

Western Edge SEAFOOD

ABOUT US

JOHN VICTORIA, A VETERAN OF RETAIL SEAFOOD IN PITTSBURGH AND OF SERVING THE WHOLESALE SEAFOOD TRADE IN THE FULTON FISH MARKET OF NEW YORK, FOUNDED WESTERN EDGE SEAFOOD IN 1986 TO ADDRESS THE NEEDS OF A CHANGING SEAFOOD INDUSTRY. WESTERN EDGE WAS FOUNDED IN RECOGNITION OF THE NEED FOR EXPANDING IMPORTS OF SEAFOOD INTO THE UNITED STATES AS A WAY OF IMPROVING AND STABILIZING SUPPLY. WESTERN EDGE SOON BECAME A LEADER IN FRESH FISH IMPORTS FROM SOUTH AND CENTRAL AMERICA BROUGHT THROUGH ITS FACILITY IN MIAMI.

HAVING ADAPTABILITY AND INNOVATION AS FOUNDING CORE PRINCIPLES, WESTERN EDGE LED THE WAY INTO THE SOURCING OF QUALITY FROZEN MARKET FORMS OF SEAFOOD PRODUCTS. WESTERN EDGE HAS BEEN ACTIVE IN THE DEVELOPMENT OF SEAFOOD PROCESSING METHODS AND THE TRANSFER OF TECHNOLOGIES TO PROCESSING PLANTS OVERSEAS. AS INNOVATIONS AND IMPROVEMENTS IN FREEZING AND PROCESSING TECHNOLOGIES WERE DEVELOPED, WESTERN EDGE COMBINED THOSE INNOVATIONS WITH A DEEP UNDERSTANDING OF SUPPLY LOGISTICS TO ADD VALUE TO ITS CUSTOMERS' SEAFOOD PROGRAMS WITH FROZEN SEAFOOD ITEMS.

AQUACULTURE PRODUCTS SUCH AS TILAPIA AND CATFISH AND THE DEVELOPMENT OF TRADE WITH ASIA HAVE BEEN PART OF A NATURAL PROGRESSION OF THE WESTERN EDGE STORY. WITH PARTNERS IN CHINA WHO POSSES A DEEP CULTURAL DESIRE TO PRODUCE QUALITY SEAFOOD AND A FREE FLOW OF INFORMATION AND COLLABORATION, WESTERN EDGE HAS BEEN ABLE TO BECOME A TOP IMPORTER OF AQUACULTURE FINFISH FROM CHINA INTO THE UNITED STATES.

THE PROGRAM CONTINUES TO DEVELOP DRIVEN BY CORE PRINCIPLES OF ADAPTABILITY AND INNOVATION WHILE ALWAYS ROOTED IN PRINCIPLES OF CONSISTENCY AND FOOD SAFETY. WESTERN EDGE CONTINUES TO ADD VALUE TO THE SEAFOOD PROGRAMS OF ITS CUSTOMERS THROUGH COMPREHENSIVE FOOD SAFETY INITIATIVES AND QUALITY CONTROLS. CUSTOMERS OF WESTERN EDGE CAN FEEL SECURE THAT THEIR USE OF WESTERN EDGE BRAND WILL KEEP THEM SUCCESSFUL IN ADDRESSING ISSUES OF FOOD SAFETY AND PRODUCT QUALITY.

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