



**NEW BRUNSWICK**  
DELICIOUSLY CANADIAN

# PURE BY NATURE

**SEAFOOD PRODUCT  
INFORMATION GUIDE**



Deliciously Canadian

# LOBSTER

*Homarus Americanus*



- **Largest processor of lobster in the world!**
- **100% natural and a healthy source of protein.**
- **Wild-caught from the cold pristine waters of Atlantic Canada.**
- **Harvested, processed, and shipped around the world, every day.**

New Brunswick's delicious lobster comes from the pure and icy waters of Canada's Atlantic Ocean. Lobster fishing is the heartbeat of many of our coastal communities.

Thanks to innovative and resilient generations of lobster harvesters in the province, we are the largest lobster processor in the world, representing more than half of the global supply of frozen lobster. Sustainability and quality are the key pillars in the New Brunswick lobster industry. Our lobster resources are managed responsibly to ensure sustainable seafood for future generations.

New Brunswick lobster is one of the most delicious and nutritious sources of protein you can find. It's the star of any dining experience whether it's simply boiled and served with butter, grilled on a BBQ or featured in a lobster roll.



## New Brunswick Lobster Products

- **Frozen raw lobster tails:** individually quick-frozen (IQF).
- **Frozen whole-cooked lobster (in brine):** product cooked, graded, packed in laminated pouches with brine, sealed and blast-frozen. Popsicle.
- **Whole-frozen lobster:** lobster blanched, cooked or raw, individually packed in net.
- **Frozen lobster meat (vacuum-packed):** cooked lobster meat which includes a combination of tail, claws, knuckles, and legs; vacuum-packed and quick frozen.
- **Minced lobster meat:** finely processed meat from the lobster body.
- **Raw lobster meat (HPP or UHP) ultra high-pressure processing:** the latest technology in processing, allows for lobster meat to be detached from the shell leaving the raw flesh whole (tails, knuckles, legs and claws) resulting in a higher yield per lobster. This innovative process leaves the tender texture and delicate flavour of the lobster meat intact and maintains all of its natural nutrients.
- **Live lobster:** packed in lined cardboard boxes, divided with individual holding sleeves.
- **Retail-ready and specialty products:** scored or cap off claws and arms, split lobster, lobster bisque and sauces, lobster oil, etc.. Customized packaging available for foodservice and retail.



View our  
Online Seafood  
Supplier Directory





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# SNOW CRAB

*Chionoecetes Opilio*

- Unblemished, vibrant red shells.
- 100% natural and a healthy source of protein.
- Wild-caught from the deep-waters of Atlantic Canada.
- Hard shell full of sweet and succulent white meat.

New Brunswick's delicious snow crab comes from the pure and icy waters of Canada's Atlantic Ocean. New Brunswick has a long history of fishing and nurturing snow crab. For generations, our fishermen have braved the elements, often travelling as far as 400 kilometres offshore, to catch this deep-water treasure. Our fishery is carefully managed to bring the highest quality product to market year-round.

Supporting an environmentally sustainable fishery, skilled fishers harvest only prime quality males that meet the catch size, returning the females to the water. Our state-of-the-art freezing and processing technology preserve the flavour, colour and nutritional value of the snow crab from the moment it's caught. Our processing facilities are registered to meet international quality assurance standards, ensuring you receive a healthy, safe and high-quality product.

Buyers all over the world have come to rely on our snow crab for its premium quality shell, sweet natural taste, and consistent supply. New Brunswick snow crab is sure to be a showstopper!



## New Brunswick Snow Crab Products

- **Clusters/Sections:** shell-on complete shoulder with full shape – 5 legs, including claw on first leg.
- **Whole:** shell-on crab in its natural round form. Raw or cooked.
- **Snap-and-eat Clusters/Sections:** pre-scored for easy cracking and eating.
- **Cocktail Claws (cap off):** upper cap (shell) of the claw is removed for easy eating.
- **Split Clusters/Sections:** leg shells are partially removed along the length to expose the meat.
- **Meat Packs:**
  - Salad meat* - crab shoulder meat and tips
  - Leg meat* - intact meat extracted from the legs
  - Combo* - portions of salad to leg meat varies: 60/40, 70/30, 75/25, 80/20

Products	Traditional Size Grades	Pack Sizes
Clusters / Sections	5-8 oz, 10 oz+, 12 oz+	5 lbs, 10 lbs, 30 lbs
Whole Cooked or raw	4 -10 pieces per pack	3 or 5 kg 6.6 or 11 lb
Meat: leg meat, salad meat or combo	2 kg 2.5 or 5 lbs	6 x 2 kg 6 x 2.5 or 5 lbs
Cocktail Claws (cap off)	9/12, 12/16, 16/20, 21/25, 26/30, 30/34 count per 500 g	6 x 3 lbs: 18 lbs (8.16 kg) 14 x 1.5 lbs: 21 lbs (9.52 kg)





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# ATLANTIC SALMON

*Salmo Salar*

- Sashimi-grade fresh salmon available worldwide.
- Melt-in-your-mouth texture and delicate flavour.
- Rich in omega-3s, and a good source of Vitamin D and calcium.
- Farm-raised in their natural habitat providing quality and freshness.

## New Brunswick Atlantic Salmon Products

- **Whole Fish:** head-on/gutted.  
4-6 lb; 6-8 lb; 8-10 lb; 10-12 lb; 12-14 lb; 14-16 lb;  
pack sizes of 10 – 50 lb styro-box.
- **Fillets:** pin bone out, skinless or skin-on.  
1-2 lb; 2-3 lb; 3-4 lb; pack sizes of 10-30 lb styro box.
- **Portions:** cut from premium skinless fillet, various  
seasoning rubs available.  
4-10 oz range; pack size – 10 lb styro-box.
- **Skewers:** premium cuts on skewers.  
5 oz skewers; pack size – 10 lb styro-box.
- **Specialty packs:** hot-smoked and cold-smoked  
salmon; Atlantic Salmon burgers.



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# HERRING

*Clupea Harengus*

- Bold and intense flavours.
- Packed with protein, vitamin D, Omega-3, Calcium and Iron.
- Long-standing reputation as an important supplier to world markets.

New Brunswick's delicious herring are harvested from the pure and icy waters along the coast of the province and shipped all over the world. A central part of New Brunswick's heritage, tradition, and history, this little fish is known for its plentiful and delicious flavour as well as its protein, vitamin D, Omega-3, calcium, and iron components.

## New Brunswick Herring Products

- **Canned:** sardine pack.
- **Frozen:** butterfly, fillet, round.
- **Frozen:** milt, roe.
- **Salted:** round, dressed, fillet.
- **Round:** fresh, split.
- **Smoked:** salted split, hard cured fillet, jerky, mild cured.







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# OYSTERS

*Crassostrea Virginica*

- Longest shelf-life of any oysters on the planet.
- 100% natural and unique to their environment.
- Rich variety of taste and characteristics.
- Excellent source of zinc to support a healthy immune system.

New Brunswick's rich, secluded bays create the perfect conditions for a variety of high-quality oysters to thrive. The icy cold waters and harsh winters make them resilient, which contributes to their extended shelf life. The result is unique oysters that offer deliciously consistent quality and taste year-round.

## New Brunswick Oyster Products

- **Live:** fresh "cocktail" oyster, 65 mm or larger.
- **Live:** fresh market size oysters, 76 mm (3 in) or larger.
- Packed between 12 and 100 oysters per unit or can be processed to your specifications.



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# COLDWATER SHRIMP

*Pandalus Borealis*

- Plump, firm and bursting with sweet flavour.
- Unbeatable quality and texture
- 100% pure and high in protein.
- Wild-caught from the deep-waters of Atlantic Canada.

## New Brunswick Coldwater Shrimp Products

Products	Commercial Size Count	Pack Sizes
IQF Cooked and peeled	90 – 125 / lb 90 – 150 / lb 125 – 175 / lb 150 – 250 / lb 250 – 350 / lb 300 – 500 / lb 500+ / lb	6 X 2.27 kg 6 X 5 lbs or 30 lbs (13.5 kg) bulk
Whole cooked (head on, shell on)	70 - 90 kg 90 - 120 kg 120 + 120 - 150 kg 150 +	3 or 5 kg 6.6 or 11 lb
Whole raw	1, 2 or 5 kg	1 kg 2 kg
Whole raw (industrial)		15 kg







CANADA

**New Brunswick**

● BOSTON

● NEW YORK



## FRESH BY NATURE

UNITED  
STATES

New Brunswick delivers Canadian seafood excellence around the world every day. Taste, freshness, and sustainability are interwoven in our seafood sector. As the leading seafood processor in Canada, we are committed to sustainability, innovation, quality and food safety. Premium delicious seafood is not just a promise we make, it's part of our deliciously Canadian nature.