



True North Seafood

A family pursuit that spans generations

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- Products**
- Fresh Atlantic Salmon (*Salmo Salar*)
 - Frozen Atlantic Salmon (*Salmo Salar*)
 - Frozen Atlantic Salmon Burgers (*Salmo Salar*)
 - Frozen Scallops* (*Zygochlmays Patagonica and Placopecten Magellanicus*)
 - Frozen Argentine Red Shrimps* (*Pleoticus Muelleri*)
 - Frozen Pacific White Shrimps* (*Penaeus Vannamei*)
- *not grown in New Brunswick

Certificate





The Company

Our obsession with delicious, fresh seafood has been in our DNA ever since the day our ancestors began fishing the waters of the Bay of Fundy six generations ago. And while times have changed, we haven't. Like our grandparents, we're proud to spend our days living and working alongside our neighbors and friends in coastal communities to produce the freshest seafood imaginable. Fishing is in our blood. It drives us to innovate -to stay true to you, the environment, and to ourselves. *It's our true north.*

A note on sustainability

To us, the ocean is more than a source of seafood. It's a source of pride. For generations, it has shaped our families and communities and given us a sense of identity and purpose. And we're determined to make sure it stays that way for generations to come. We believe the health of our communities depends on the health of the ocean. For us, staying true to the ocean is how we stay true to ourselves, our community and our future. And that's why we're willing to do whatever it takes to ensure long-term social, economic and environmental sustainability.

It's hard to forget where you come from if you never leave

We know what it takes a village to bring you the freshest seafood, because that's what we see every day. That's why we're so proud of the things we do to improve the lives and opportunities in our local neighborhoods. And while it starts with sustainable employment, it doesn't end there. We're always spearheading community initiatives like shoreline (or beach) cleanups, donations to hospitals and schools, and local scholarship opportunities. We know every hour we give, and every dollar we donate is an investment in our communities. It's an investment in our neighbors and the people we live, work and socialize with every day.