



# NORA ARCTIC COD



## Cold, Deep and Plentiful

Buena Vista's NORA Arctic Cod originates from Iceland's West Fjord region and sources the highest quality of wild and farmed seafood products. This cod fishery is MSC certified, operates under the Iceland Responsible Fisheries program and provides support for the remote communities which have relied on responsible fisheries management for generations.



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NORA Icelandic Arctic Cod is large, sweet and flaky. The thick loins remain juicy and tender thanks to their ideal fat content.

Wild Icelandic cod have a varied diet of crustaceans, shellfish and fish. The waters are cold, plentiful and well managed. With strict fishing standards in place, NORA Arctic Cod is regarded as a top supplier of responsible, high-quality fish.



## KEY FACTS & FIGURES

Latin name: *Gadus morhua*  
Wild, captured in Icelandic waters

Varied catch weight; usually 5-9# & 9# and up

Marine Stewardship Council certified fishery (MSC)

Available year-round, peak season Nov. through April

Available in Loins, H&G and G&G  
Loins 10# master; H&G and G&G 50# master

Isafjordur is the largest town in the Westfjords with a history deeply rooted in fishing and salt fish production.

The population of around 2600 also supports one of the largest fishing centers in all of Iceland. However, despite its small size, Isafjordur is well connected to the capital city of Reykjavik.

### About Buena Vista Seafood

With decades of global seafood sourcing and sales experience, Buena Vista Seafood is leading the charge by bringing trusted, delicious seafood to chefs and diners across North America. But this doesn't mean that Buena Vista Seafood is going about it as a "business as usual" company. At Buena Vista, the entire team is dedicated to making a difference through positive actions and follow-through. By giving back 5% of the profits to notable organizations that are helping our oceans and waterways, Buena Vista Seafood is setting the bar at a new height for seafood suppliers.

Besides the Buena Vista Seafood give-back program, the company only sources seafood that has been properly vetted and meets the highest of current sustainability standards. Located in San Francisco, California, Buena Vista Seafood is proud to represent serious, responsible fishermen and fish farmers from around the globe.