



Fish & Seafood

A Quick Guide on Preparing Your Seafood Counter



Seafood Counter Setup

2012 © Seacore Seafood Inc.

** Please use these guidelines as a reference intended to aid you. As always use your own personal judgement.*



Quality Policy

- All of Seacore's products meet or exceed all of the specifications defined by the Canadian Food Inspection Agency. As a result, all of the products and processes used by Seacore are subject to the inspection and the approval of the CFIA.
- Each stage of our food process is designed to eliminate and reduce any food safety hazards and concerns that may exist. Our goal at Seacore Seafood is to produce and distribute products that not only meet customer's specifications, but exceed their expectations by conforming to Good Manufacturing Practices.





Food Safety Commitment

- At Seacore Seafood Inc., we are committed to implementing our Quality Management Program (QMP) and to following the principles of Hazard Analysis Critical Control Points (HACCP). By having our pre-requisite programs in place, we are able to identify any hazards, to determine the Critical Control Points, to establish critical limits, to monitor the critical limits, to control any deviations, to employ complete record keeping and to have a verification system in place.
- By adhering to our QMP plan and to the HACCP principles, implementing them into action, and maintaining the highest food safety standards, we are proud to operate a company that is part of the safe food distributing and processing industry.
- Seacore is SQF Certified for our HACCP Plans, Quality Systems & Food Safety. SQF is a globally recognized certificate and GFSI approved.

- QMP No. 1774 SQF No. 108852 FDA No. 17356011062



Fish Counter Setup

Refrigerated Showcase

- Display all fish in a clean tray and place in the counter.
- Prevent the fish from dehydration. This is achieved by placing a small amount of ice on any product that is whole, never place ice on any steaks and fillets especially the coloured ones such as salmon. Ice makes the colour fade away and will make the product look aged.
- Turn the product (steaks) upside down as soon as dehydration is noticed.
- Ice cold water poured over the product helps the look of the fish, but your display tray must have holes at the front-end to allow the water/juice to drain.
- Adding lemons and greens improves the look of the showcase.



Fish Counter Appearance

A full Counter sells more Fish!

- To make the counter look full, spread the product over the entire tray.
- Try combining two products in one tray (Do not mix colours in the same tray).
- Add ice in the tray and place fish on top (Use cellophane under the steaks and fillets).



Fish Counter Appearance

continued

Arrange products by type & colour.

- Try to place dark coloured products between the light coloured products.
- For example place sole and haddock between the salmon and the trout fillets.
- Place shrimps between light colors, place red snapper between whiting and whole trout and so on.
- Always keep in mind that the customer is on the other side of the counter.



Ice & Fresh Fish

- Any whole fish and shellfish can be placed directly on ice.
- For steaks and fillets a clear sheet of food approved cellophane plastic should be used. Place the steaks and fillets on top.
- Change the cellophane daily.
- Make sure no ice touches the coloured fish.



Handling of Fresh Fish

- Mussels & Clams should be kept in water with ice. This will rinse off the shellfish and make the mussels stay closed. Change the water once or twice a day. If mussels/clams are open in the water, it is certain that they are dead and should be disposed of.
- Oysters should be kept directly on ice.
- Anchovies and Sardines are very fragile fish. Do not put ice on top and handle as little as possible to prevent the fish from breaking.
- All fillets must be handled with care to prevent the meat from tearing apart.





Fish Shelf Life

- Normal shelf life is 5 days when the store receives it, some products last longer but must be kept fully covered in ice.
- You should never buy more than 3-4 days supply and use a First-In First-Out inventory policy.
- It's better to run out of product and not to sell aged product
- Make sure that all of the products are well covered with ice until ready to place in the showcase.
- Steaks and fillets must be in a closed bag with ice on top.
- Rinsing the fresh fish helps maintain it better.
- For fish inventory in cooler, if ice melting occurs – drain the water and re-ice.



Identifying Fresh Fish

- Fresh fish are mostly identified by its appearance.
- A fresh fish has a nice shine, looks good and smells sea fresh.
- A bad fish looks dull, old, soft and may have a strong sour smell. Also, a fish that has slime when it is fresh, will start to lose its slime when it begins to get old.



Thawing Out Frozen Seafood

- Any frozen seafood is best thawed out overnight in the cooler.
- To thaw a product during the day, place product (i.e. shrimps, squid, cuttlefish) under running cold water for a few minutes.
- Other products (fillets, steaks, scallops) leave at room temperature covered with cellophane for a few hours.





Cooked & Raw Products

- Cooked and raw products should never be in the same showcase unless there is a full size divider.



Clean Up Service Counters

- Refrigerated showcase, you may cover the product with butcher paper and leave in the showcase overnight. Make sure there is still ice underneath the fish.
- Open counter with ice, remove all the products, cover with butcher paper and place in the cooler, remove the ice and wash the counter with food approved cleaning solution.
- In the morning you should check the product. Rinse all product with cold water.
- If you are not sure of the quality of the product you should smell it and decide if it's sellable or not.





Arrival Dates of Product

Monday/Tuesday	Monday/Thursday or Friday	Any Day of the Week
Red Snapper whole Grouper Skate Squid Marlin Swordfish Monkfish Mahi Mahi Kingfish Salmon Chile Shark Anchovies/Sardines Mackerel Butterfish	Arctic Char Sole Snapper Fillet Cod / Haddock Boston Blue / Pollock Ocean Perch / Turbot Catfish Whiting Scallops Stripe Bass Sea Bass Oysters Mussels	Salmon Canadian Rainbow Trout Fillet Rainbow Trout Dressed Whitefish Pickarel Halibut Tilapia





Seasonal Trends

- Wild West Coast Salmon
 - King / Red Spring May to August
 - Sockeye June to August
 - Coho June to October
 - Halibut Wild - March to November
 - Live Lobster – available all year long, but least expensive in May & June
 - Pickerel & Whitefish – short in warmer months July & August.
- * Remember any wild fish supply can be greatly affected by weather or bad catches.





Cooking Guidelines For Fish

There are many ways to cook fish.

*** Very important not to overcook the fish.

- If baking the product, allow 10-20 minutes at 450 degrees F for the 1st inch of thickness. Per additional inch add about 10 minutes.
- If barbecuing the product, cook about 4 inches from the coals for 5 to 6 minutes on each side or until flesh flakes easily when tested with a fork.
- If poaching the product, boil for 10 minutes per inch of thickness.
- If pan frying, fry fish until golden brown on one side, turn and brown the other side. The complete cooking time should be approximately 10 minutes per inch of thickness



Health Benefits of Fish

- Fish is high in fatty acids and omega 3 which are easy to digest.
- Fish are generally low in cholesterol and saturated fats.
- Fish offers a high protein diet with fewer calories than a similar sized portion of beef.



Farmed Fish

Supply and Price is controlled by farmed fish.

All fish farms are regulated by the Canadian government

Farmed Fish is Safe!

- Farmed Atlantic Salmon
 - Has 26 p.p.m. of PCBs
 - CFIA allows 200 p.p.m.
- All farmed products contain PCBs
 - Chicken Breast 32 p.p.m.
 - Butter 70 p.p.m.
 - Beef Steak 22 p.p.m.
 - Eggs 19 p.p.m.

*** An average person consumes over 10 times as much PCBs with beef than salmon in a year.

*** source: www.salmonoftheamericas.com



Parasites in Fish

- The occurrence of parasites in the wild fish is a natural phenomenon.
- It cannot be prevented and is not indicative of mishandling, spoilage or quality.
- Yes, the fish is safe to eat!
 - The parasites are killed when frozen or cooked.

*** Canadian Food Inspection Agency



Things to Remember

- Showcase temperature 1 to 2 °C
- Keep fish well iced
- Prevent dehydration of fish
- Never Place ice on coloured product
- Rotate inventory product
- Never buy more than 3-4 days of supply
- Do not hesitate to call our office with any questions





Remember you can contact our office with any questions or concerns you may have. We are here to help!

- **905-856-6222**
- **1-800-563-6222**
- **fax: 905-856-9445**
- **e-mail: orders@seacoreseafood.com**

