



CONTACT
Kim Stockburn
Raincoast Trading
604-323-3500
kim@raincoasttrading.com
raincoasttrading.com

FOR IMMEDIATE RELEASE

Sustainability Meets Affordability

Press release

British Columbia, April 2016 — Raincoast Trading, well known for leading the way in sustainable seafood, is going global.

Working with the Marine Stewardship Council (www.msc.org), Raincoast Trading has sourced sustainable pole and line-caught wild skipjack tuna in the Maldives for their new product line: **Raincoast Global**.

Raincoast Global Wild Skipjack Tuna is available in two varieties: with natural sea salt and salt-free. Both contain low levels of mercury with no added flavouring or preservatives.

“We wanted to provide a sustainable yet affordable option for all consumers,” said Kim Stockburn, brand manager for Raincoast Trading. “While we continue to sell our local BC-caught and processed premium Pacific Albacore Tuna, we have been exploring sustainable fisheries in other parts of the globe in order to provide a product that is accessible and affordable for everyone.”

Look for Raincoast Global in the canned seafood aisle or natural food aisle at a retailer near you.

<http://www.raincoasttrading.com/global>

Raincoast Trading has been selling premium wild seafood products since 1995. Based in Vancouver on the west coast of Canada, the company is proud to offer consumers sustainably-harvested, gourmet canned seafood. Raincoast Trading adheres to the highest sustainability standards when catching, processing and packaging its seafood. Pole & line fishing involves individual lines with bait or lures attached at the end of the line. Any bycatch caught by pole & line can easily be released alive and there is no impact on the surrounding environment.

