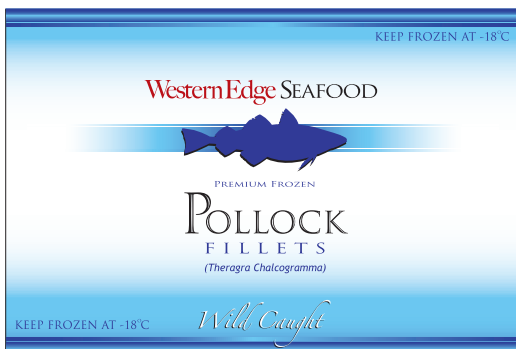

POLLOCK: THE WESTERN EDGE DIFFERENCE

WESTERN EDGE SEAFOOD - GOLD LABEL POLLOCK



- MINIMAL ADDED MOISTURE
- 40% LESS MOISTURE ADDED THAN LOW GRADE POLLOCK
- LESS DRIP LOSS
- CLEAN, NATURAL TASTE
- BEST PERFORMANCE OF BREADINGS AND COATINGS

WESTERN EDGE SEAFOOD - SILVER LABEL POLLOCK



- EXCEEDS INDUSTRY STANDARDS FOR DRIP LOSS
- DEVELOPED FOR MORE PRICE SENSITIVE MARKETS
- EXCELLENT COOKING PERFORMANCE
- DELIVERS HIGH VALUE AND AFFORDABILITY

LOW GRADE POLLOCK

**Low Grade
Pollock**

- OVER SOAKED
- EXTREME DRIP LOSS OF OVER 20% WEIGHT LOSS
- POOR PERFORMANCE OF BREADINGS AND COATINGS
- LOSS OF USABLE PIECES DUE TO BREAKAGE DURING PREPARATION