



WE'RE **BIG** ON SEAFOOD

PRODUCT INFORMATION GUIDE





LOBSTER

HOMARUS
AMERICANUS

NEW BRUNSWICK LOBSTER HAS A **BIG** REPUTATION WORLDWIDE

It's no wonder there's a global craving for this amazing crustacean. Known for its superior quality, delicate texture and delectable taste, New Brunswick lobster is a top choice for foodies and suppliers around the world. Sustainable fishing practices have seen strong growth in landings, and technological improvements such as on-vessel and dry-land holdings help preserve the product's excellent quality.

New Brunswick has a long history of innovative advances as a processing hub and provides a wide variety of options when choosing how you want your lobster all year round. Stringent QMP standards; rigorous health and safety regulations; sophisticated grading, handling and packaging processes; and an excellent transportation infrastructure further ensure that New Brunswick lobster – processed or live – maintains the high quality for which it is known around the world.



NEW BRUNSWICK LOBSTER PRODUCTS

Frozen raw lobster tails: tails individually quick-frozen (IQF).

Frozen whole-cooked lobster (in brine): product cooked, graded, packed in laminated pouches with brine, sealed and blast-frozen.

Frozen whole-cooked lobster: lobster cooked and vacuum-packed in light brine or wrapped in waxed paper.

Blanched whole-frozen lobster: lobster blanched, cooked or raw, individually packed in net.

Frozen lobster meat (vacuum-packed): lobster cooked meat, manually removed from shells, which include: tails, claws, tail/claw combinations, and/or knuckle meat, vacuum-packed, blast-frozen.

Frozen lobster meat in cans (not retorted): lobster cooked, shucked, meat packed in cans with brine, blast-frozen.

Minced lobster meat: minced lobster meat, packed in poly bags and frozen.

Raw lobster meat (HPP or UHP) ultra high-pressure processing, the latest technology in processing, allows for lobster meat to be detached from the shell leaving the raw flesh whole (tails, knuckles and legs) resulting in a higher yield per lobster. This innovative process leaves the tender texture and delicate flavour of the lobster meat intact, and maintains all of its natural nutrients.

Live lobster: packed in lined cardboard boxes, divided with individual holding sleeves.

Retail-ready and specialty products include skin-packed lobster tails, lobster meat, and scored or cap-off claws. All are pre-cut for convenience and available in foodservice and consumer packs.

SNOW CRAB CHIONOECETES OPILO

NEW BRUNSWICK SNOW CRAB IS **BIG** ON TASTE

Flourishing in the icy cold, pristine waters off Canada's East Coast, New Brunswick snow crab is prized around the world for its sweet, succulent taste and superior quality. Skilled fishers live-trap the crab, which are landed and immediately processed under stringent quality standards. Supporting an environmentally sustainable fishery, the New Brunswick snow crab fleet is equipped with modern holding systems to ensure optimum quality. Frozen and glazed to maintain top quality and meet customer requirements, New Brunswick snow crab is available year round in a wide selection of products and sizes.

NEW BRUNSWICK SNOW CRAB PRODUCTS

Clusters/Sections: shell-on complete shoulder with full shape – 5 legs, including claw on first leg.

Whole: Shell-on crab in its natural round form.

Meat Packs:

1. Combo – complete extracted claws (cap off) on top and bottom with salad meat in between. Portions of salad to leg meat varies: 60/40, 70/30, 75/25, 80/20.
2. Salad meat – crab shoulder meat and tips.
3. Leg meat – complete extracted leg meat.

Snip-and-Eat Clusters/Sections: shell-on legs are pre-scored for easy cracking and eating.

Claws (cap off): upper cap (shell) of the claw is removed for easy eating.

Split Clusters/Sections: leg shells are partially removed along the length to expose the meat.

PRODUCTS	TRADITIONAL SIZE GRADES	PACK SIZES
Clusters/sections	3-5 oz (M), 4-8 5-8 (L), 8-10 oz (2L) 10+ (3L), 12+ (4L)	2, 3, 5 or 13.5 kg 4.4, 6.6, 11 or 30 lbs
Whole-cooked or raw	4 -10 pieces per pack	3 or 5 kg 6.6 or 11 lb
Meat: combo pack, salad meat or leg meat	2 kg 2.5 or 5 lbs	6 x 2 kg 6 x 2.5 or 5 lbs
Claws (cap off)	9/12, 12/16, 16/20, 21/25, 26/30, 30/34 count per 500 g	8 to 13.5 kg 18 to 30 lbs





ATLANTIC SALMON SALMO SALAR

HERRING CLUPEA HARENGUS HARENGUS

PUTTING FRESH ATLANTIC SALMON ON YOUR PLATE IS OUR **BIG** PRIORITY

Our commitment to the fast delivery of fresh Atlantic Salmon runs deep. Available year-round, it is harvested to order and can be delivered fresh from ocean to plate within 48 hours. New Brunswick Atlantic Salmon is sustainably cultivated in compliance with strict Canadian and U.S. regulations, in the cold, clear waters of the Bay of Fundy. An excellent source of Omega-3 fatty acids, it makes sense to choose New Brunswick Atlantic Salmon.

NEW BRUNSWICK ATLANTIC SALMON PRODUCTS

Whole fish: head-on/gutted.
4-6 lb; 6-8 lb; 8-10 lb; 10-12 lb; 12-14 lb; 14-16 lb;
pack sizes of 10 – 50 lb styro-box.

Fillets: pin bone out, skinless or skin-on.
1-2 lb; 2-3 lb; 3-4 lb; pack sizes of 10-30 lb styro box.

Portions: cut from premium skinless fillet, various seasoning rubs available.
4-10 oz range; pack size – 10 lb styro-box.

Skewers: premium cuts on skewers.
5 oz skewers; pack size – 10 lb styro-box.

Specialty packs: hot-smoked and cold-smoked salmon;
Atlantic Salmon burgers.



NEW BRUNSWICK HERRING PACKS A **BIG** NUTRITIONAL PUNCH

Plentiful, delicious, and packed with protein, vitamin D, Omega-3, calcium and iron, this little fish is a big part of New Brunswick's heritage, tradition and history. We are proud of our long-standing reputation as an important Atlantic Herring supplier to world markets. Harvesting methods range from inshore mobile gear, to large modern herring seiners, to an important weir fishery located in the many coves along the shorelines of the Bay of Fundy.

NEW BRUNSWICK HERRING PRODUCTS

Canned: sardine pack.

Frozen: butterfly, fillet, round.

Frozen: milt, roe.

Salted: round, dressed, fillet.

Round: fresh, split.

Smoked: salted split, hard cured fillet, jerky, mild cured.





OYSTERS

CRASSOSTREA VIRGINICA

COLD WATER SHRIMP

PANDALUS BOREALIS

NEW BRUNSWICK OYSTERS ARE A **BIG** FAVOURITE WITH INTERNATIONAL MARKETS

The oyster from the cold, clear waters of New Brunswick is one of the ocean's most desirable delicacies. From a wild, seasonal commercial fishery to cultivated techniques, New Brunswick supplies fresh, high-quality oysters all year round to domestic and international markets.

Our processors operate under strict quality management guidelines, and the stringent requirements of the Canadian Shellfish Sanitation Program guarantees a safe and consistent product. Cleaned, individually inspected, and carefully hand-packed, New Brunswick oysters are nutritionally rich and prized for their unique, regional flavour.

Oysters (in shell) are offered in various sizes and categories to suit individual markets. It takes an oyster from 4 to 7 years to reach the market length of 76 mm (3 in) and 3 to 4 years to grow a cocktail size oyster, which is usually around 65 mm (2 1/2 in).

NEW BRUNSWICK OYSTER PRODUCTS

Live: fresh "cocktail" oyster, 65 mm or larger.

Live: fresh market size oysters, 76 mm (3 in) or larger.

Packed between 12 and 100 oysters per unit or can be processed to your specifications.



OUR COLD WATER SHRIMP IS KIND OF A **BIG** DEAL



They may be small, but New Brunswick's cold water shrimp are bursting with big flavour, thanks to our cold Atlantic waters. Always a crowd pleaser, they are delicious and highly nutritious. Our MSC-certified sustainable fishery and expert processing industry deliver a top quality product from ocean to plate. Using leading procedures and technologies, the industry observes strict Quality Management Program (QMP) standards to meet the regulatory import requirements of our international customers.

PRODUCTS	COMMERCIAL SIZE COUNT	PACK SIZES
IQF Cooked and peeled	300 - 500 lb	6 X 2.27 kg
	250 - 350 lb	6 X 5 lbs or
	150 to 250 lb	30 lbs (13.5 kg)
	125 -175 lb	bulk
	100 -150 lb	
Whole cooked (head on, shell on)	70 - 90 kg	5 kg
	90 - 120 kg	
	120 +	
	120 - 150 kg	
	150 +	
Whole raw	1, 2 or 5 kg	1 kg
		2 kg
Whole raw (industrial)		15 kg



WE TAKE **BIG** PRIDE IN OUR SEAFOOD INDUSTRY

When we say we're big on seafood, we really mean it. New Brunswick is home to over 50 fish and seafood species, harvested fresh every day and exported to more than 70 countries. With a reputation as a world leader, we are committed to sustainability, innovation, quality, and food safety.

Many packaging, sizing and product options are available. These vary by processor and can be customized to your specifications.

CANADA

NEW
BRUNSWICK

● BOSTON

● NEW YORK

UNITED
STATES



Access our Business Directory
at gnb.ca/fisheries



New  Nouveau
Brunswick
C A N A D A