



Macgregors Ongoing Sustainability Statement

Macgregors Meat & Seafood recognizes that over-fishing is a problem. Seafood sustainability is important. It is our desire to be part of the solution rather than part of the problem.

What is seafood sustainability? We know what it is not: It is not a marketing ploy. Seafood sustainability is a changing landscape; a journey rather than a destination. It is about how the fish was caught, where the fish was caught, and when the fish was caught. Macgregors will support and promote, the best fishing methods, the best fishing grounds, and the best times of year to catch the fish.

Macgregors mandate is to get as close to the source as possible. Traceability is paramount to the promotion of sustainable fish. The more questions we can ask, to give us more answers, is a critical control point. We will promote fresh over frozen whenever possible. Artisanal fisheries over volume.

Macgregors Meat & Seafood will actively engage our producers and fisheries that supply our product. We will “tell the story” to our customers so that more conscientiously sourced seafood makes it on to their menu’s and retail fish counters.