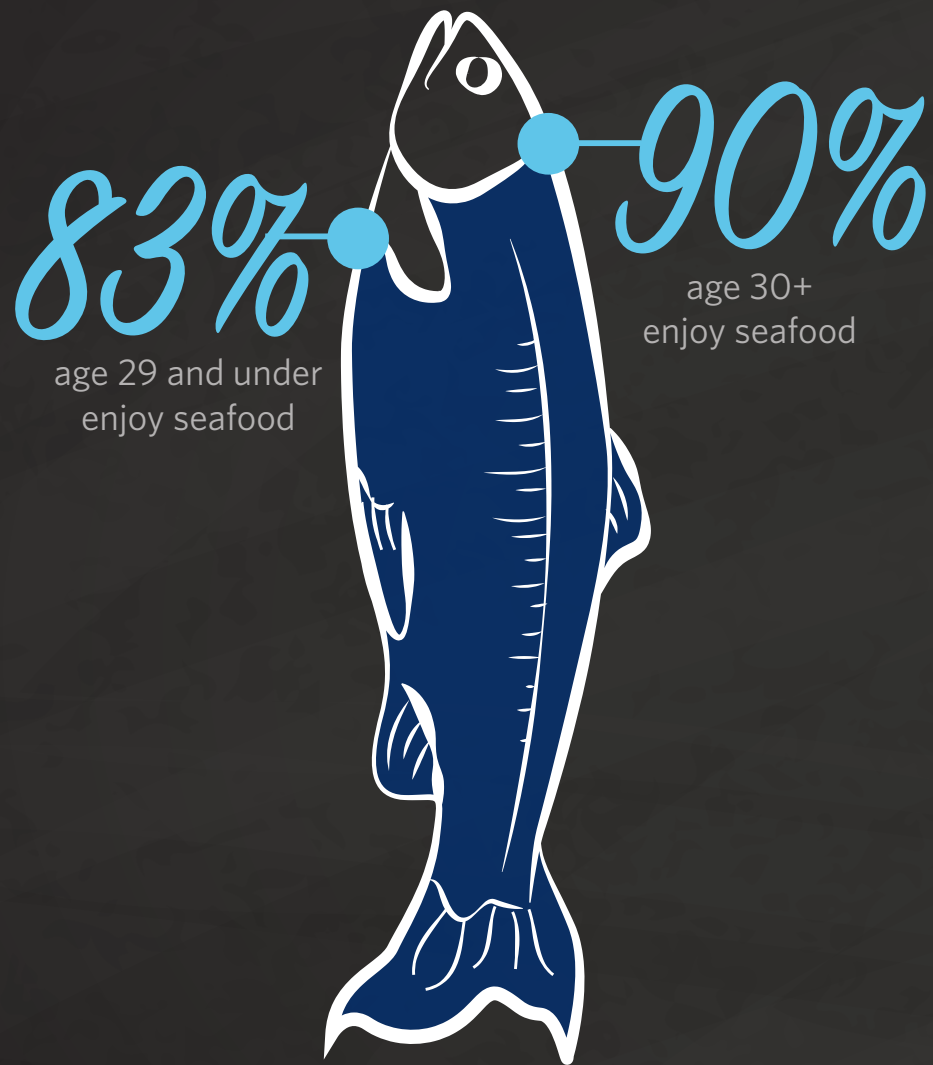


2015 CONSUMER INTEREST IN *Seafood*

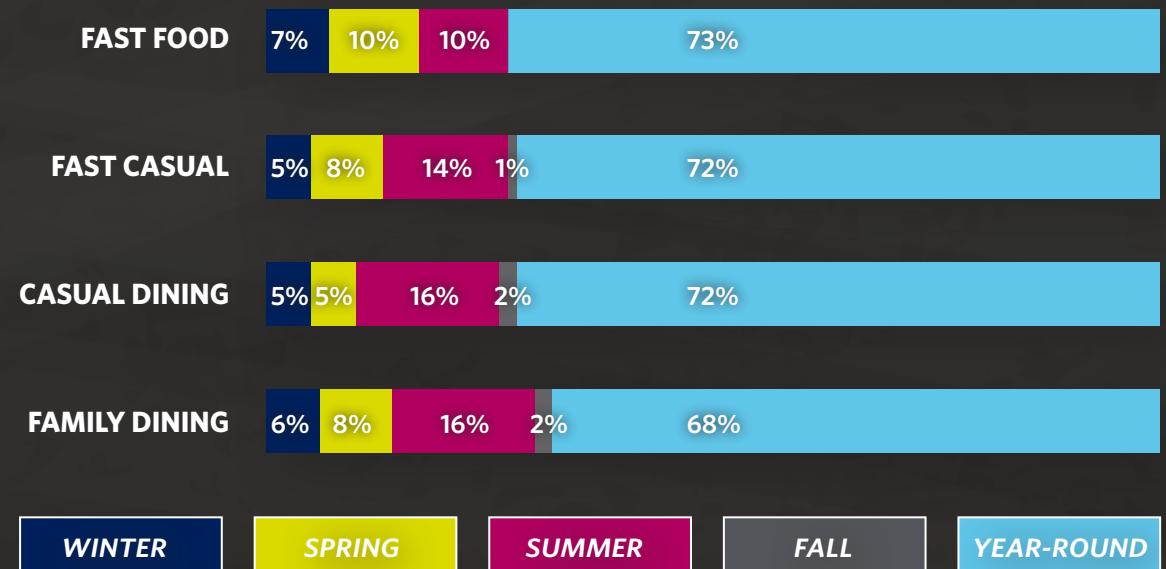


93%

view seafood as a source of protein that is healthier than beef, pork or poultry



Consumers Demand Seafood Year-round



Source: "2015 Foodservice Consumer Profiling & Segmentation" by Consumer Insight Associates