



SEACON AMERICA COMMITS TO SUSTAINABLE, ARTISANAL SEAFOOD, INTRODUCING “THE CRAB” MEXICAN CALLINECTES BLUE CRAB MEAT

Seacon America has added pasteurized all-natural Blue Crab from the Sea of Cortez to their product portfolio, phase one of their Latin America expansion.

CLEARWATER, FL, USA, July 18, 2016 /EINPresswire.com/ -- [Seacon America](#) today announced they completed phase one of expanding their product portfolio in Latin America, with the addition of pasteurized all-natural Blue Crab from the Sea of Cortez.

“As a new addition to the [Maruha North America Group](#), we want to complement Maruha’s existing portfolio with distinctive, quality products. Committing our resources to this fishery makes a direct impact on small artisanal fishing communities, who in turn allow us to bring high quality, niche items to the best chefs in America,” said Klaas Van Eerde, President of Seacon America.

“Our pasteurized, all-natural Blue Crab brand, [THE CRAB](#), brings the flavor of American blue crab, because that is exactly what it is. This Callinectes crab is higher in flavorful fat than imported Asian swimming crab, which makes it truly a cut above in terms of flavor and quality. Seacon’s THE CRAB is the same high-quality crab chefs from the Mid-Atlantic, the Carolinas, Texas, New Orleans and other Gulf States have always sought for their dishes,” said Sherri Chambers, Foodservice Division Manager for Seacon America.

“To build on our worldwide success in tilapia and pangasius, we feel we can also bring higher quality and more consistent products than the market has seen before by connecting our resources, stability, and expertise to these smaller fishing communities. We will continue to expand our support for this and other Central & South America communities to bring sustainable and socially responsible seafood products to the United States,” said Van Eerde.

Callinectes Blue Crab was a natural first step in the process, and Seacon is just getting started with this effort. The second phase into Latin American products will be announced shortly with the introduction of the REEL WILD by SEACON brand.

Seacon America

Seacon America is a division of the Seafood Connection International Group, headquartered in Europe (the Netherlands), who is a subsidiary of Maruha Nichiro, an \$8 billion-a-year seafood company. Both companies are major suppliers of seafood to the world and are now combining their strength to serve the American market.

Sea of Cortez, Mexico

According to the Sustainable Fishery Partnership, the crab industry in the Sea of Cortez (Gulf of California) “is of great importance to small-scale fisheries in the months before and after the peak of

the shrimp fishery (September-November). The fishery in Mexico is valued at USD \$170M with a production of 18,000 tons of fresh product. The fishery is regulated by a Mexican Official Standard (NOM) which includes legal size requirements and restrictions on fishing gear (type and number/vessel), egg bearing females, and type of bait.”

Joe Klaus
Seacon America
646-358-6211
email us here

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