



## 20 Ways

# Circle Seafoods is Changing the Wild Salmon Industry

There are three ways to improve the value per round pound of salmon:



Lower Costs



Increase Volume Sold  
into Prime Markets



Increase End  
Market Prices

Every item on our list of **20 Things We're Doing to Improve the Value of Wild Salmon** addresses one of these three ways to increase value.

When taken all together, the result is a **drastic increase in value**, as well as **stability** and **transparency** of the wild salmon industry.

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- 1 Reduce tendering by 75% to lower costs per pound of production
- 2 Provide services to fishermen directly on the grounds, available 24/7 to improve experience and increase time fishing
- 3 Reduce unload times for fishermen to maximize fishing time for fleet
- 4 Where needed, offer free slush ice to limit quality loss
- 5 Sort and grade fish at point of sale to match pay with quality for each individual fisherman
- 6 Round freeze (i.e the whole salmon) to lower production costs and improve quality
- 7 One-step processing to lower costs, better preserve quality, reduce waste, and increase traceability
- 8 Transport fish out of Alaska in bulk (not using shipping containers) to lower transportation costs
- 9 Objective quality measurement for every fish delivered to maximize value of each fish in end markets
- 10 Full traceability from catch to retail customers to increase marketability of fish and strengthen connection between quality and price
- 11 Remove pin bones without dramatically reducing flesh quality to increase filet quality and prices
- 12 Properly freeze large volumes of fish round at ultra-low temperatures to preserve quality and stabilize markets
- 13 Automated sorting and grading for perfect inventory to improve end customer experience and increase prices
- 14 Continuous cold chain from catch to distribution to preserve quality
- 15 Custom label end-market salmon with perfect traceability (e.g. when it was caught, who caught it, quality, etc.) to capture premium price from premium markets (e.g. sushi markets, Whole Foods, etc.) and increase transparency
- 16 Final products processed on-demand to meet customer needs (i.e just-in-time processing and products) to reduce spoilage
- 17 Produce reliable, year-round supply for end customers
- 18 Utilize cost effective long-term cold storage to hold fish year-round
- 19 If desired, sell fish back to fishermen so they can directly supply their markets
- 20 Implement a timely scalable solution for the entire industry and fleet to make sure everyone can see higher incomes sooner