

**GENSEA**



Expertly sourced  
quality seafood

# Introduction

- ❖ *CenSea, a family-owned seafood company for the past 60 years, is one of the largest importers of frozen seafood in the United States.*
- ❖ *From its corporate offices in Northbrook, Illinois, the company markets a variety of quality seafood items from nearly 25 countries to a diverse array of customers including restaurant chains, foodservice distributors, retailers, and wholesalers.*
- ❖ *CenSea's year-round inventory ensures you'll have access to quality, competitively priced shrimp and seafood.*
- ❖ *As one of the nation's largest importers of frozen seafood, CenSea has the relationships and expertise to keep your freezer full.*

# Affiliations and Certifications

- ◆ *National Fisheries Institute (NFI)*
- ◆ *Global Seafood Alliance*
- ◆ *Global Sustainable Seafood Initiative*
- ◆ *Seafood Industry Research Fund*
- ◆ *Seafood Nutrition Partnership*
- ◆ *Better Seafood Board*
- ◆ *Sea Pact Funding Partner*





# Food for thought

- ◆ Shrimp is the #1 most consumed seafood item in the United States.
- ◆ Americans are now, on average, eating more than five pounds of shrimp per year
- ◆ Shrimp are an ideal protein for health-conscious consumers
- ◆ Shrimp is the single most valuable seafood commodity in the United States, with a market share of approximately 18 percent of total U.S. seafood revenue.
- ◆ Nutritionally, high in protein, low fat, low calories, antioxidants, and beneficial omega-3 fatty acids
- ◆ Firm and flavorful, shrimp is a staple item for any menu.
- ◆ Shrimp can be seasoned and used in an infinite variety of preparations.



# NFI's Annual Top 10 List

<b>SPECIES</b>	<b>2021</b>	<b>CHANGE FROM 2020</b>
Shrimp	5.90	0.90
Salmon	3.38	0.55
Canned Tuna	1.90	-0.70
Tilapia	1.04	-0.02
Alaska Pollock	0.78	-0.10
Pangasius	0.71	0.32
Cod	0.60	0.03
Crab	0.59	0.07
Catfish	0.51	-0.01
Clams	0.26	0.11

2021 Per Capita Consumption: 20.50 All Other Species Consumption: 4.83  
2021 Total Top 10: 15.67 Top 10 as % of Total Consumption: 76%



## Farm-Raised Warm Water Shrimp

- ◊ Shrimp farming began in Asia around 1985.
- ◊ Two major species produced, White Vannamei and Black Tiger
- ◊ Majority produced in Southeast Asia and South/Central America
- ◊ Production areas will generate approximately two crops per year
- ◊ Once ponds are stocked it takes about 3-6 months for growth to market-sized shrimp







## Farm-Raised (White Vannamei) Shrimp

- ◇ Market Name: Shrimp
- ◇ Species: Vannamei (*Litopenaeus vannamei*)
- ◇ Common Name: White Shrimp
- ◇ Method of Harvest: Farm-Raised; Ponds



# White Vannamei Shrimp Facts

- ◊ White Vannamei is the most successfully aquacultured shrimp, accounting for more than 60% of all farm-raised shrimp
- ◊ Production is year-round, but peak production in Asia is May through August and Ecuador's peak production is somewhat earlier





# Farm-Raised (Black Tiger) Shrimp

- ◆ Market Name: Shrimp
- ◆ Species: *Penaeus Monodon*
- ◆ Common Name: Black Tiger Shrimp
- ◆ Method of Harvest: Farm-Raised; Ponds





# Black Tiger Shrimp Facts

- ◆ Black Tiger shrimp is named for its unique, tiger-striped shell.
- ◆ Black Tigers are the choice to make when presentation counts.
- ◆ Black Tiger shrimp dominate the market for *large* farmed shrimp.
- ◆ The production season is year-round with heaviest yields from May through November





# Shrimp processing affects how the consumer is best able to prepare, cook, and serve shrimp.

P&D	Peeled & deveined, shell and vein (digestive track) removed. Tail on or off.
TAIL ON	Headless, peeled & deveined shrimp in which the tail has not been removed.
TAIL OFF	Headless, peeled & deveined shrimp in which the tail has been removed.
EZ PEEL	Deveined with the shell on. Maintains moisture and flavor when grilling shrimp.
HEADLESS, SHELL ON	Only the head has been removed, leaving the shell and tail attached
HEAD ON	Head, shell and tail on
BUTTERFLIED	The shell and digestive track have been removed and a deep cut has been made that "butterflies" the shrimp without splitting it in two pieces.

# Farm-Raised Shrimp Sizing

- ❖ Shrimp size is measured by the number of shrimp in one pound. On most bags of shrimp, you will find a smaller number followed by a slash and then a larger number.
- ❖ For example, 26/30 would indicate that there are 26 to 30 shrimp per pound.
- ❖ Different shrimp sizes are better in different recipes and can require different cooking methods.
  - ❖ For example, smaller shrimp are typically found in salads while larger shrimp are used as appetizers or a main course









# Choosing the right type and number of shrimp that make up a serving is key to maximizing your customers profits



- ◇ The three shrimp to the left are the same size – but are in different stages
- ◇ When you peel and devein a 8/12 raw shell-on shrimp, you lose 1 size per pound and it becomes a 13/15 raw peeled and deveined shrimp.
- ◇ If you then cook that shrimp, it now becomes a 16/20 cooked peeled and deveined shrimp

# Best Aquaculture Practices

- ◆ BAP is the only aquaculture certification program in the world that certifies every step of the production chain
- ◆ As part of GSA, BAP ensures aquaculture is done responsibly through its third-party certification program.
- ◆ BAP standards are built on the four pillars of responsibility, as shown below, with traceability as the foundation.

○----- Traceability -----○



**Environmental  
Responsibility**



**Animal Health  
& Welfare**



**Food Safety**



**Social  
Accountability**





# Best Aquaculture Practices

- ◇ Each star on the BAP label represents the part in the production chain: the hatchery, farm, feed mill, and processing plant.
- ◇ Hatcheries
  - ◇ The breeding, hatching of eggs and rearing of aquatic animals through the early stages happens here.
- ◇ Farms
  - ◇ Where aquatic animals are grown to harvest size.
- ◇ Feed
  - ◇ Aquaculture feed is produced in a feed mill using a blend of ingredients specially formulated to meet the nutritional needs of each species
- ◇ Plants
  - ◇ After harvest, the aquatic animals are sent to a processing plant where they may be peeled, filleted, flavored, cooked, frozen or packaged.









# Premium grade raw shrimp

- ◆ WHITE SHRIMP + BLACK TIGER SHRIMP Farmed, Raw, Peeled & Deveined, Tail On/Off (CenSea Brand)
- ◆ Pack Size: 5/2 lb
- ◆ Country of Origin: Thailand, India, Vietnam, Indonesia, Ecuador
- ◆ Details: Farm Raised, IQF, Global Seafood Alliance certified (BAP)
- ◆ Our CenSea shrimp have a sweet taste and firm texture that makes them excellent for all shrimp recipes



The Responsible  
Seafood Choice









# Flash frozen EZ peel shrimp

- ◆ WHITE SHRIMP + BLACK TIGER SHRIMP  
Farmed, Raw, EZ Peel (CenSea Brand)
- ◆ Pack Size: 10/2 lb
- ◆ Country of Origin: Thailand, India, Vietnam,  
Indonesia, Ecuador
- ◆ Details: Farm Raised, IQF, Global Seafood Alliance  
certified (BAP)
- ◆ Our CenSea shrimp have been frozen promptly after  
harvesting to retain their high quality



The Responsible  
Seafood Choice









# Cooked shrimp expertly sourced

- ◆ WHITE SHRIMP + BLACK TIGER SHRIMP Farmed, Cooked, Peeled & Deveined, Tail On/Off (CenSea Brand)
- ◆ Pack Size: 5/2 lb.
- ◆ Country of Origin: Thailand, India, Vietnam, Indonesia, Ecuador
- ◆ Details: Farm Raised, IQF, Global Seafood Alliance certified (BAP)
- ◆ Our CenSea shrimp have been fully cooked, and flash frozen directly after harvest to ensure maximum freshness.



The Responsible  
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# Headless shell-on shrimp responsibly sourced

- ◆ WHITE SHRIMP + BLACK TIGER SHRIMP  
Farmed, Raw, Headless Blocks (A-PAC Brand)
- ◆ Pack Size: 6/4 lb
- ◆ Country of Origin: Thailand, India, Vietnam,  
Indonesia, Ecuador
- ◆ Details: Farm Raised, IQF, Global Seafood Alliance  
certified (BAP)
- ◆ Our CenSea shrimp have been frozen promptly after  
harvesting to retain their high quality



The Responsible  
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