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FOR IMMEDIATE RELEASE

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Blue Star's Eco-Fresh™ Crabmeat Pouches: Leading the Industry in Ethical Packaging

Allied Development, and independent packaging consulting firm, recently conducted a life cycle analysis (an assessment of environmental and social impacts assignable to a product) of pasteurized crab meat packaging. The analysis followed 6oz pouches and 8oz cups from their raw material production to manufacturing, distribution and end-of-life disposal. The life cycle analysis found that on a per ounce basis, Blue Star's Eco-Fresh™ Pouches consume less energy, emit lower amounts of greenhouse gases and require less waste management than cups. Cups are one of the current industry standards in packaging; however that may change as more data is gathered on their energy waste and harmful carbon footprint.

Highlights of the study included the findings that the total material energy consumption for the 6oz pouch was 26.2% less than the 8oz cup on a per ounce basis. Also on a per ounce basis, the 6oz pouch had a 45.8% lower greenhouse gas contribution from raw materials than the 8oz cup. Overall, the pouch realized a 15.2% manufacturing process energy advantage over the 8oz cup on a per ounce basis. Additionally, the processes involved in manufacturing a 6oz pouch generated 14.9% less greenhouse gas than an 8oz cup on a per ounce basis.

We are all responsible for our environment. Every step, big and small leads to progress in changing our world for the better. Blue Star's Eco-Fresh™ Pouches are a big step towards pushing the industry into a new era in environmentally responsible packaging. The life cycle analysis confirms that pouches reduce energy consumption, cut down on greenhouse gas emissions, and require less waste management than cups. By choosing Blue Star's Eco-Fresh™ Pouches over cups, customers will join us in our continuing efforts to an ethical cause by helping the environment & leading the way to green – one pouch at a time.

For the complete analysis results and latest updates on our work please visit our [sustainable packaging project](#) at www.bluestargreen.net, or contact Karah Vickers, kvickers@bluestarfoods.com, to discuss adding Blue Star's Eco-Fresh™ Crabmeat Pouches to your category mix. We also encourage you to visit us at Booth #420 and in the Seafood Marketplace at the Boston Seafood Show.

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