

ORGANIC OCEAN® WILD PACIFIC GROUNDFISH

Harvested from the frigid waters of the North Pacific, Organic Ocean's halibut, sablefish, ling, and rockfish are considered the finest examples of white-fleshed seafood. To ensure that these fish are produced in compliance with the guiding principles established by the recognized sustainable seafood certification bodies, they must be harvested from stocks that are healthy, abundant and managed to maintain or increase their populations while minimizing impact on the habitat, bycatch and other marine life.

WILD PACIFIC HALIBUT



With a flat body and mottled olive coloring to blend into the ocean floor, the Pacific halibut is the largest of all flatfish growing to a length of eight feet and a weight of 600 pounds. Unlike the Atlantic halibut which is endangered throughout its range, the Pacific halibut is comparatively abundant, in large part due to the management and tight regulation of the fishery by the International Pacific Halibut Commission of the United States and Canada.

Organic Ocean's Pacific halibut is harvested by hook and line along the West Coast of Vancouver Island and Haida Gwaii. Prized for the delicate flavor and firm texture of its sparkling white, almost translucent flesh, the lean white meat of the Pacific halibut is high in protein and low in sodium, fat and calories.



WILD PACIFIC SABLEFISH

With dark brown to black sides and top and a pale colored belly, Pacific sablefish are commonly called blackcod although they do not belong to the codfish family. Harvested by longline or trap in



the deep, cold waters of the British Columbia coast, Pacific sablefish has become very popular as responsible chefs have adopted it as an alternative to the Chilean sea bass (also known as Patagonian toothfish) which is often illegally harvested from the severely depleted stocks found in the international waters off of Chile and Argentina. An ideal source of Omega-3 fatty acids, Pacific sablefish with its pearly white and soft-textured flesh and rich and buttery flavor is considered a delicacy.

FISHERMEN KNOW THE BEST SEAFOOD