



# Something Fishy

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**TROPIC FISH**  
HAWAII LLC

## TROPIC FISH KAUAI TO OPEN ON THE GARDEN ISLAND SPRING 2012

CMU & Associates is pleased to announce their corporate expansion as they prepare to open their doors for TROPIC FISH KAUAI LLC scheduled for early 2012. The opening will enable businesses on Kauai to have another option where they can procure their seafood needs.

The facility, sales and operations staff will be located in the heart of Lihue, Kauai in the Puhi Industrial area. It will house state-of-the-art equipment such as an Ozone Water Treatment to safeguard fish and processing quality. It will also include a full cutting room, refrigeration, freezer, ice machine and office area. Deliveries will be made six days a week to Kauai supermarkets, restaurants, hotels, institutions and various other businesses. This expansion will enable the company to improve service to its Kauai clientele, provide a larger inventory of product at more competitive prices and guarantee delivery in a timely manner. Clients will have a consistent supply of frozen items that are sourced throughout the world and improved access to fresh fish that are brought to various ports throughout the islands. Tropic Fish Kauai will operate in full compliance with the United States FDA mandated HACCP (Hazardous Analysis and Critical Control Point) program which emphasizes a proactive approach to food safety.

"We are extremely excited about this milestone as we continue our efforts to bring quality seafood and excellent service throughout the Hawaiian Islands," states Charlie Umamoto, Chief Executive Officer.

The opening of the Kauai facility will be the newest addition to the existing five corporate companies under CMU & Associates~Hilo Fish Company, Inc. (Hilo, New Jersey, California, Manila, Philippines), Pacific Trade International, Inc. (New Jersey), Kona Fish Company, Inc., Tropic Fish Hawaii LLC (Honolulu), Tropic Fish Maui LLC. For further information or inquiries, please contact Matt Lopez, Regional Branch Manager, at (808) 755-5640 or mlopez@tropicfishkauai.com.

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## FRESH AHI AND SASHIMI PLATTERS FOR THE HOLIDAYS

The fishing ban on Ahi has been lifted as the maximum quota has not been reached. This good news means that fresh Ahi is available during the holiday season. Prices are varied based on the grade and quantity on the particular day of the order. Please call your sales representative for this information. Also, don't forget to order your sashimi platters but keep in mind that there is a four day advance requirement. It's the perfect holiday platter!



## BEST WISHES FROM THE CEO

On behalf of the family of CMU & Associates, we would like to wish our valued customers a very joyous holiday season and a Happy New Year. We have been very fortunate in 2011 as we expanded our business by opening a new division, Tropic Fish Maui in Wailuku. Next year, we are slated to open Tropic Fish Kauai in Lihue, our sixth division. All of this has been made possible through the support of our customers and we will continue to operate with the highest standards and diligently strive to offer superb service to keep your business and trust. So at this joyous time, we thank you for our relationship and wish you abundance, success, good health and happiness in a new year filled with hope.

~Charlie M. Umamoto, Chief Executive Officer



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## NEW PRODUCTS

### HAMACHI FILLET

**Hamachi is one of the most tastiest and well sought after fish with its oily texture and delicate meat. We are currently offering a frozen fillet Hamachi from Japan at sashimi grade. This new product allows us to offer Hamachi at a very reasonable price so please call your sales representative to inquire about this exciting product.**

### ROYAL RED CRAB

**We are also offering a Royal Red Crab that is very similar to King Crab. Unlike the King Crab that sells for more than \$20.00 a pound, the Royal Red Crab from Argentina is less than \$15.00 a pound. Once you have had it, you will not need to go back to King Crab.**

## AVENDRA

The companies under CMU & Associates have been selected as a preferred vendor to service various businesses in Hawaii that are part of Avendra's procurement program.

This new venture will provide an outstanding opportunity for additional businesses to experience the upmost service of the company while purchasing quality seafood.

### About Avendra~

Avendra is North America's leading procurement services company serving hospitality-related industries. Avendra customers gain access to contracts leveraging \$3 billion of annual purchases, expert advisory services and in-depth purchasing data and analysis. Formed in 2001, the company is headquartered in Rockville, MD and has regional offices throughout the United States and Canada.



## HAWAII SEAFOOD SUSTAINABILITY STATEMENT

\* Source -hawaii-seafood.org

**Hawaii fisheries are sustainable.** The fishing sector works with scientists and managers to reduce impacts and risk to protected species and to prevent fish populations from becoming overfished.

- Fish are hook and line-caught
- No gill nets trawl nets or seine nets used
- Practices sustainable fishery management
- Pioneers mitigation to reduce environment impacts

Traces seafood products to vessels that are accountable to government regulations and intensive monitoring by fishery observers.

**Hawaii longline fishery for tuna and swordfish produces sustainable seafood.**

The fishery meets national and international requirements for the following.

- Science based, precautionary fishery management
- Performance in managing fish populations for sustainability and Controlling fishery impacts on the ecosystem

**Hawaii fishery management system is exemplary.**

- Operates under a model fishery management system
- Every aspect strictly regulated, closely monitored and tightly enforced
- It is a model for sustainable pelagic fisheries worldwide

System based on sound science and a transparent and inclusive fishery management process committed to sustainability Hawaii longline fishery has a track record of precautionary conservation measures from being the first pelagic fishery in the United States to require daily logbook reporting in 1991, to banning shark finning and establishing the most extensive government fishery observer program in 2004.

**Some key elements of the Hawaii fishery management system include the following.**

- Management system can adapt to new information and/or changes in fish population status or environmental conditions through timely corrective actions
- Fishing capacity is capped under the Hawaii longline vessel limited entry system
- Strong science and research base

**Read more at [tropicfishhawaii.com](http://tropicfishhawaii.com).**

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