

CANADIAN LOBSTER



45N 63W. IT'S EASY TO GET CAUGHT UP IN A PLACE LIKE NOVA SCOTIA. WHERE THE WATER IS COLD AND CLEAN. THE PEOPLE, WARM AND FRIENDLY. THE SEA HAS SUSTAINED US FOR GENERATIONS, AND SO NATURALLY WE FEEL RESPONSIBLE FOR SUSTAINING IT TOO. IT IS WOVEN INTO OUR HISTORY. OUR CULTURE. OUR FUTURE. YOU CAN TASTE OUR VALUES IN EVERY BITE. IT'S THE TASTE OF QUALITY. THE TASTE OF THE UNSPOILED ATLANTIC. THE TASTE OF NOVA SCOTIA. PURE.

CANADIAN LOBSTER

HOMARUS AMERICANUS

Harvesting lobster along the rugged Atlantic Coast is steeped in tradition. Prized for its hard shelled and full meat qualities, Nova Scotia Lobster is harvested from the cold, clean, pristine waters along the coast of the province, by thousands of independent harvesters, and shipped all over the world.

NOVA SCOTIA LOBSTER. PURE.

Nova Scotia's lobster fishery is carefully managed to bring the highest quality lobster to market. Nova Scotia lobster is graded and shipped live around the world. The rest is processed into high quality fresh and frozen products, also sold internationally. Nova Scotia lobster processing facilities are registered to meet international quality assurance standards, ensuring you receive a safe, high-quality product. The short time between harvesting and processing ensures that the lobster tastes as fresh as the day it was caught.

SUSTAINABILITY

Both inshore and offshore lobster fishing areas in Nova Scotia are Marine Stewardship Council certified (MSC), the world's leading certification and eco-labelling programs for wild sustainable seafood.

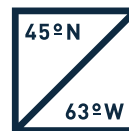
PRODUCT TYPES

Lobster comes packaged in a wide selection of products and sizes, frozen and processed for consistent quality, including:

- Live lobster
- Raw lobster tails, frozen
- Whole cooked in brine, frozen
- Whole cooked, frozen
- Blanched whole, frozen
- Meat, frozen
- High pressure processing
- Other specialty products



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NOVA SCOTIA
SEAFOOD
PURE.  CANADA.