

FLAT OUT FACTS: WILD PACIFIC HALIBUT

FLAT OUT THE FINEST FOOD FROM CANADA'S
COMMERCIAL FISHING FAMILIES!



HISTORIC TRADITION

Wild Pacific halibut have been commercially harvested off Canada's west coast **SINCE THE LATE 1880s**.

The industry has played a vital role in shaping **BRITISH COLUMBIA'S ECONOMY, COMMUNITIES, CULTURE AND CUISINE**.

PEOPLE BEHIND THE PRODUCT



NUTRITIOUS & DELICIOUS

- Available fresh March to December, and frozen year-round
- Mild, sweet tasting white flesh with large flakes and firm but tender texture
- Lean white fish that is a popular, healthy food choice
- Excellent source of high-quality protein and minerals
- Low in sodium, fat and calories

NUTRITIONAL ANALYSIS PER 100 GRAMS (3.5 OZ)
Calories: 110 | Total Fat: 2.3 g | Protein: 20.8 g



BC's commercial halibut fishermen provide **FOOD FOR CANADA AND COUNTRIES AROUND THE WORLD**.

The fishery is comprised mainly of **SMALL, FAMILY-OWNED BUSINESSES**.

First Nations are a significant part of the fishery accounting for about **26% OF COMMERCIAL HALIBUT FISHING LICENCES**.



FACTS & FIGURES

2,270 tonnes
(5.00 million pounds approximately)

of wild Pacific halibut are commercially harvested in Canada each year.

THOUSANDS OF JOBS PER YEAR

are created for British Columbians living in coastal, rural and urban communities.

WILD PACIFIC HALIBUT FISHERY GENERATES MILLIONS OF EXPORT DOLLARS

for the Canadian economy.

CERTIFIED SUSTAINABLE

The fishery is recognized as **ONE OF THE BEST MONITORED AND MANAGED IN THE WORLD**.

Certified sustainable by **MARINE STEWARDSHIP COUNCIL** and recommended by **OCEAN WISE** and **SEAFOOD WATCH** market recognition programs.



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THE WILD PACIFIC HALIBUT LOGO IS A TRADEMARK OF THE PACIFIC HALIBUT MANAGEMENT ASSOCIATION OF BC

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