

HERRING



45N 63W. IT'S EASY TO GET CAUGHT UP IN A PLACE LIKE NOVA SCOTIA. WHERE THE WATER IS COLD AND CLEAN. THE PEOPLE, WARM AND FRIENDLY. THE SEA HAS SUSTAINED US FOR GENERATIONS, AND SO NATURALLY WE FEEL RESPONSIBLE FOR SUSTAINING IT TOO. IT IS WOVEN INTO OUR HISTORY. OUR CULTURE. OUR FUTURE. YOU CAN TASTE OUR VALUES IN EVERY BITE. IT'S THE TASTE OF QUALITY. THE TASTE OF THE UNSPOILED ATLANTIC. THE TASTE OF NOVA SCOTIA. PURE.

HERRING

CLUPEA HARENGUS

Nova Scotia herring are harvested from the cold, clean, pristine waters along the coast of the province and shipped all over the world. Herring are a small fish, silvery in color with a bluish or greenish back. They have a slender body with a round belly and a forked tail.

NOVA SCOTIA HERRING. PURE.

As diverse as the fishery itself, Nova Scotia exports quality herring to countries around the world, fresh or processed into an abundance of product forms. Nova Scotia's herring processing facilities are registered to meet international quality assurance standards, ensuring you receive a healthy, safe, and high-quality product.

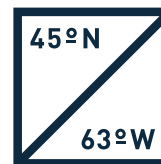
WILD AND SUSTAINABLE

The Nova Scotia herring fishery is managed through Integrated Fisheries Management Plans, which identify quota allocations, fishing seasons and areas, as well as the tools used to control and monitor fishing activities, licensing, and regulation. The Gulf of St. Lawrence portion of the gill net herring fishery in Nova Scotia is certified as sustainable by the Marine Stewardship Council (MSC) program, the world's leading certification and eco-labelling programs for wild sustainable seafood.

PRODUCT TYPES

Nova Scotia's herring comes packaged in a wide selection of products and sizes, fresh, frozen and processed for consistent quality, including:

- Whole, fresh
- Whole, frozen
- Fillets, smoked
- Roe
- Pickled
- Marinated
- Whole, salted



NOVA SCOTIA
SEAFOOD
PURE.  CANADA.



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