



November 9, 2015

This statement addresses the current condition of elevated domoic acid in shellfish and to a lesser extent, some fish off the coast of California.

This toxin naturally occurs in the food chain when there are large algae blooms, commonly called “red tides” due to the red color of the algae in the water. This condition began in late summer and persists to the time of this writing. The Dungeness crab fisheries, both recreational and commercial have been delayed, and no tainted crab is being harvested or has been harvested since July, well before the bloom.

Wild Planet does purchase Dungeness crabs, but will not do so until the State Health Department declares the dissipation of domoic acid to have returned crabs to levels deemed safe for human consumption.

Some have noted media comments about the possibility of sardines and other fish being also tainted. Wild Planet has not purchased any sardines in California in 2015 due to low biomass stock assessments and thus, no Wild Planet product exists that was sourced from California sardines during 2015. Nor will Wild Planet purchase any fish products for the remainder of this season. We will evaluate the domoic acid levels in seafood going into the 2016 buying season and will only purchase seafood products that the State Health Department declares safe after thorough and repeated testing protocol.

This brings up the question of sardine sourcing in general for Wild Planet. We purchase albacore and sardines from both sides of the North Pacific - the U.S. and Japan. This dual sourcing posture allows us to assure our customers of supply even if there are disruptions in supply in a portion of our sourcing zone for reasons of stock abundance or health concerns. Currently about half our albacore tuna are from Japan and the other half from the U.S. and a bit from New Zealand. All of our sardines are being sourced in Japan this year.

We appreciate our responsibility to carefully scrutinize our supply sources to assure our customers that all our products are not only sustainably sourced, but also are from waters and fish stocks free of any environmental contaminants and thus a clean and healthy food. We view this as an obligation of the utmost seriousness and source for our brand as if it were our own families’ food supply...because it actually is!

Kind regards,
William Carvalho
President & Founder