

Mayrand Food Depots Now Smarter Seafood-Certified

Sainte-Anne-des-Monts, Monday, August 24, 2020 – **Smarter Seafood is proud to announce the certification of Mayrand Food Depot establishments. The Mayrand banner, already well known in the foodservice industry, is booming in the market of local and refined products. After meats, cheeses, and fruits and vegetables, Mayrand now aims to promote Quebecers' access to fish and seafood from the St. Lawrence. The Smarter Seafood certification was just what they needed to achieve this!**

Today, the Smarter Seafood team is very pleased to announce the certification of the Mayrand Food Depot chain. For Smarter Seafood, this is an important step in value-creation for St. Lawrence marine products from responsible fisheries in the Greater Montreal area. *"The origin and quality of Mayrand's products matter to this Quebec company just like it matters to us. And like us, the people at Mayrand have the same goal: to showcase our local fish and seafood to as many Quebecers as possible,"* said Sandra Gauthier, director of the Exploramer science museum and founder of Smarter Seafood.

The current context (not favourable for certain export markets) offers a not-to-be-missed opportunity allowing Quebecers to reappropriate St. Lawrence marine products that were previously redirected to international markets. *"For Mayrand, promoting and making the consumption of marine species highlighted by Smarter Seafood accessible to all means contributing to the economic growth of an entire industry and supporting local know-how that creates sustainable wealth for Quebec's coastal regions"* said Mario Bélanger, President and CEO of Mayrand Limited. *"At Mayrand, we recognize the expertise of local communities and producers. It offers added value to consumers, promotes our food autonomy and contributes to the quality of our food. We also believe that Smarter Seafood will allow us to change the way we consume marine products, with more products from the St. Lawrence that are caught, farmed or raised in an environmentally friendly manner"* concluded Mr. Bélanger.

While the quality of Quebec's marine products has already been proven, the problem often lies in access to these resources. Thanks to its experience and growth, Mayrand can count on the expertise of fishmongers at its locations in Anjou-Montreal, Brossard and soon Laval, and on the guidance of the Smarter Seafood team in developing its St. Lawrence fish and seafood offering.

An eco-guide dedicated to the St. Lawrence Seaway and its fisheries

Smarter Seafood is an eco-guide that encourages consumers, fishmongers and restaurant owners to prioritize St. Lawrence marine products coming from sustainable fisheries. For a list of Smarter Seafood 2020 marine species and to support the program's development, visit: www.exploramer.qc.ca/en/

Created by Exploramer, Smarter Seafood promotes St. Lawrence marine products, which are relatively unknown to the general public, and certifies Quebec restaurants and fishmongers that are committed to helping their visitors discover these species rarely found on the plates of consumers. This is all done with a view to sustainable development and the protection of biodiversity. Smarter Seafood has certified more than 90 restaurants and fishmongers throughout Quebec.

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