

## SUSTAINABILITY & ENVIRONMENTAL RESPONSIBILITY @ SEABEAR COMPANY

**\*\*LAST REVISED – 9.29.17**

At SeaBear Company, being a “Good Citizen” is one of the six core values we call out in our *Oath to Ourselves* mission/values statement:

We believe being a good citizen takes many shapes – from causes we support, to how we treat our local communities, to how we treat the natural resources we use in our business. It is within this context that we outline our commitments to sustainability and environmental responsibility.

### SEAFOOD

The single largest raw material we use in our operations is seafood. The following outlines how we approach the responsible sourcing and use of seafood:

- We are guided by the advice of **Monterey Bay Aquarium’s Seafood Watch** program for our seafood choices, focusing on those sources evaluated to be “Best” or “Good” alternatives.
- We source our wild salmon from the Pacific Northwest, with the overwhelming majority coming from Alaska.
- We currently source our Atlantic salmon from **Global Aquaculture Alliance’s** four star “**Best Aquaculture Practices**” (**BAP**) Certified farms. We are currently in process to become **Aquaculture Stewardship Council (ASC) Chain of Custody Certified**. In conjunction with the Global Safety Initiative members (GSI) target date of 2020, we are committed to sourcing all our Atlantic salmon from (**ASC**) certified farms, recognized by the Monterey Bay Aquarium as a “Good alternative”.
- We actively seek out fisheries with strong environmental / sustainability stories to feature.
- We are **NON GMO PROJECT VERIFIED** on a large number of our seafood items, and working to obtain this certification broadly across our line.
- We are dedicated to using NON GMO seafood, and proactively source NON GMO ingredients.
- We ensure that 100% of the fish gets used – as much as possible in our own production, and the remainder by those we partner with for uses outside the scope of our business.

### PACKAGING

Our products have high demands on packaging, as it is critical in our business for the packaging to deliver food safety, consumer appeal, gift-readiness and shipping integrity. We continuously test new options and improve all our packaging to achieve these objectives, while minimizing the environmental impact.

### SHIPPING

We are focused on reducing our carbon foot print across our business practices, with a current emphasis on sending more of our packages using ground transportation vs. air.

