

**THE ATLANTIC  
RED CRAB COMPANY**

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**The Atlantic Red Company is pleased to announce that we have been awarded Marine Stewardship Council (MSC) certification for being a sustainable and well-managed fishery.**

**In addition, our new processing facility has become MSC Chain of Custody-certified, meeting the Marine Stewardship Council's strict standards for seafood tracibility.**

THE ATLANTIC RED CRAB CO.



*America's Sustainable Crab*

*Exclusive supplier of superior, sustainable crab products, not previously offered for retail sales.*

# Atlantic Red Crab

*(Chacean quinquegens)*

This deliciously sweet, red-tinted crabmeat is wild-harvested in the deep cold waters of the Atlantic, and processed in American plants.

Red Crab products vary from frozen mince for value added products to high-end items such as 100% whole leg meat or "cap off" cocktail claws. The Atlantic Red Crab Company is ready to custom produce crab products that will best suit your retail needs.

## Market Forms

The Atlantic species of red crab has a brilliant orange smooth shell. Available live and frozen, cooked or raw, whole or in clusters.

## Taste/Texture

It has a sweet taste that has been compared to snow crab. The meat is very white and has a distinct red pigment on the outside similar to a lobster.

## Nutritional Value

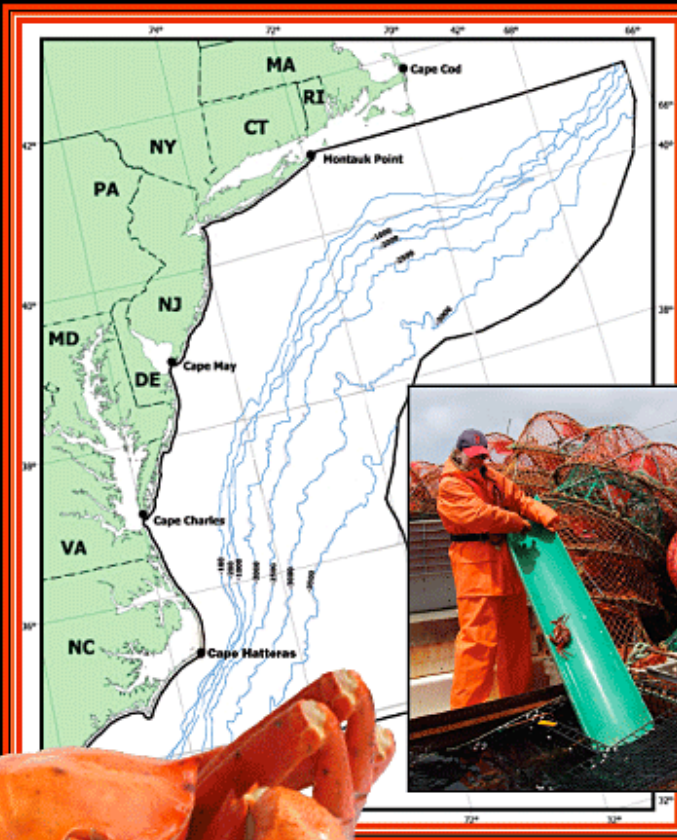
(1/4 cup 40g) 29 Calories  
0.3g fat • 6g protein  
Cholesterol 20mg  
Carbohydrates 0g

## Habitat

Because these crabs are caught at a depth of 2000 feet, the water temperature stays at a constant 38 degrees, which assures their quality.

## Harvesting

Red Crabs are harvested off the continental shelf from North Carolina to the Canadian/US Hauge Line. The crabs are harvested in large wire traps that are hauled to the surface on a 24 hour soak. The crabs are brought dockside live.



*The Atlantic Red Crab fishing fleet has long been an industry leader in promoting sustainable harvesting practices.*

## TERRITORY

From the Canadian/US Hauge Line to North Carolina, Atlantic Red Crab is wild-harvested in the deep cold waters of the North Atlantic by American fishermen and processed in American plants.

## SUSTAINABILITY

The fishery is strictly managed by National Marine Fisheries under the guidelines imposed by the New England Fishery Management Council. Unlike many over-harvested US fisheries, these regulations were set in place to pro-actively manage the fishery in a sustainable manner in order to ensure the vitality of the crab stocks for the future.

In addition, the entire red crab fleet has formed a cooperative (Atlantic Red Crab Harvesters' Cooperative) that has self-imposed even more restrictive guidelines that lend further protections to the red crab resource.

In May 2008, we became the 100th fishery to enter the rigorous MSC certification process. On September 3, 2009 we were awarded MSC certification for being a sustainable and well-managed fishery.