

FAQ ...

COVID-19 PRECAUTIONS?: We are a HACCP Certified facility, we are subject to regular inspections by both State and Federal agencies, all of our supply-lines are similarly regulated. We're under strict GMP & SSOP Standards for Food Safety. We are (above-and-beyond) adhering to suggested guidelines for distancing, covering, and sanitation, and we submit to sensory testing before we enter our own facility. Our delivery drivers are subject to the same standards, and are sensitive to any personal requests, including contact-less delivery.

TELL ME ABOUT SIZING: Many items that we offer are “ocean run” or “catch-weight”, meaning that there is a variance in size from one fish to another of the same species. For example, our Frozen Premium Hamachi fillets are typically 4 to 5+ lbs ea, so one may receive a catch-weight of 4.53#, and someone else's may be 5.17#. Same with Salmon – a side (one fillet) of Salmon will range from about 3# to 5#, depending on the size of the whole fish that was processed, and depending on your request for Skin-On or -Off.

HOW CLOSE CAN WE GET TO YOUR REQUESTED WEIGHT?: Many Frozen items are pre-packaged in standard units, and many Fresh items are small enough (Petrale Sole, RockFish, Scallops) to fill your request precisely or very close. With larger Fresh Fish (Salmon, Halibut, Yellowtail Jack), we ask you for some flexibility, knowing that you can store it fresh or freeze it for later. Think about this: if you ask for two pounds of Salmon fillet, what are we gonna do with the extra 1 to 1.5 lbs? And do you want the cut to include the tail? Or the belly area? Because you can't get both if we cut a piece off of one end or the other.

WHAT ABOUT PAYMENT & DELIVERY TIME?: Cash is great, or our drivers have the Square App to run your Credit Card, or you may call in to give us your Account info ... but we don't know the Invoice amount ahead of time, because our current set-up is that your orders are “custom-processed”, meaning we're not sure of the exact weight of that Hamachi Fil or if your Salmon order comes out to be 2.9 lbs or 3.4 lbs. We'll let you know in the morning of your delivery day. And you can expect our delivery driver to arrive pretty early – out of common courtesy, probably not any earlier than 8 to 9:00 am, with about 12 or 1:00 pm being on the late end.

WHY A \$10.00 SERVICE CHARGE?: Adding on a delivery fee to the invoices is a very common practice among distribution companies. We didn't incorporate this practice with our traditional model of distribution to food-service institutions, but our average invoice amount is way lower nowadays, and our costs of distribution are the same (or even higher), hence the very minimal service charge.

WHAT ABOUT PORTIONING?: Historically, as a supplier to restaurants & food service institutions, we haven't had a lot of requests for portioning. We certainly haven't put our best foot forward when we've tried to do portioning in the past, because it isn't in our “skill-set”, nor a function of our usual processes. That being said, we are researching & sourcing some pre-portioned seafood products that we hope will be a big hit with our HDS customers. Stay tuned.

WHY DO PRICES CHANGE?: Most folks only notice or say something if prices go up. But the fact is that prices go down, too. During “normal” times, we see price fluctuations in Wild seafood that are usually due to weather and/or availability. As Wild seafood is the only commercially, readily-available Wild protein, Mother Nature plays a big part. Farmed seafood doesn't fluctuate too much in “normal” times,

unless there's a major incident (such as an El Nino-related die-off of Chilean Salmon) that creates a huge negative impact on worldwide supply. In the current market, all that is true, AND demand and variety is way down (especially for "exotic" seafood), AND planes aren't flying out of certain countries, AND they're flying at less-than-capacity, AND trucking is way below capacity, so Shipping Rates are spiking, and you pay for it. It's not any different than most everything else you purchase – bottled water? – the majority of the costs are in shipping, not in the product itself.

WILD vs FARMED?: Method of Production (MOP) tells you whether an item is wild or farmed, and MOP is stated on our invoices for each item, as a lawfully required field. The only commercially readily-available WILD protein is seafood! For Farmed seafood, we make sure that we're using Farmed Fish that meet several criteria, such as Best Aquaculture Practices, Fair Trade Certification, and many other certifications, recognitions, and awards attesting to their environmental & social concerns.

WHY DO I THINK I SHOULDN'T EAT FARMED SEAFOOD?: Because big industries with big money (such as the beef, pork, poultry, and dairy lobbies) have found it in their best interest at times to bad-mouth the seafood industry as a way to promote their product. Fact #1- Aquaculture stamps a lower carbon footprint than other farmed meats. Oyster, Clam, & Mussel farming actually creates a net-positive, beneficial carbon footprint. Fact #2- The worst thing about Farmed Seafood is that people don't eat enough of it.

WHAT IS COOL?: It's COOL that you're reading this. Actually, COOL stands for Country Of Origin Labeling, and it's another required field on our invoicing. We think it's labelling that doesn't meet its intended purpose of educating the consumer. You go to the store and pick up something that's COOL USA – but you have no idea if it's from Maine or Florida or SoCal or Hawaii or Alaska – all different waters, all different environments, and all USA – what have you learned? What if a fish is caught right off of Tijuana, but off-loaded in San Diego? Is that a Mexican fish or an American fish? Or is it a fish with dual-citizenship? But as long as it works in a fish taco, who cares what nationality the fish is? (According to COOL regulations, it should be labelled 'USA'). Here's another one, very real-life situation: A Vietnamese fisherman sails out of Vancouver, Canada on a Portuguese-flagged boat, heading for the Pollock grounds off of Alaska, USA, and those Pollock were recently swimming off the coast of Russia. He catches the fish, and unloads it to a factory-at-sea trawler which is owned by a Chinese company. The factory-trawler processes surimi (imitation crabmeat) and the white stuff in your McFish sandwiches, and Pollock is COOL China, even though there's never been a Pollock anywhere near China.

CAN I FREEZE YOUR FISH?: Yes, and here's the general guidelines: Whatever you think you'll eat Fresh in the next couple of days, leave it Fresh. Once you cook it, the shelf-life of any leftovers is greatly extended, up to a week or more in most cases. (Salmon omelets are one of my faves). If you wanna save some of today's Fresh fish for later in the week, we suggest freezing it in ziplocs for just a few hours, enough to give it a "crust", but not too long as to freeze it solid. That'll be enough to retard or kill off any bacteria growth. Then place in the refrigerator for slow thawing. If you plan on using today's fish sometime down the road, then freeze it solid for your use whenever you have the craving.

HOW DO I THAW SEAFOOD?: The product may be IQF (Individually Quick Frozen), which are individual pieces (Shrimp, for example), of which any amount can be removed from the bag to thaw, and the remainder goes right back into da' freezer. For something frozen in a solid Block, such as many pre-packed Frozen items, or the fish portions that you froze last month, the best method is to thaw it as slow as possible by leaving it in your refrigerator for a few days. Next best is to leave it out on your

counter overnight or for several hours during the day. Wrap in newspaper for extra insulation and slower thaw. Running cold water directed over the baggie or plastic covering is the next best method for thawing. And remember DO NOT THAW WITH WARM WATER, and DO NOT THAW IN STANDING WATER.