

HADDOCK



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.

HADDOCK

MELANOGRAMMUS AEGLEFINUS

Haddock, a member of the cod family, is a North Atlantic white fish with a very distinctive black blotch just above the pectoral fin and an easily recognizable black lateral line running down its side. Nova Scotia haddock are harvested from the cold, clean, pristine waters along the coast of the province and shipped all over the world. Haddock is a deep-sea fish with a mild and sweet flavour.

NOVA SCOTIA HADDOCK. PURE.

Processing often includes cutting fish by hand into fillets and freezing. Haddock may also be dried, salted or smoked. Nova Scotia haddock processing facilities are registered to meet international quality assurance standards, ensuring you receive a healthy, safe, and high-quality product.

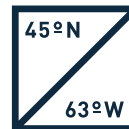
WILD AND SUSTAINABLE

The Canadian haddock fishery is Marine Stewardship Council Certified (MSC), the world's leading certification and eco-labelling programs for wild sustainable seafood.

PRODUCT TYPES

Nova Scotia's haddock comes packaged in a wide selection of products and sizes, fresh, frozen and processed for consistent quality, including:

- Whole, fresh
- Roe, fresh
- Bits, fresh
- Fillets, fresh
- Fillets, frozen
- Fillets, smoked
- Fillets, salted
- Other specialty products



NOVA SCOTIA
SEAFOOD
PURE.  CANADA.



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