

Further guidance on terminology, seafood types and retailers

Guide to terminology

Fresh counter – a counter or display case with fresh and previously frozen seafood on ice where you request the amount of seafood you would like to purchase (usually by weight or number).

Meat pin – a stick or pin on display in a fresh counter that indicates what the seafood is, what the unit price is (e.g. \$2.99/100 grams), and possibly other information (e.g. country of catch or harvest method).

Weigh label – the package sticker on fresh or previously frozen seafood you have ordered from the fresh counter that indicates what the seafood is, what the price is, and possibly other information (e.g. country of catch or harvest method).

Fresh – seafood that has never been frozen.

Previously frozen – seafood that came into the store frozen, and has been defrosted for sale by the retailer.

Frozen – seafood that is frozen at point of sale.

Packaged in store – seafood that the store has packaged, usually located near the fresh counter with similar packaging to other meat products (e.g. filets of fish on a foam tray wrapped in plastic wrap with a non-branded weigh label or sticker).

Pre-packaged – seafood that arrives at the store packaged, usually in more elaborate and branded packaging and with more product information (e.g. High Liner’s Breaded Fish Fillets).

Guide to seafood product sampling instructions

	Description of seafood on sampling kits	Further Description
1	Cod: fresh counter	Any seafood with “cod” in the name purchased from the fresh case. Please take pictures of the meat pin in the display case and the weigh label that is stuck to the package.
2	Cod: Previously frozen, packaged in store	Any seafood with “cod” in the name that was previously frozen. It will have in-store labelling similar to other meat products. Please take pictures of any label.
3	Cod: frozen, pre-packaged	Any seafood with “cod” in the name that was packaged by a processor before it arrived at the store (typically a more decorated package with company branding and product information). Please take pictures of all sides of the package, such that all text on the package is legible.
4	Sole: fresh counter	Any seafood with “sole” in the name purchased from the fresh case. Please take pictures of the meat pin in the display case and the weigh label that is stuck to the package.
5	Sole: previously frozen, packaged in store	Any seafood with “sole” in the name that was previously frozen. It will have in-store labelling similar to other meat products. Please take pictures of any label.
6	Sole: frozen, pre-packaged	Any seafood with “sole” in the name that was packaged by a processor before it arrived at the store (typically a more decorated package with company branding and product information). Please take pictures of all sides of the package, such that all text on the package is legible.

7	Wild salmon: fresh counter	Any salmon from the fresh case that is claiming to be “wild salmon”. Wild salmon may also be sold as “Pacific salmon” or by using the species’ common name (e.g. Pink, Chum, Keta, Coho, Spring, Sockeye, Chinook, etc.). Do not buy “Atlantic salmon” as this will be farmed and not wild caught. Please take pictures of the meat pin in the display case and the weigh label that is stuck to the package.
8	Wild salmon: previously frozen, packaged in store	Any salmon packaged in store (using in-store labelling which will be similar to other meat products) that is claiming to be “wild salmon”. Wild salmon may also be sold as “Pacific salmon” or by using the species’ common name (e.g. Pink, Chum, Keta, Coho, Spring, Sockeye, Chinook, etc.). Do not buy “Atlantic salmon” as this will be farmed and not wild caught. Please take pictures of any labels.
9	Wild salmon: frozen, pre-packaged	Any salmon that was pre-packaged by the processor (typically a more decorated package with company branding and product information) that is claiming to be “wild salmon”. Wild salmon may also be sold as “Pacific salmon” or by using the species’ common name (e.g. Pink, Chum, Keta, Coho, Spring, Sockeye, Chinook, etc.). Do not buy “Atlantic salmon” as this will be farmed and not wild caught. Please take pictures of all sides of the package, such that all text on the package is legible.
10	Farmed shrimp: frozen, pre-packaged	Any seafood with “shrimp” or “prawn” in the name that was pre-packaged by the processor when it arrived at the store (typically a more decorated package with company branding and product information). Please take pictures of all sides of the package, such that all text on the package is legible.
11	Rockfish/Snapper: any form you find it	Any seafood with “rockfish” or “snapper” in the name purchased from the fresh case or packaged in store. Please take pictures of the meat pin if purchased from the display case and the weigh label that is affixed to the package.
12	Any cod, sole, wild salmon, or farmed shrimp	If you are instructed to sample any cod, sole, wild salmon, or farmed shrimp then choose any products from 1-11 above and follow the instructions.

Guide to retailer sampling instructions

	Retailer name on sampling kits	Further Description
1	LOBLAW CHAIN	Includes Atlantic Superstore, Dominion Stores, Real Canadian Superstore, Maxi & Cie, Loblaws, Provigo, T&T, Valu-mart, Your Independent Grocer, Zehrs
2	METRO	Includes Metro, Metro Plus, Super C, Food Basics, and Marché Richelieu
3	SOBEYS CHAIN	Includes Sobeys, IGA extra, Safeway, Thrifty Foods, IGA, Foodland, FreshCo, Bonichoix
4	SAVE ON FOODS/OVERWAITEA	Includes Save-On Foods, Urban Fare, PriceSmart, and Overwaitea Foods
5	COSTCO	Includes Costco stores only
6	WALMART	Includes Walmart stores only
7	FEDERATED CO-OP	Also known as FCL or the CO-OP