

Dear Fish Enthusiasts,

Trident Marketing, Inc. is proud to announce the debut of our monthly newsletter! We look forward to bringing you the latest news on the fishing industry and keeping our readers up to date with the changes that are being made in the state of the business.



In our debut issue we would like to address the topic of Sustainability and focus on various environmental issues that are affecting the fishing industry. Concerns such as sustainability and by-catch are some of the priority issues that are now at the forefront. Now more than ever the fishing industry is being closely examined concerning matters that deal with wildlife ecology and the impact that fishing businesses have had on the ocean's natural resources. Trident Marketing, Inc., as a leader in the industry, has always tried to stay at the forefront in addressing these concerns and we have taken preemptive measures to lessen our impact on the environment.



Trident Marketing, Inc. is very proud to report that in partnership with Luen Thai Fishing Venture (LTFV), we are bringing tuna to the US market using methods that are sustainability friendly as much as possible. Our partners at LTFV use state-of-the-art equipment on their boats, such as *Super Spool Systems* (SSS) that deploy the long line deeper into the ocean at a faster pace than conventional spools. This technology helps preserve the ocean ecology

because as the line descends at such a pace, species other than Tuna and larger fish have a lower probability of getting caught. This SSS is certified by the Western Pacific Regional Fishery Management Council (WPRFMC) to be environmentally "friendly". The fleets of LTFV have also started to make the transition towards using *circle hooks* which have been proven to dramatically reduce the interaction between fishing gear and sea turtles due to their design – the hook points towards the shank so that it has a much higher chance to set on the jaw rather than the throat or stomach which may result in a fatal injury. They are also more easily removed and have helped greatly reduce the mortality rate of sea turtles that accidentally get caught by them. Their boats have also been outfitted with *bird scaring lines* that have been noted by observers to reduce bird

interaction by over 99% when deployed, and use monofilament lines that reduce the by-catch of sharks.



The most striking example of our dedication to taking sustainability seriously is our relationship with Kinki University's world-famous Kindai Blue-fin farms, which boasts the world's first 100% aquaculture raised blue-fin tuna. Unlike countless other tuna farms that capture wild Blue-fin tuna and raise them to sell, "Kindai Tuna®" is not traditionally farmed. After 32 years of research, Kinki University has gathered data that is being used to induce spawning of the blue-fin tuna in a natural environment. The eggs are then taken and raised to adulthood. Later, those adults in turn are induced to spawn and so on. A Kindai Tuna raised at Kinki University is taken from previous Kindai Tuna that were born and raised in this controlled, high sustainability environment. The reduction in wild blue-fin capture using this method would be phenomenal once this technology is adopted by major commercial Blue-fin farms. This method allows for a much higher sustainability of our ocean's natural blue-fin resources, which at present is dangerously close to being depleted. We are in an exclusive position and we are able to bring these ecology-friendly, high sustainability fish products outside of Japan and into the US market.

The ocean's ecology and the environment in general is one of our top priorities here at Trident Marketing, Inc. Although we are not perfect on sustainability/ecology issues, we feel that simply because we cannot achieve a 100% sustainability rate is no excuse to ignore them. As one of the largest tuna importers here in the United States, we feel it is our responsibility to spearhead the path to promoting a more environmentally friendly ideology. As long as there is something we can do to save the life of even just a single sea turtle to help improve our ocean's ecology, we should aim to accomplish it to the best of our abilities.

Sincerely Yours,



Trident Marketing, Inc.