



GULF WILD™ SEAFOOD FEATURING SNAPPER & GROUPEL VARIETIES



PRODUCT PROFILE

Gulf Wild™ branded seafood from the Gulf of Mexico sets the new standard for genuine, responsibly-caught and safety tested seafood that's trackable back to the accountable fishermen who bring it in. The uniquely numbered gill tag on every Gulf Wild™ fish tracks who harvested your fish, from where within the expansive Gulf waters, and what port your fish landed. In fact, all this information is posted on the Gulf Wild website for you to see. Conceived by working Gulf fishermen to ensure confidence in their catch, the Gulf Wild™ label ensures that your grouper, snapper, and other seafood come from a well-monitored and continuously improving fishery under innovative catch share management plans. Not surprisingly, Gulf Wild™ is endorsed by leading ocean conservation organizations, major retailers, and respected culinary, food safety, and public health experts.

PRODUCT HIGHLIGHTS

- Started by working Gulf fishermen and technologically implemented by an independent third party
- Proof of harvest from rebuilding and well-managed fisheries under new catch share management plans
- Traceable to original harvesting vessels
- Supplemental testing for PAHs, heavy metals and dispersants
- Verification of quality, authenticity and sustainability measures
- Provides "Proof of Origin" for retailers, restaurants, and consumers to ensure consumer confidence
- Immediate, online validation at www.myGulfWild.com

