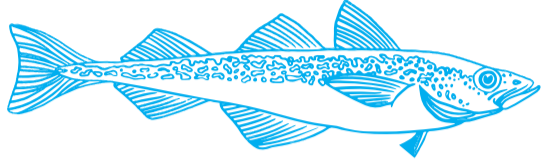




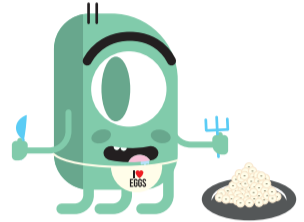
Wild, Natural & Sustainable®

FISHY FACTS

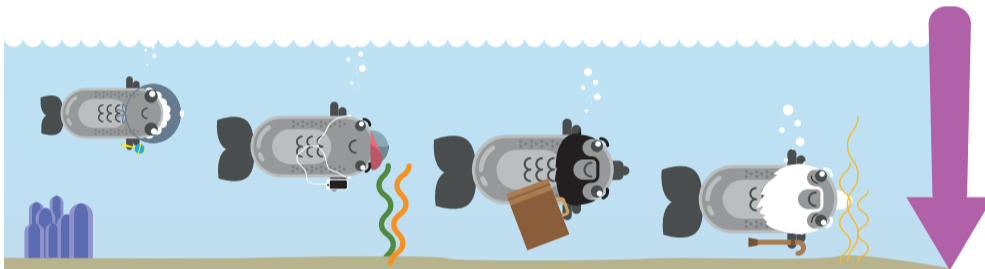
ALASKA POLLOCK



ALASKA POLLOCK IS EATEN MORE THAN ANY OTHER FISH IN THE WORLD



THE EGGS OF AN ALASKA POLLOCK ARE FOOD FOR TINY SEA CREATURES.



YOUNG ALASKA POLLOCK USUALLY SWIM NEAR THE OCEAN'S SURFACE. THEY SWIM DEEPER AS THEY GET OLDER.

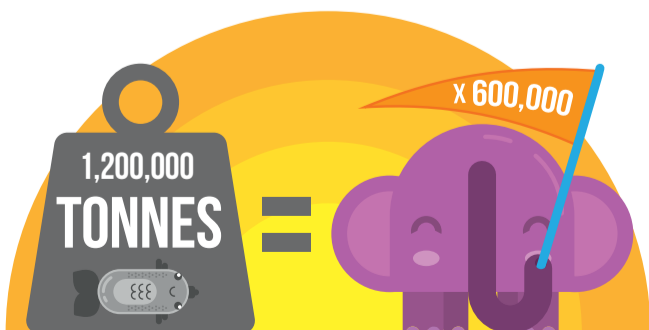
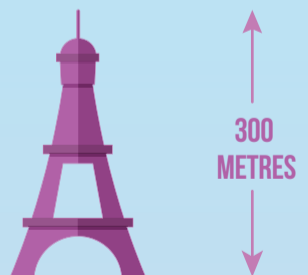


ADULT POLLOCK FEED ON PLANKTON & SMALLER FISH.

ALASKA POLLOCK CAN LIVE UP TO 15 YEARS

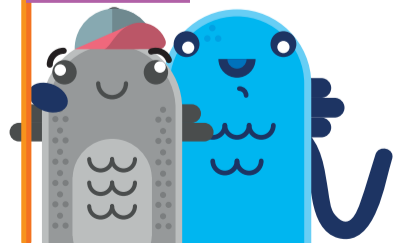


ALASKA POLLOCK LOVE SWIMMING IN DEEP WATERS – AS LOW AS 300M, THAT'S THE SAME HEIGHT AS THE EIFFEL TOWER!



THROUGH CAREFUL MANAGEMENT, ALASKA HARVESTS AN AVERAGE OF 1.2 MILLION TONNES OF POLLOCK EVERY YEAR, THAT'S THE SAME WEIGHT AS 600,000 ELEPHANTS!

FAMILY REUNION !!!



ALASKA POLLOCK IS A MEMBER OF THE COD FAMILY THEY'RE COUSINS! IT HAS A SIMILAR WHITE FLAKY MEAT AND DELICATE TASTY TEXTURE.