

# Beyond Sustainability



## **Pioneers of pasteurized crab meat and processed seafood leading the way in ethical labour practices**

In Sri Lanka, fishing is a way of life to many communities that live along the coast of the island. During the ethnic conflict between 1982 and 2009, these families were among the hardest hit, finding it too perilous to fish and unable to keep up with global trends and demands, and the industry itself suffered from stagnation. ✘

TSG established the first seafood processing factory in the Northern Province, and is a pioneer in pasteurized crab meat processing. Additionally, it produces high-quality frozen and fresh tuna, shrimps and various other products for some of the most respected seafood brands in the USA, EU & Japan. TSG was named the Highest Foreign Exchange Earner at the Presidential Export Awards, for the year 2014/15. It was also the first seafood company in Sri Lanka to be FSSC 22000-certified, the highest certification for food standards.

TSG is also a proud member of the Ethical Trading Initiative (ETI) and has been at the forefront of ethical labour practices in the industry. Over the last few years, it

has uplifted the working and living standards, well-being and professional development of its employees, who hail from some of the most economically-disadvantaged communities in Sri Lanka.

Seafirst is the new subsidiary of TSG born in the Colombo seafood festival 2017 which is a premium brand of sustainably-sourced seafood, that keeps in mind the environment and the communities who work with us. We choose seafood that is of the highest quality, and process and package them in our internationally-certified factories, ensuring the finest standards of freshness and taste.

*TSG vision " To Be the Global Leader In Sustainable & Socially Responsible Seafood "*



We are also driven by our commitment to unparalleled customer service. Our team of highly skilled professionals are always ready to help you choose the best products, answer any questions, and ensure you have the best seafood products at your doorstep, in just two working days.

So why buy Seafirst? Because when you buy from us, you drive the demand for sustainable seafood. We are dedicated to creating social equity, and as such, pay our workers and fishermen a fair price, always. Our fishermen, too, are mindful to harvest their resources carefully, preserving our oceans for generations to come. All our products are 100% traceable.

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