



The Fish People

Western Edge SEAFOOD™

BRAND



Tilapia



What's Important To You?

Taste

Select Western Edge partnered plants engage in the promotion of "Best Practices for Taste" with their farming partners. These farm management practices prevent off flavors in the final raw material. The use of these practices are verified by procedures at the plant that guarantee every lot of raw material is tested for taste.

Keeping a high standard has yielded us a Culinary Approved taste profile for Western Edge Seafood Tilapia, and has been the key to our success in earning national restaurant group and foodservice contracts.



Safety

Food safety cannot be taken lightly by Operators who need to protect their reputations and the value of their Brand.

All Western Edge tilapia is produced under the BRC food safety standard. The BRC Standard is widely considered by Quality Assurance professionals to be the most robust. Many in the industry do not accept a simple HACCP approval for a production facility but insist on rigorous auditing and a high passing grade. Ask your Western Edge Representative for current dated Certificates.



Sustainability

Conscientious corporate citizens of our world have a responsibility to choose ingredients in a manner that protects our planet. Savvy operators also realize that acting responsibly is good business and can elevate the consumer's perception of a brand.

Two stars are awarded only to producing operations that implement environmentally sustainable practices into their production on the [farm level](#) and the [plant level](#).

All Western Edge Tilapia is ACC certified. Look for the Two-Star logo on the Western Edge brand carton. Dated certificates are available from your Western Edge representative.



The Responsible Seafood Choice.



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LET'S TALK FISH.

NRA Show '18
Booth #9958