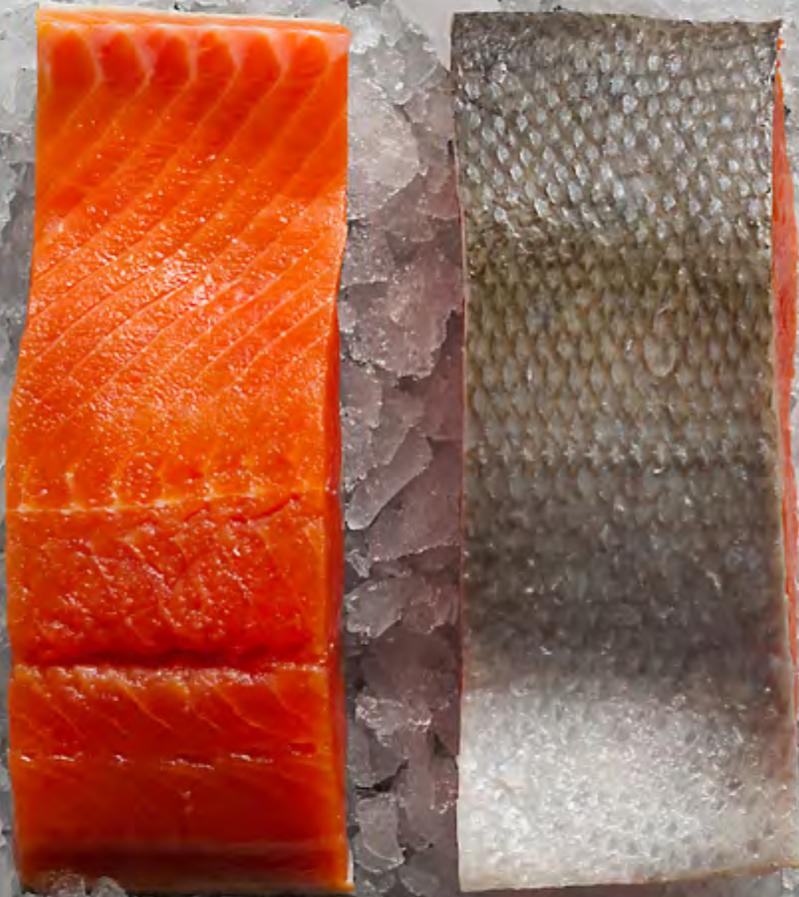


Simply Tasty

ANOVA SIMPLY TASTY PORTFOLIO MAGAZINE



*Sockeye
salmon*
Hits a home run

Hooked
On the best
fish products

Tuna
This is how you
handle your steaks

Get inspired!

Always a Perfect season for Tuna



Tuna is served best when you grill it briefly, on the barbecue for example, so that the succulent taste is preserved. Try it this summer!



Simply Contents

This Simply Tasty magazine is full of **background stories and inspiring recipes** of our favourite products. Have a look and decide for yourself which one is your favourite!

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NEWNEWNEW

New in the Simply Tasty portfolio is **MSC** Sockeye Salmon from Alaska.

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This is how you handle your steaks

Curious on how to best prepare your Albacore tuna steak? Try using the **1-2-3** tuna guide on page 13 for sashimi, rosé or well done tuna.

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Co(d)

"The cold, unpredictable weather has tested our crew to perform."

Read more about the experiences of a Barents Sea cod fisherman.

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Hooked on the best fish products

Anova's Technical **Quality Manager** on fish that makes him happy

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Recipe of Today

Check out page 25 to learn more on how to prepare this **MSC** Keta salmon.



FISH. WE SIMPLY LOVE IT!

WHAT IS SIMPLY TASTY TO US?
PRODUCTS THAT ARE BROUGHT
TO THE MARKET VIA THE
SHORTEST AND PUREST ROUTE
POSSIBLE.

Fish. We love it. Bake it, steam it, grill it, or in some cases even eat it as sashimi: you can vary endlessly with fish and fish dishes. It is easy to prepare and fits a healthy life pattern: the world health organisation recommends regular fish consumption (1-2 servings per week) to

help protect against coronary heart disease. Fish is also the ultimate fast food. Healthy, easy to prepare and quick to cook, it is ideal

for our modern busy lives. There are plenty of good reasons to eat fish. But the best reason ofcourse is because it is simply delicious!

Good fish makes us happy. And with us, we don't just mean us fish fanatics that work with fish every day. Studies have found that people who eat fish regularly are less likely to become depressed. And if it makes you happy, it makes us happy. We hope this magazine will inspire you on our Simply Tasty portfolio, which includes products that are brought to you via the shortest and purest route possible, through a responsible supply chain. Good food, good stories. Enjoy!

IT'S SIMPLY!

WHATEVER
MAKES YOU
HAPPY!

Good fish
makes us
HAPPY



**HOW TO MAKE YOUR
UNIQUE SEAFOOD
STAND OUT
IN THIS
SEA OF PRODUCTS?**

Throughout this magazine you will find suggestions on how the Simply Tasty products can stand out in the shelves. Look for the yellow stamps/ light bulbs for inspiration!



FISH musthaves

Very handy, these fish gadgets! Essential in your kitchen for seafood preparation.

1. **Cedar wood:** Plank grilling gives salmon the flavour imparted by a smoker with the convenience of a grill.
2. **Fish lifter:** leave your fish surface intact by lifting and turning your fish with this lifter
3. **BBQ Buddy Fish Griller:** will hold your fish in place when you grill your fish on the BBQ
4. **Rub-away-bar:** eliminates odours left behind on your hands after cooking
5. **Fish books:** get inspired by experimenting with fish
6. **Filleting knife:** to smoothly fillet your fish
7. **Sushi maker:** Make your own sushi: easy and simple with this sushi maker
8. **Cooking thermometer:** test the temperature of your seafood

1



2



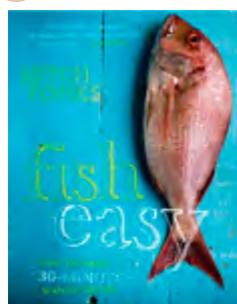
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4



5



6



7



RICE
RICE
BABY

8



ONE
fish
TWO
fish
TRY A NEW FISH

Creative ways to get inspired by these recipes

MSC Sockeye Salmon

The single frozen character of this MSC Sockeye salmon makes it an excellent choice for raw (sashimi) consumption. Defrost the salmon overnight in the refrigerator for optimized taste. Prefer grilled salmon? Why not combine the two!

Two way Salmon

Grilled and sashimi salmon with fresh herbs

Main course • 30 mins. • 4 pers.

- 1 tbsp parsley
- 15 gr dill
- 5 tbsp extra virgin olive oil
- 4 tbsp mayonnaise
- 4 tbsp basil, finely chopped
- 1 lemon, scrubbed clean
- 600 gr sockeye salmon, single frozen
- 250 gr rice noodles
- 400 gr cherry tomatoes, cut into wedges
- **Cooking utensils: grill pan**

Preparation

1. Use a mortar to stamp the parsley and half of the dill with a little bit of fine salt. Add 4 tablespoons of oil.
2. Separately stir the mayonnaise and basil, add a little lemon juice. Season with salt and pepper.
3. Slice 8 raw salmon slices and place them on the side of 4 large plates. Sprinkle with a little salt and pepper. Use a spoon of herb oil and spread over the salmon. Grate some lemon zest over it.
4. Cook the rice noodles according to the instructions in water with a bit of salt. Pour the cooking water and add the tomatoes. Season with salt and pepper.
5. Cut the remaining into 4 equal strips and heat the grill pan. Spread a little bit of oil. Grill the salmon briefly on both sides on high temperature, so that the inside is still rosé. Put the fish next to the slices of marinated salmon.
6. Pluck the remaining dill in tufts above the dish, drop a little extra olive oil and serve with the rice noodles and basil mayonnaise.

ABOUT

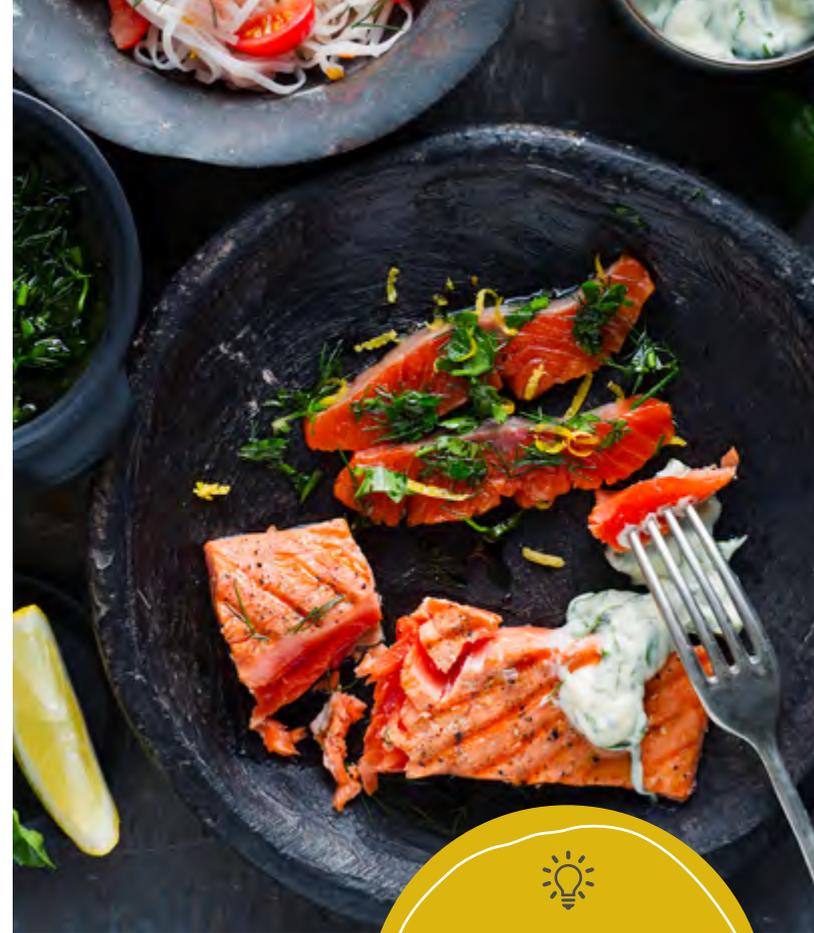
Msc Sockeye Salmon

Five species of Pacific salmon thrive in the North Pacific waters: King, Sockeye, Coho, Keta and Pink, from California north throughout the Arctic ocean waters adjacent to Alaska. Anova offers Sockeye and Keta in the Simply Tasty portfolio. With its deep red flesh colour, Sockeye salmon is known for its superior quality: find out why!

HOME RUN

Salmon are anadromous, which means most types of salmon are born in fresh water, migrate to the sea, and return to freshwater to reproduce, or "spawn." This is also referred to as the "Salmon Run". Although the spawning characteristics of each of the five species of Alaska salmon differ, each maintains the same timing year after year, and, with few exceptions, the mature adults return to their natal stream. How salmon return so unerringly from mid-ocean to a stream, which may be only a trickle hundreds of miles from tidewater, is not fully understood by biologists. Sockeye spawns as one of the first of all salmon, in the period May to September.

Heavy on fats & nutrients, the Sockeye is of premium quality



Two way salmon recipe encourages to explore different ways of preparing your favourite salmon.

HEAVY ON FAT AND NUTRIENTS

Salmon which will spawn in the headwaters of a river or lake system (of which Sockeye is one) arrive earlier than salmon which spawn closer to tidewater. Because salmon do not eat after they have entered fresh water, they leave the ocean heavy with the fats and nutrients on which they will subsist during their freshwater phase. Since Sockeye salmon needs to make a longer and more rigorous freshwater trip, the salmon will carry more fat leaving the ocean. And that, you can taste!

SUSTAINABLE MANAGEMENT

The salmon are caught before spawning and with gillnets: laying a net wall in the path of the fish and waiting for the fish to swim in the nets. The gills become entangled in the webbing and prevent the fish from escaping. The Alaska Department of Fish and Game ensures that sufficient numbers of adult spawning salmon escape capture in the fishery in the ocean and are allowed to spawn in the rivers, thus maintaining the long-term health of the stocks. Salmon school tightly and do not mix very much with other species of fishes. This means that commercial salmon fishing has virtually no incidental catch, or bycatch, of non-salmon fishes.

COLD ALASKAN WATERS

For the men and women who work the cold, pristine waters of Alaska, fishing is more than a livelihood—it's a part of who they are, and often, a tradition that goes back many generations. In Alaska, fishermen and scientists work together every day to ensure the health and sustainability of the fisheries and the highest quality seafood.



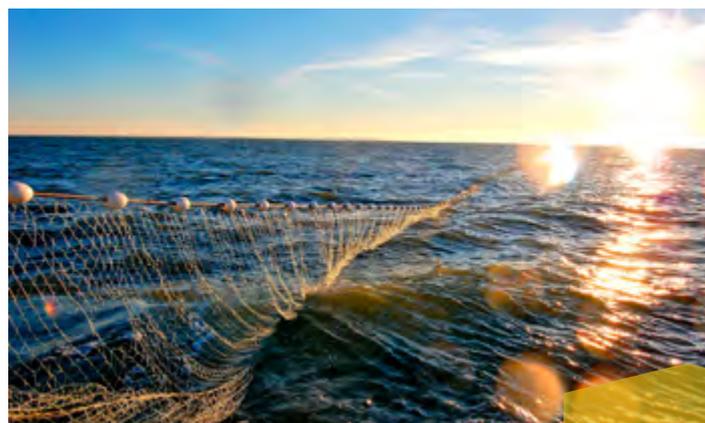
Left: Salmon fishing is passed on from generation to generation

Middle-top: Fisherman pulls salmon from gillnet

Middle picture: Gillnetting in the sun

Left bottom: Gillnet boat at sunset

Credits: Alaska Seafood Marketing Institute



Have you considered using these images to illustrate the origin of this wild salmon on your packaging or on your website?



SALMON LITERALLY HITS A HOME RUN

THIS is how you HANDLE your Albacore STEAKS

Many people wonder how best to prepare tuna. Preparing tuna can best be explained by comparing it to preparing beef: you can eat this Albacore tuna raw/ as sashimi, medium/rosé or well done.

PINK COLOUR

The (white) Albacore tuna is caught in the waters of the Fiji and Cook Islands. The Albacore tuna has a lighter (pink) meat colour than its congeners. The MSC certificate makes this tuna a responsible choice.

VERSATILITY OF THIS TUNA

The soft, tender taste makes this tuna an excellent ingredient for a variety of dishes, so you can enjoy this tuna endlessly. Try it as ingredient for both warm and cold dishes like salads, sandwiches, wraps, and pasta's. Don't forget to try it from the grill pan or barbecue as delicious steak.

3
WELL DONE TUNA
If you like your steak well done, grill the steak a bit longer -say 3 minutes on each side- for that extra firm taste as delicious steak.



1
SASHIMI TUNA
Raw tuna? Not all tuna from the frozen counter can be eaten raw- thanks to the high quality of this specific tuna you can enjoy it as sashimi: after defrosting it in the refrigerator.

Try this 1-2-3 tuna guide as a leaflet in your tuna packaging, or combine it with a recipe suggestion.

1-2-3
TUNA
It's that simple!

2
MEDIUM/ ROSÉ TUNA
Our personal favourite: grill the tuna on both sides for maximum 1 minute, so that the flesh of the tuna remains juicy and tender



MSC Albacore Tuna

Good sense
for tuna



MSC Albacore tuna

This Albacore tuna is caught in the Pacific Ocean, in the waters of the Fiji and Cook Islands. It is one of the few (and certainly was one of the first) tuna steak products available in European retail to carry the MSC logo. This, in combination with its sashimi quality makes it once again a strong contributor to this year's Simply Tasty portfolio. The sustainability of tuna is often disputed, which we thought is good enough reason to give you some more information on tuna.

MSC Certification

The Marine Stewardship Council (MSC) has developed a standard that can be used for independent verification of the sustainable catch of the product. It assesses if the fishery can meet three requirements:

- 1- Sustainable fish stocks: The fishing activity must be at a level which ensures it can continue indefinitely.
- 2- Minimising environmental impact:

Fishing operations must not harm the diversity of the ecosystem, which means minimizing bycatch of non-targeted species, not harming the seabed, coral, etc. and not catching juveniles.

- 3- Effective Management: The fishery must comply with relevant laws and have a management system that is responsive to changing circumstances. If you want to be sure you are buying sustainable tuna, look for the MSC logo on the packaging.

"I love to work with albacore tuna- its fresh appearance and soft structure make it an excellent ingredient for a variety of dishes"

DENNIS
MIDDELDORP,
PATRON
CUISINIER,
RESTAURANT
SENSE



ABOUT

MSC ALBACORE TUNA

UNDERSTANDING TUNA

There are 5 major tuna species: Bluefin, Bigeye, Yellowfin, Albacore and Skipjack that travel the world's tropical and sub-tropical oceans. They travel in schools and over long distances, which requires international coordination on the management of the species to prevent overfishing. Overfishing occurs when more fish are caught than the population can replace through natural reproduction, which in the long term will harm the balance of life in the oceans and the well-being of coastal communities who depend on the fish for their way of life. Bluefin and Bigeye tuna are in many oceans in overfished state, whereas skipjack (a tuna mostly used in cans) have a general healthy stock status, as does the Albacore tuna in the

South Pacific Ocean. Albacore is a relatively small species of tuna, reaching sizes between skipjack and yellowfin (max 130 cm). Like all tuna, the Albacore tuna is a predator and feeds on fish, shellfish and squid.

CATCHING THE TUNA

Tuna can be caught in various ways. This MSC Albacore tuna is caught using longlines: a long horizontal main line (between 40 and 100 km) with vertical hooks and bait, which is supported by floating drivers. All fishing methods are eligible for the MSC certification, as long as they can meet all three requirements. The special circle hooks and training for boat crew on bycatch have contributed to the MSC certification.

PURE TUNA

Tuna sashimi with ginger dressing and sesame

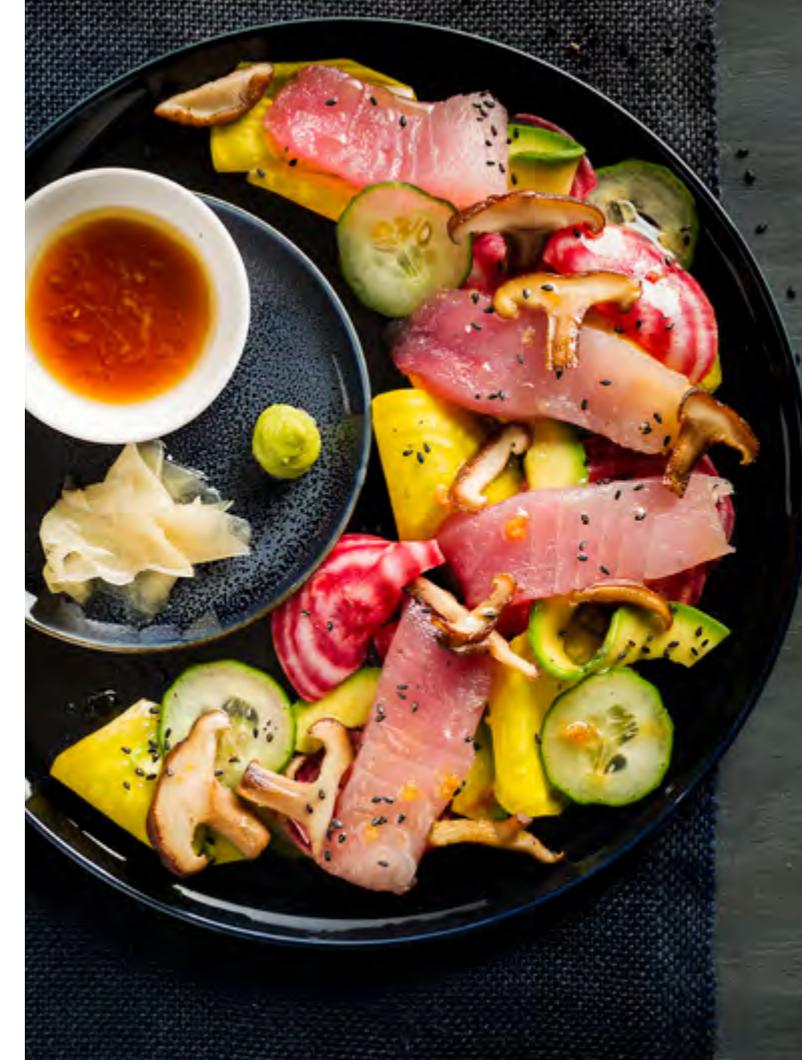
Colourful, pure and healthy, a perfect combination for this fresh albacore tuna recipe.

Starter • 25 mins. • 4 pers.

- 1 tbsp soy sauce
 - 4 tbsp rice vinegar
 - 1 tbsp ginger, fine grated
 - 2 tbsp olive oil
 - 100 gr shiitake, in strips
 - 1 ripe avocado
 - 2 firm (chiogga) red and yellow beet, peeled
 - ¼ cucumber, washed
 - 2 steaks albacore tuna (ca. 130 gr)
 - 1 tbsp black sesame seeds
- **Extra cooking utensils; mandolin**

Preparation

1. Defrost the albacore tuna in the refrigerator.
2. Stir soy sauce, rice vinegar and ginger
3. Heat the oil in a frying pan. Fry the shiitake for 6 minutes at medium- high heat until tender. Season with salt and pepper.
4. Cut the avocado into thin slices and put them randomly on 4 plates. Cut the raw beets and cucumber on the mandolin into thin slices, arrange the slices randomly and playful on the avocado. Sprinkle with a little salt and pepper.
5. Pat the tuna dry with a paper towel. Cut the tuna in thin slices and place on the vegetables, add the shiitake mushrooms on top and spoon the ginger dressing on top. Sprinkle with sesame seeds.



Suggestion:
serve with wasabi and pickled ginger slices



THE MSC ALBACORE TUNA IS THE PREMIUM CHOICE FOR SUSTAINABLE TUNA

Crunchy and simple

God loins with tomato crust from the oven

main course • 25 mins. (25 mins. oven time) • 4 pers.

- 250 gr cherry tomatoes
- 8 tbsp extra virgin olive oil
- 1 kg potatoes, peeled
- 175 ml milk
- 500 gr cod loins, defrosted
- 4-6 tbsp mustard
- 4 tbsp panko or bread crumbs
- 100 ml dry white wine
- 300 gr spinach, washed
- 4 tbsp fresh parsley, finely chopped

Preparation

1. Preheat the oven to 175 °C. Put the tomatoes in a baking dish and pour 2 tbsp of olive oil on it. Place in the middle of the oven and roast the tomatoes for 15 minutes.
2. Cook the potatoes in water, add a little salt. Mash the potatoes into a purée. Add the milk and 4 tablespoons oil and stir until the purée is smooth. Season with salt and pepper.
3. Remove the dish from the oven and spoon the tomatoes to the side. Place the fish in the dish, sprinkle with salt and pepper. Spread the mustard on the fish with the back of the spoon. Scoop the cherry tomatoes on top and press them a little. Sprinkle the panko on top of the tomato. Pour the wine next to the fish. Place the baking dish in the middle of the oven and bake in about 10 minutes.
4. Heat the remaining 2 tablespoons of oil in a frying pan. Let the spinach dwindle in a few minutes, stir occasionally.
5. Scoop the mashed potatoes at the centre of 4 plates, lay the fish on top and the spinach aside.

Fish from the oven

Cod from the Barents Sea

To enjoy seafood at its best it must be frozen as soon as possible after catch to ensure optimal conservation of quality and flavour.

SUGGESTION: TO MAKE BREAD CRUMBS, GRIND 4 SLICES OF OLD (SOURDOUGH) WHITE BREAD WITHOUT CRUST IN A FOOD PROCESSOR WITH 4 TBSP OF OLIVE OIL. USE THE BREAD CRUMBS TO COVER THE FISH INSTEAD OF THE PANKO. OR SPREAD EVENLY ON A BAKING TRAY WITH BAKING PAPER AND BAKE FOR ABOUT 10 MINUTES AT 175 °C.

Frozen
at
Sea



ABOUT

MSC Cod from Barents Sea

FLOATING FACTORY

This frozen at sea cod is caught in and around the icy waters of the Barents Sea and is filleted and frozen on board within six hours after catch. This requires fishing vessels that can process the fish on board, which is why these vessels are much more independent floating factories rather than fishing vessels. The crew is involved in fishing, processing and packing the catch. This allows them to stay out on sea for a few months at once. The captain of the vessel has an important role of finding the fish and controlling the fishing so that it arrives on board in peak condition.

MSC CERTIFIED

Each year, marine biologists research the development of the commercial fish stocks (spatial distribution, size composition, spawning stock biomass, etc.) and essential environmental factors (such as sea water temperature, sea currents, etc.) to arrive at a recommendation for the Total Allowable Catch (TAC) of each fish stock. To become MSC certified, a fishery must stay within the limits of the TAC to maintain sustainable stocks. The fishermen for this Barents sea cod use a specially designed bottom otter trawl to minimize the seabed impact, which also contributes to the MSC certification.

A FISHERMAN'S TALE

"Today is the last day of our fishing trip, before we return home. Having been out at sea for a couple of months in a row, I am excited to go back home. Circumstances on this trip have been harsh: the cold, unpredictable weather has tested our crew to perform. Luckily, we are well trained and know how to handle the changing conditions and we can look back at a successful trip!"



Have you ever considered naming the product Barents Sea Cod? Using the origin creates more transparency and brings the seafood buyer closer to the origin.



IN SEASON MSC COD

White gold from Norwegian waters

The cod family is a large family with species that live in both saltwater and freshwater. Due to natural conditions and sustainable management, Norway catches cod from the largest cod stock in the world. The vast majority of the cod catches come from the cold, clear waters of the Barents Sea. But, for just a couple of months a year, the mature cod migrate closer to the Norwegian coastline to breed. The travelling cod develop

strengthened muscles and uniquely textured fillets on their long swim. As a result, the firm flesh of the cod has a nice white colour, a delicate mild taste and it's characteristic flaky structure.

Fillets and loins from fresh cod are available from January to April and has a beautiful flaky, soft texture. Thanks to its processing and filleting close to the market, the cod is sold ultrafresh: The only way to get more fresh cod is to catch it yourself!

"The cod
is sold
ultrafresh"

4

BEING AS HAPPY AS A CLAM

“Seventeen years ago, who would have thought that a sea- frozen product could make me just as happy as a fresh product? Filleting and freezing fish on board within six hours after catch was unimaginable back then. This illustrates the seafood industry is always evolving to produce the best products, be it from broadening product offers, meeting higher quality specifications, facing sustainability challenges, simplifying the supply chain, or increasing transparency. I love being in the middle of this and challenging the industry to improve. Anova is the kind of company that allows me to make that difference.”

Jos Exters has been working at Anova Seafood since 2002 and has been working in the seafood industry for over 17 years now. With his background in biology and food technology and his passion for diving and marine life, Jos is completely ‘hooked on’ the best fish and fish products.

5

FISHING BEHIND THE NET

“Frozen seafood products give us the opportunity to offer wild salmon and cod products outside the fresh season. This way consumers will never fish behind the net for their favourite seafood products. Fresh wild salmon from Alaska is available from May through to September and fresh cod from Norway from February through to May. During this season we have to pull out all the stops (or in Dutch we say pull up all the sail cloths- to stay in maritime terms) to make the product available to our customers via the best and fastest route possible.”



HOOKED ON FISH

We asked Jos Exters, Technical Quality Manager at Anova Seafood, to use five fish idioms to illustrate what drives him in his career and give you some interesting facts about the fish we eat.

1

GIVE A MAN A FISH AND YOU FEED HIM FOR A DAY, TEACH A MAN TO FISH AND YOU FEED HIM FOR A LIFETIME

“To me, the ultimate show of respect for our partners is to help them be better and produce the best products together. In the end this benefits everyone. I only fully realized what this required when I spent a lot of time in Vietnam. Producing products that meet our ambitious requirements was quite challenging, in part thanks to the cultural differences. In the end, honesty and respect brings you a long way.”

2

SLEEPING WITH THE FISHES

“Here’s an interesting fact about tuna: tuna never rest, they must always be moving. They must

swim with their mouth open, to shoot jets of water over their gills which extracts oxygen from the water. Because of this system, they must remain in a constant state of action. The efficient stream lining of their bullet-shaped bodies enables them to reach speeds up to 80km/ hr. This makes tuna an incredibly strong, beautiful and delicious fish that we are proud to offer in our portfolio. Although I eat, breath, dream and swim with the fish, I intend to enjoy my work for a long time to come before I sleep with the fishes!”

3

THERE ARE PLENTY MORE FISH IN THE SEA

“Did you know that only 10% of global wild catches are MSC or equivalent certified? This means there is still lots of potential to improve. As consumers we sometimes fail to see that not all natural resources are abundant. As seafood professionals, we realize that we need to act now to ensure that there will be plenty of fish available in the future. At Anova, we therefore strongly promote responsibly certified products. If we all do this right, we will have plenty of more fish in the sea!”

Did you know tuna can reach speeds up to 80 km/hr?

Must have spices for fish recipes

BASIL

Basil is a fragrant herb with strong ties to both Italian and Indian cooking, and gives a sweet-scented minty aroma when crumbled over fish.



CAYENNE

Orange-red in colour, this ground pepper is very hot and lends a spicy flavour to fish and other foods. It is often used for spicy fish dishes, sauces, and batters.



Paprika powder



With this selection of herbs and spices you can add variety and flavor to your seafood dishes and vary endlessly in enjoying a delicious seafood dish!

Fennel seeds



SAFFRON

Saffron has a very distinctive, pervasive fragrance, with an intense, delicious flavour. A small pinch can pleasantly flavour a seafood dish.



CURRY

Curry is a mixture of spices, that varies greatly between regions. It imparts a complex, spicy flavor in seafood dishes, and is commonly used in Indian curries.

Dragon



DILL

Dill is a showy herb, with a tall, thin stem and airy flowers. It offers great taste to fish, summer salads and dressing. It is an excellent combination with salmon or cod.



CARDAMOM

The papery green pods of true cardamom contain aromatic black seeds which will add a warm, highly aromatic flavour to your fish cookery.



Chervil



Mojooram





Keta Salmon & Grilled & Roast

Grilled salmon with roasted paprika salad

main course • 30 mins. • 4 pers.

- 1 kg potatoes, scrubbed clean
- 7 tbsp olive oil
- 4 paprikas (red, yellow and orange)
- 20 gr parsley, gleaned
- 2 tbsp capers+ capers juice
- 100 gr chorizo, in small cubes
- 4 pieces keta salmon (à 150 g)
- **Cooking utensils:** grill or barbecue

Preparation

1. Heat the oven to 210 °C. Cut the potatoes into wedges. Spoon on to a baking tray with baking paper with 4 tbsp oil, salt and pepper. Spread evenly on the baking tray. Place the baking tray in the middle of the oven and roast the potatoes in about 25 minutes until golden brown.
2. Spread the paprikas with a thin layer of oil. Put them on the barbecue, in grill pan or in the oven and roast them until they are lightly blackened. Put them in a bowl and cover with plastic wrap. Let them cool for a while. Clean the paprikas and remove the skin and the seeds. Do not rins out under running water and cut into wide strips. Spoon the paprika with parsley, capers and 1 tablespoon capers juice.
3. Fry the chorizo in a frying pan until golden brown and crispy and scoop in the paprika salad
4. Season the salmon with salt and pepper, spread with a little oil. Place the salmon on the grill, turn after 3 minutes to grill another 2 minutes.
5. Divide the paprika salad over 4 large plates, place the salmon and patatas bravas next to it.



Suggestion:
For home made aioli,
stir 4 tbsp mayonnaise
with 1 clove crushed
garlic together.
Season with a pinch of
cayenne pepper and
lemon juice.





ABOUT

MSC WILD KETA SALMON FROM ALASKA

THE PROUD FISHERMEN OF KOTZEBUE

This Keta salmon is caught in Kotzebue, Alaska. Kotzebue sits in a peninsula on north western Alaska and is often seen as the gateway to the Arctic Ocean: the colder the water, the tastier the fish. The fishermen of Kotzebue are proud of their salmon and with good reason: as the salmon must overcome the elements, it grows to become a strong predator- and that, you can taste! After catch the salmon is directly filleted and frozen for transport. This way the quality is preserved as best as possible.

A RICH TRADITION

With two rivers that flow into the Kotzebue bay there is an abundance of wild salmon

which has been a main source of income for the local fishermen for generations. Today, Kotzebue is a hub city for the Northwest Arctic Borough that consists of eleven surrounding villages and is home to the Inupiat Eskimos. Inhabited for 10,000 years, Kotzebue is home to a subsistent culture that is rich with tradition. Their way of life has been passed down for countless generations, building and growing throughout each. The local fishermen in Kotzebue have been fishing for salmon all of their lives and have been taught to care and respect the fish from generation to generation. Wild Salmon is a main source of economy for the community in Kotzebue. The fishermen catch the fish by gillnets.

ALASKA'S CLEAN WATERS

Every year, at the start of the salmon season the families from Kotzebue, Alaska go out in the waters to catch fresh wild salmon. Alaska is thousands of miles away from large sources of pollution that can contaminate the human food supply in other parts of the world. These distances, combined with the earth's patterns of circulation of water and air, help to ensure that Alaska's own waters are among the cleanest in the world.



More Alaska imagery for you to use in your communication, on page 11.

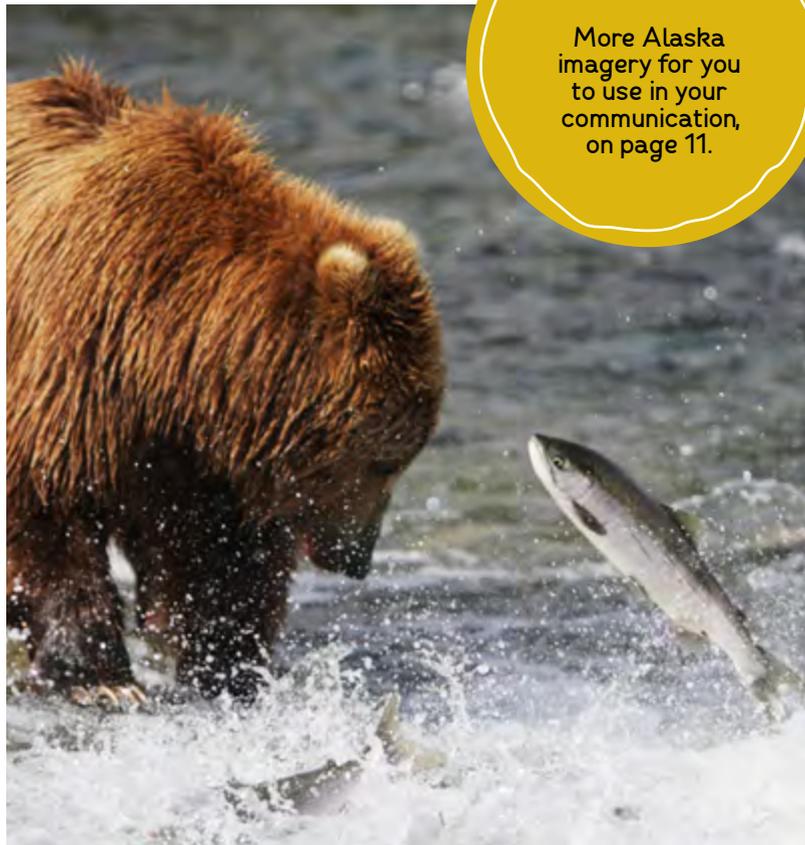
"Kotzebue, home of the best Keta salmon in the world"

Economic base

Alaska's abundant, well-managed commercial salmon fisheries support a thriving commercial fishing and seafood processing industry; by far the largest employment sector in the state. The overwhelming majority of Alaska's salmon are landed and processed at seafood plants in scores of small coastal communities all along Alaska's 34,000 miles of coastline. These long-established villages and towns depend on salmon as their economic base, and therefore have a strong incentive to support long-term, sustainable management of the fisheries.

MSC Certified

Alaska's fishery managers take advantage of the anadromous behaviour of salmon. They observe and count the fish to ensure that sufficient numbers of adult spawners escape the fishery and swim up the rivers to spawn. This way the stock status is kept healthy.



EVERY YEAR, THE SIMPLY TASTY PORTFOLIO IS REVIEWED FOR NEW PRODUCTS. THIS WAY, WE KEEP THE PORTFOLIO INNOVATIVE FOR YOUR SEAFOOD CATEGORY. POTENTIAL CANDIDATES TO BE INCLUDED IN NEXT YEAR'S PORTFOLIO ARE FROZEN AT SEA HAKE FROM SOUTH AFRICA, AND NEW ZEALAND FROZEN AT SEA HOKI. BOTH EXCELLENT QUALITY, TASTEFUL WHITEFISH THAT HAVE BEEN BROUGHT TO THE MARKET VIA THE FASTEST AND PUREST ROUTE POSSIBLE.



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