



**LEGIT
FISH**

Verify Before You Buy

Lobster

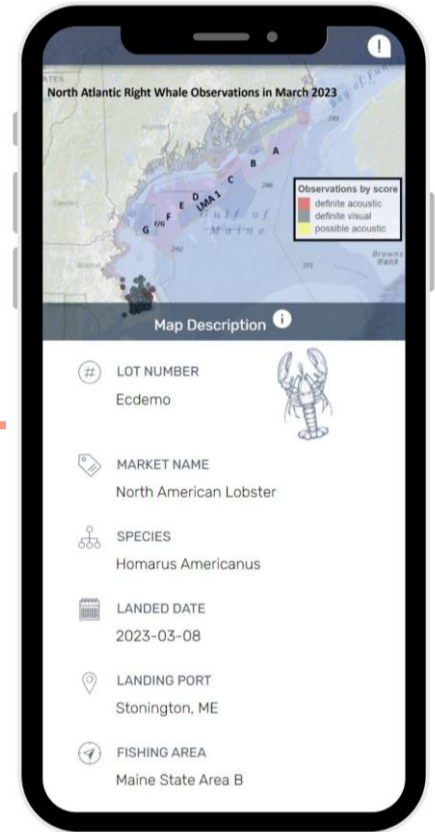


East Coast Seafood – Lobster Demo (Example only)

SIMPLE DATA ACCESS

- B2B: Go to this website
 - <https://ec01.legitfish.com/trace/>
 - Enter production lot number **ECDEMO**

- B2C: Scan QR Code
- Enter: **ECDEMO**



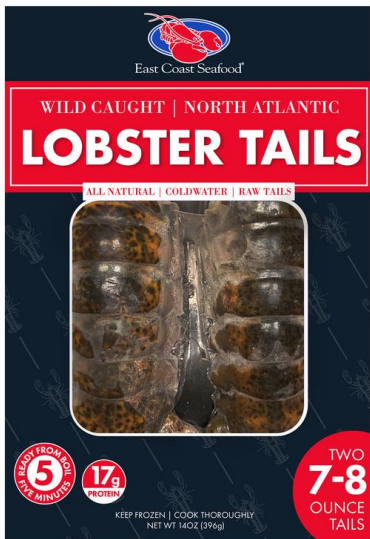
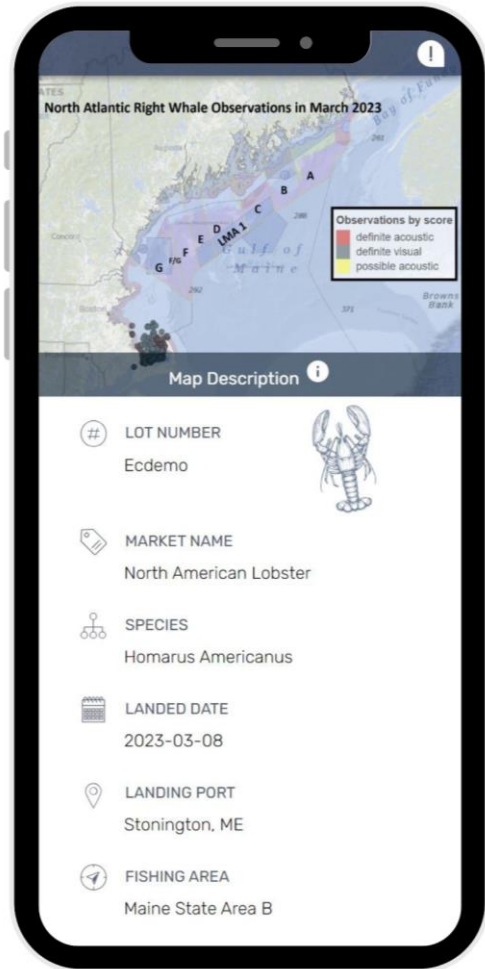
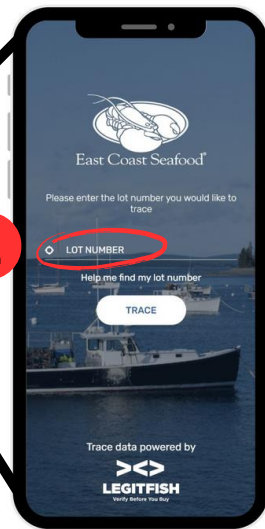
East Coast Seafood – Lobster Demo (Example only)

- 1 Scan the QR Code with your camera phone
- 2 Enter **ECDEMO** for the Lot Number

1



2



Nutrition Facts
Serving size 1 Tail (3.9 oz edible portion) (109g)
Calories **70**

Total Fat	10g	20%
Cholesterol	20g	40%
Total Crustaceans	100%	100%
Total Carbohydrate	1g	2%
Total Protein	17g	34%
Total Omega-3	2g	4%
Total Omega-6	2g	4%
Total Omega-9	2g	4%
Total Omega-11	2g	4%
Total Omega-13	2g	4%
Total Omega-15	2g	4%
Total Omega-17	2g	4%
Total Omega-19	2g	4%
Total Omega-21	2g	4%
Total Omega-23	2g	4%
Total Omega-25	2g	4%
Total Omega-27	2g	4%

Ingredients: Lobster
Contains: Crustacean (Lobster)
Homarus americanus

Keep frozen: important, keep frozen until used, thaw under refrigeration. Do not refreeze tails.

BOIL: Bring a pot of water to a boil. Place the thawed lobster tails in the water on high heat until slow boil is reached again. Reduce heat and simmer uncovered for 5 minutes or until lobster meat turns pearly and opaque.

GRILL: Insert knife carefully in score of thawed lobster tail to fully split lengthwise or butterfly and broil meat side of tail with butter or marinade. Place tails, meat side down, on preheated grill (medium heat). Cook for 10 to 12 minutes, turning once, and basting frequently until pearly and opaque.

Tails should be cooked to an internal temperature of 145° F

Distributed by: East Coast Seafood®
New Bedford, MA, 02740

Discover more at:
www.eastcoastseafood.com



LEARN MORE ABOUT THE LOBSTER NARW FIP ON FISHERY PROGRESS:

Overview

FIP Description
The lobster trade (Retail, Restaurant, Ecommerce, Processor and Distributor) is backing away from purchasing and selling lobsters due to concerns with right whale entanglements and the recent Monterey Bay Red Listing of the North American lobster.

FIP Objective(s)

- Gain a minimum of 25% industry support (retail buyers, processors, and fishers) to ensure active and meaningful participation in efforts to lower entanglement risk of the NARW by November 2024.
- Establish third party traceability at participating processing plants that links government reported harvest area, landing date and gear type to product sold by November 2024.
- Improve understanding of right whale entanglement risk associated with a minimum of 25M lbs of catch and products sold from the lobster fishery through spatial and temporal mapping and its use within traceability systems by November 2025.
- Utilize market influence to promote improved fishing practices and assist fishers with resources to deploy on-demand lobster gear by November 2026.
- Reduce North Atlantic right whale entanglement by incentivizing changes in siting and type of gear which will achieve a probable score of SG 80 by project end date (November 2026)

FIP Type
Basic

FIP Stage
Stage 2: FIP Launch

Start and Projected End Dates
January 2023 - November 2026

Next Progress Report Due
Tuesday, April 30, 2024

ENVIRONMENTAL [View current status](#)

Starting Evaluation: January 01, 2023

4% 89% 7%

Progress Rating NOT YET AVAILABLE

Actions Complete 100%

Next Update Due APR 2024

Target End Date NOV 2026

SOCIAL

Risk Assessment : Not Required

Type : N/A

Due Date : -

FIP Leads

Organization Name
Fishery Impact Fund

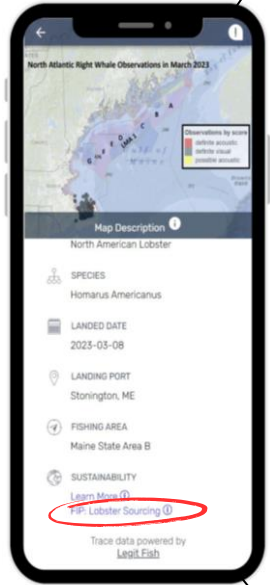
Organization Type
NGO

Primary Contact
Mike Carroll

Email
fisheryimpactfund@gmail.com

Phone
617-640-8126

FIP Identification Number
20760



US Gulf of Maine & Georges Bank lobster - pot/trap

[Edit FIP](#) [Overview](#) [Details](#) [Improvement Progress](#) [Actions Progress](#) [Social Performance](#)

Actions Progress

The table below shows the progress the FIP is making on actions in its workplan. Click the links within the table to see more details.

Action Name	Indicators	Tasks	Expected Completion Date	Status	Results
1. Outreach and engagement to prospective participants and stakeholders.	2.3.1	Retail and Food Service Outreach Industry Outreach - identification of risk levels and promotion of on-demand gear Traceability Setup	11/2026	On Track	
2. Temporal and spatial mapping development and use.	2.3.1	Compile NARW migratory databases that correspond to industry harvest records. Develop maps and visual presentations for procurement planning. Develop product spec that reduces entanglement risk based on harvest time and area. Establish which fishing communities will need to deploy on-demand gear based on mapping.	11/2026	On Track	
3. Traceability system implementation	2.3.1	Establish 3rd party trace system from government fishery harvest record to package Enable market claim with risk metrics tied to better practice in trace application Create a consumer facing marketing system	11/2026	On Track	
4. Transparency and leveraging change to on-demand gear.	2.3.1	Promote lower risk products in the program at retail. Encourage further adoption and promoting of on-demand gear on the water. Setup electronic marketing platform linked to trace system for consumer promotion.	11/2026	Not Started	

<https://fisheryprogress.org/fip-profile/us-gulf-maine-lobster-pottrap>

