

# EXHIBIT A

FOR OFFICE ACTION RESPONSE RE:  
SHELLFISH, EVOLVED, S.N. 88/428324

<http://kanimi.com/products-retail/crab-smart>

Crab Smart with Natural Ingredients

Shining Ocean, Inc.

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**Crab Smart with Natural Ingredients**

Crab Smart with Natural Ingredients is Shining Ocean's flagship retail product. Building on the success of the Crab Smart product line, the Crab Smart with Natural Ingredients is the industry standard for high quality, healthy, sustainable summ seafood.

**Healthy**

The Crab Smart with Natural Ingredients product line is fortified with 400 mg of the finest Omega-3 (EPA+DHA) from cod, 4 times the amount of our closest competitor. Although the FDA has set no Daily Value for Omega-3, 400 mg is nearly 2/3 the daily amount recommended by the leading scientific body on fats.

**Natural**

Crab Smart with Natural Ingredients is the first national brand to remove all the phosphates, sorbates, artificial flavors and artificial colors from our summ seafoods. The Crab Smart with Natural Ingredients line uses a natural flavoring system and anti-oxidant lycopene derived from tomatoes for color.

**Sustainability**

All of the Alaskan pollock used in our Crab Smart with Natural Ingredients is Marine Stewardship Council (MSC) certified, and is naturally low in mercury. The shellfish ingredients, New England lobster and Snow Crab, are both rated a good choice by the Monterey Bay Aquarium Seafood Watch program.

- High Calcium
- Low Fat
- 0 Trans Fat
- Omega 3-Fish Oil
- No Phosphates
- Fully cooked, Ready to Eat
- Product of USA

Seafare | Kanimi Deluxe

CRAB SMART™ *natural*

CRAB SMART™ *natural*

CRAB SMART™ *natural*

LOBSTER SMART™ *natural*

12:42 PM 1/30/2020

<https://www.beyondmeat.com/products/>

The screenshot shows the 'OUR PRODUCTS' section of the Beyond Meat website. At the top, there is a large image of a roasted meatloaf. Below it, the text reads: 'OUR PRODUCTS' and 'Imagine your favorite meals. At Beyond Meat, we've created plant-based alternatives to beef, chicken, pork, turkey, and seafood. They're made from a blend of pea protein and mung bean protein. They're also made with natural flavors and spices. They're the future of meat.' The page features several product cards: 'BEYOND BURGER' with a burger image and a product shot, 'BEYOND BEEF' with a product shot, and 'BEYOND CHICKEN' with a chicken nugget image. A 'BACK TO TOP' link is visible at the bottom of the product grid.

<https://lightlife.com/products/>

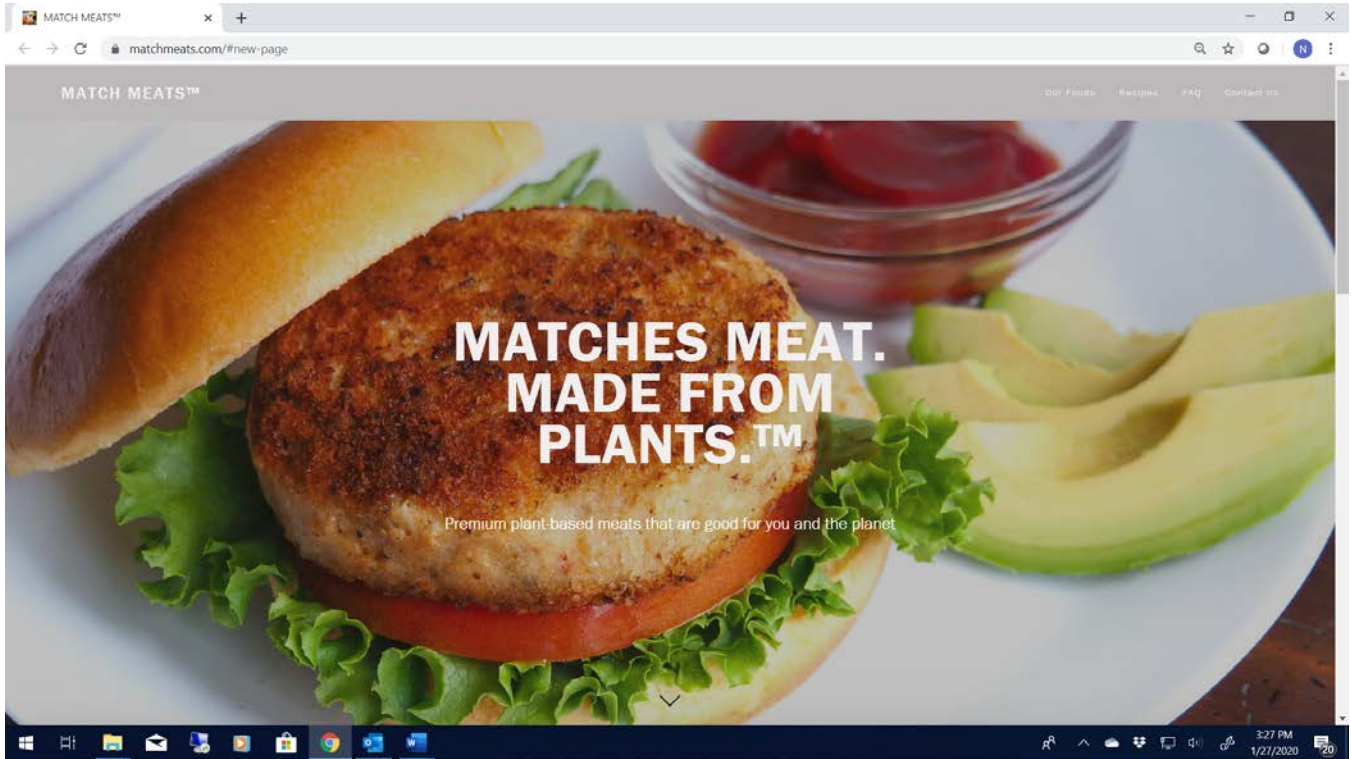
The screenshot shows the 'OUR FOOD' section of the Lightlife website. The page features two product cards for 'SMART SAUSAGE': 'SMART SAUSAGE ITALIAN' and 'SMART SAUSAGE CHORIZO'. Below these cards is a 'BACK TO TOP' link. At the bottom of the page, there is a 'DELI' section with the text: 'DELI' and 'FEEL GOOD ABOUT YOUR SANDWICH AGAIN.' Below this, it says: 'The proof is in our slices: it's possible to have a good-for-you and truly satisfying sandwich.' The background of the deli section shows a large sandwich.

<https://lightlife.com/products/> (cont'd)

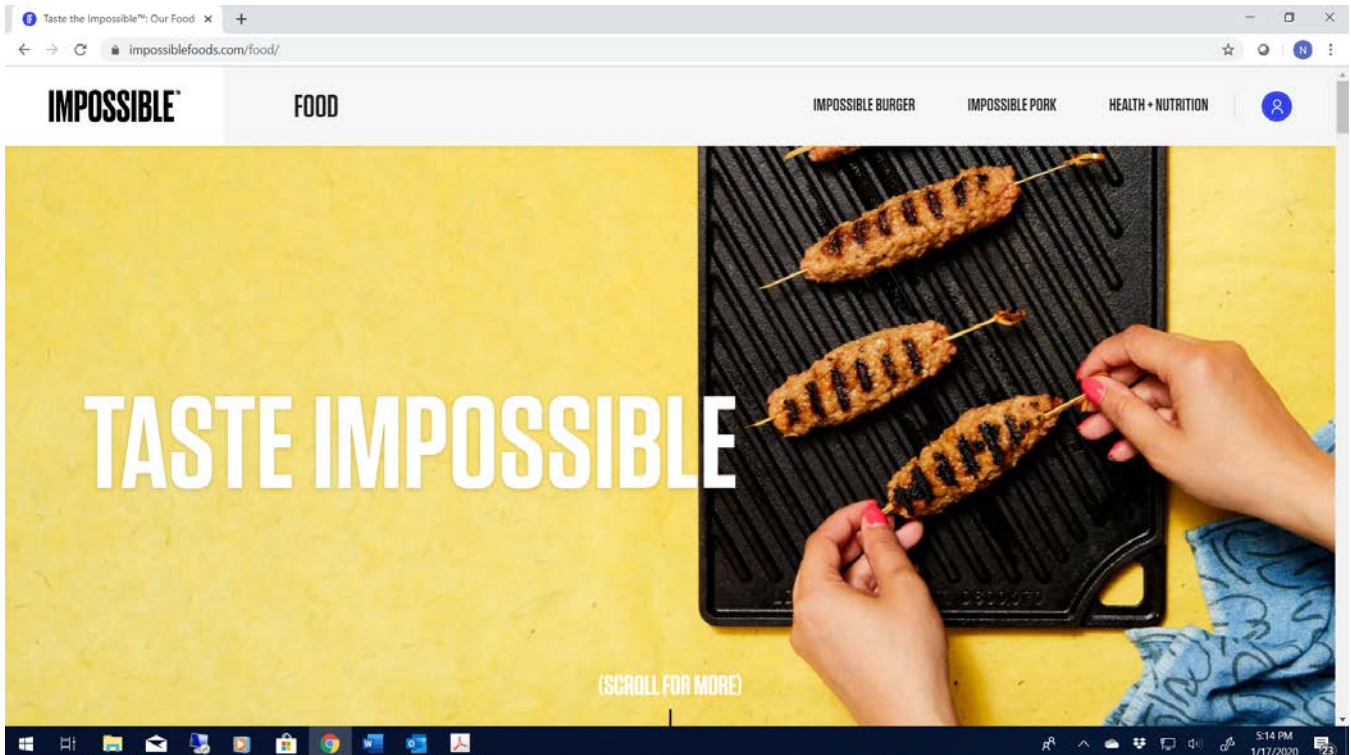
The screenshot shows the Lightlife website's product page. At the top, there is a red navigation bar with the Lightlife logo and menu items: OUR FOOD, OUR STORY, FIND LIGHTLIFE, PRESS ROOM, and CONTACT US. Below the navigation bar, two product images are displayed side-by-side. On the left is a package of Gimme Lean Sausage, and on the right is a plate of Smart Bacon. Below each image is its respective name: GIMME LEAN® SAUSAGE and SMART BACON®. A red horizontal line with a small upward arrow and the text "BACK TO TOP" is centered below the product names. Below this line is a promotional banner for SAUSAGES. The banner features a photograph of a bowl of pasta with sausage and a bowl of vegetables. To the right of the photo is a green background with the text: SAUSAGES, WHETHER YOU PREFER SAVORY OR SPICY, THESE PLANT-BASED SAUSAGES ARE SURE TO HIT THE SPOT. The Windows taskbar at the bottom shows the time as 5:20 PM on 1/17/2020.

The screenshot shows the Lightlife website's product page for Smart Tenders Plant-Based Chicken. At the top, there is a red navigation bar with the Lightlife logo and menu items: OUR FOOD, OUR STORY, FIND LIGHTLIFE, PRESS ROOM, and CONTACT US. Below the navigation bar, a large image shows a plate of Smart Tenders Plant-Based Chicken, a side of broccoli, and a small bowl of sauce. To the right of the image is a red background with the text: CHICKEN, A CLASSIC STAPLE WITH A PLANT-BASED TWIST. Below this text is a horizontal line and a paragraph: Enjoy our plant-based take on a classic mealtime staple. Our Smart Tenders® Plant-Based Chicken cooks up perfectly in a skillet for that familiar savory flavor that the whole family will enjoy! Below the main image is a smaller image of the Smart Tenders product packaging. Below the packaging is the name: SMART TENDERS® PLANT-BASED CHICKEN. At the bottom left of the page, the URL <https://lightlife.com/product/smart-tenders-savory-chicken/> is visible. The Windows taskbar at the bottom shows the time as 5:21 PM on 1/17/2020.

<https://www.matchmeats.com/#new-page>



<https://impossiblefoods.com/food/>



<https://www.wellandgood.com/good-food/plant-based-food-trend/>

# THERE'S NEVER BEEN A BETTER TIME TO GO PLANT-BASED

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GOOD FOOD

EMILY LAURENCE, JULY 22, 2019



NI

Photo: Photo: Getty mages/Ryan J Lane

*We called it... but did we get it right? Back in December, the Well+Good editors gazed into their crystal balls (aka a year's worth of research, scouting, and reporting) in order to name what we were sure would be the buzziest trends in wellness for 2019.*

*Now, halfway through the year, we're checking in to see how we did. Here's where we were right on the money (all hail the power of cauliflower and oat milk!) and what we never saw coming.*

At the end of last year, Well+Good predicted that 2019 would be the year of cauliflower mania. Boy were we right. Between Trader Joe's cauliflower gnocchi to cauli-bread, the veggie has gone from taking over the frozen food aisles to expanding into the middle of the grocery store. But it's certainly not the only plant-based food that's become, well, cool.

Consider this sampling of statistics: The demand for plant-based beverages (like oat milk) is predicted to have a compound annual growth rate of 6 percent through 2028, people are so hungry for vegan burgers that Beyond Meat's worth has skyrocketed to *\$21 billion*, and Burger King is now selling the Impossible Burger. Oh, and the plant-forward Mediterranean diet was deemed the best eating plan of the year (sorry, keto). The evidence is even clearer than when we called the trend at the end of last year: Plants are here to stay.

## Why now?

"There are a few reasons why I think so many people are interested in a more plant-based diet right now," says author of *Food: What the Heck Should I Eat?* Mark Hyman, MD. "Number one: people are stepping up to the realities of climate change, and factory-farmed meat and the way we grow most of the food in this country is damaging our land, our air, our water, our communities, and our bodies," he says. He has a point: The more educated consumers become, the harder it is to ignore that traditional factory farming is a huge driver of pollution, greenhouse gases, and deforestation.

"Number two: Compared to our standard processed diet, plant-based diets are better," argues Dr. Hyman. To wit, a landmark (albeit, small) study published earlier this year found that people who ate a diet entirely of processed foods ended up consuming more overall (and gaining more weight) compared to people who ate equivalently portioned meals made out of whole foods. Other research has associated consuming animal proteins (particularly red meat and processed meats) with poor health outcomes like heart disease and cancer. But one doesn't even have to go fully vegan (read: zero animal products whatsoever) to see the benefits of plant-based eating. The Mediterranean diet, which consists primarily of vegetables, legumes, and whole grains with small portions of lean meat and fish, is associated with better brain and heart health, longevity, and reduced cancer risk. "When done correctly, plant-forward diets can transform someone's health," says Dr. Hyman.

This is something celebrity nutritionist and Well+Good Council member Kimberly Snyder, CN, has seen first-hand among her clients. "I am 100 percent seeing a much larger desire of people interested in adopting a plant-based diet," she says. "People are waking up and becoming more conscious about their daily choices. There has been a growing focus not only on the health benefits of eating a plant-based diet, but also the environmental concerns of diet and how important it is on our planet for people to eat plant-based."

*Want to know more about one of the biggest trends of 2019? Here's the 411 on oat milk:*

## More options than ever

When consumers with money to spend become interested in something, brands react, and grocery stores, restaurants, and meal delivery services transform their offerings as a result. "The widespread adoption of plant-based eating by consumers of all dietary preferences has driven a major boom of convenient—and delicious—plant-based products," says Kelly Landrieu, Whole Foods market global coordinator of local brands. "Brands are capitalizing on the trend of convenience, and aim to make plant-based eating easier, even venturing into the world of grab and go."

In grocery foods, sales of plant-based foods are up 20 percent year-over-year, surely directly correlated to more accessibility to foods such as spiralized veggies and veggie tots, a wide variety of alt-pastas that use chickpeas and lentils instead of white flour, and chips made from everything from avocado to cassava root. Landrieu says she's seen the biggest boom in the protein space. "Within the plant-based landscape, plant-based proteins are still a big trend with customers as more and more innovative products come to shelves," she says. "Beyond Meat is really a success story in the category for their innovation and growth. They launched the Beyond Burger in one Whole Foods Market store in Boulder [Colorado] and in less than two years were nationally available. They set the bar high early on for other plant-based proteins in the space."

Plant-based eating has become so mainstream that even massive meat producers such as Tyson and Perdue are changing their food production by experimenting with blended lines, which are made at least partially with plant protein. In the beverage space, legacy brands like Quaker Oats have moved into the oat milk market. The restaurant landscape has changed, too. Chains like California Pizza Kitchen are incorporating cauliflower-based crusts and veggie noodles onto their menus; White Castle debuted an Impossible Burger slider on its menu in 2018 and has kept it as a mainstay ever since; Taco Bell announced in April that it would test a vegetarian menu at its Dallas restaurants with hopes to expand the offerings nationwide.

"It really helps to have so many tasty and satisfying plant-based alternatives to common staples that people don't want to have to give up," Snyder says.

## What's next in plant-based

While it's great that there are more plant-based options than ever, Dr. Hyman says there are still things consumers need to keep in mind when considering a dietary shift. "The key is that your diet, regardless of whether you are vegan or Paleo, should consist of whole, real food—food that nature made, not food that man made," he says. "I see so many vegans who eat a ton of processed carbs and Franken-foods and are suffering from nutritional deficiencies, and on the flip side, I see patients who are eating mostly processed meats and feel like crap." (Read: Swapping meat for super-processed fake meat isn't that much better for you.)

That's why it's important not to associate all plant-based products you see on the shelves with a health halo. To Dr. Hyman's point, many meat alternatives are highly processed and some contain potentially controversial ingredients (Impossible Burger, for example, uses a compound called soy leghemoglobin to make its plant-based patties "bleed," a lab-created ingredient that concerns some food advocates). No matter what eating plan you follow, it's still crucial to look at the nutritional content as well as at the ingredients list on what you buy to ensure you're getting a minimally-processed, healthy option.

For her part, Snyder thinks it will continue to become easier and easier for more people to follow a plant-based diet. "There truly has never been a better time to be plant-based. We are so fortunate to live in an era with so many amazing companies creating absolutely delicious and satisfying plant-based options," she says. "We not only have access to a variety of plant-based milks, but also we now have access to items such as coconut yogurt, cashew cheese, almond and coconut-based ice creams, and even plant-based sausages, eggs, and burgers that taste amazing. All of these options are making it easier for people to transition and I think that is just awesome."



So to the cauliflower haters, I hate to break it to you: It's a plant-based world, and we're just living in it.

**Now that you're hyped up about plant-based foods, here are some ideas for what to make for breakfast and dinner.**

<https://www.forbes.com/sites/bernhardschroeder/2019/06/18/plant-based-food-products-started-with-milk-now-taking-on-meat-whats-next/#32350b4c21da>

10,804 views Jun 18, 2019, 01:30am

# Plant Based Food Products Started With Milk, Now Taking On Meat, What's Next?



**Bernhard Schroeder** Contributor  
[Small Business Strategy](#)

*I write about branding, trends, culture, creativity and disruptive businesses.*



Organic sandwich made with Beyond Meat vegan burger

GETTY

If you need even more proof that plant-based eating is here to stay, a new study conducted by Nielsen and commissioned by the Plant Based Foods Association found that sales of plant-based foods grew by an incredible 20 percent in the 52 weeks ending June 16, 2018, reaching a total of \$3.3 billion. With total food sales growing at just two percent per year, the data depicts a picture in which plant-based products are no longer just a niche market. The plant-based food market is, in fact, booming. It's estimated to reach \$4.63 billion in 2019 and this figure will increase to \$6.43 billion by 2023. That's according to a report by Markets and Markets.

In another report, Meat & Poultry: U.S. Retail Market Trends & Opportunities, Packaged Facts forecasts that total retail sales of meat, poultry, and meat substitutes will be just shy of \$100 billion in 2021. Due to its higher price point, meat will dominate dollar sales despite still trailing poultry in per-capita consumption volume. Meat substitutes were projected to account for less than \$2 billion of the projected total. Wrong. \$4.63 billion in 2019. This report is under estimating just how quickly meat substitutes are rising. Some industry analysts are saying plant based meat substitutes might just grab 50% of the meat industry by 2050. That would be a whopping \$50 billion!

While plant-based products and meat substitutes are now invading a large proportion of supermarket shelves, it wasn't always the case. Previously, vegetarianism, veganism and plant-based eating were regarded as niche lifestyle choices, with meat-free products hard to find and often unappetizing. However, fast forward a few years and it's a different scenario. The taste, texture, and variety of meat substitutes have vastly improved. Today consumers can purchase anything from meat-free buffalo wings and steak style pie to quarter pounder burgers. All plant based.

**Today In: [Leadership](#)**

Therefore, it's no surprise that meat-free products are now being consumed by an increasing number of meat eaters, who are looking for a natural protein source and to reduce their meat intake. According to Nestlé, 87% of Americans, both vegans, and meat-eaters are incorporating plant-based protein into their diets, with two-thirds of them doing so one or more times a week. Although plant-based meat substitutes may not be entirely mainstream just yet, they are becoming more and more accepted. Some people even claim they can't tell the difference between meat and plant-based protein.

So, what is driving the growth in plant-based eating? The shift towards plant-based eating has been largely fuelled by consumer concern regarding animal welfare, personal well-being and the health risks linked to eating meat (especially red meat). In recent years, food traceability has gained momentum, where consumers care more about what they are eating and where their food comes from. Consumers also desire more creativity, flexibility, and variety in their diets; therefore they are experimenting with new products and adding plant-based meal combinations to the mix.

PROMOTED



Preparing a vegan meal.

GETTY

Other key drivers include the positive health benefits associated with plant-based eating. Many consumers believe that meat substitutes improve overall health and aid weight management. At the same time, many are embracing a plant-based diet because of health issues and to help environmental sustainability. According to recent studies, 30 percent of Americans are not only leaving meat off their plates, but also seeking out plant-based meat alternatives. The trend is largely driven by Millennials, perhaps followed closely by Gen Z, who are more inclined than Baby Boomers to seek out food that is healthy, organic, and in line with their values and ethics. As a result, you are seeing a drop in meat and dairy consumption and an increase in demand for brands that have a positive social and environmental impact while still commanding the same amount of protein that can be gotten from animal-based sources.

And the venture capitalists have noticed. Plant-based food companies have raised more than \$16 billion in the last decade, with record gains of \$13 billion in 2017 and 2018 alone, according to the “State of the Industry Report” released by the non-profit organization Good Food Institute (GFI). Investors and entrepreneurs are capitalizing on a global shift in the way “meat” is produced. GFI identified Impossible Food’s \$189-million late-stage venture capital round as 2018’s largest investment deal, followed by vegan milk brand Ripple Foods’ \$65-million Series C round, Beyond Meat’s \$50-million Series H round, and Califia Farms’ \$50-million private equity round.

As an entrepreneur, investigate this trend and rising industry and see if you can identify the next plant based substitute opportunities and leverage your way into what some analysts are saying might be a \$50 billion industry someday.

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[Bernhard Schroeder](#)

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