



NOT ALL CANS ARE CREATED EQUAL!

The FDA has no regulations on crab meat grades, so the sizing of grades is not consistent between manufacturers. The lack of FDA guidance leads to pricing inconsistencies among crab meat brands. One manufacturer's Backfin may be equivalent to another's Super Lump, making comparisons based solely on grade names inaccurate. Educate your end users on what's inside the can – that's what counts.



PHILLIPS JUMBO LUMP

VS.



COMPETITOR JUMBO LUMP

Lumps vary in size among competitors. Watch for broken pieces, undersized lumps and inconsistent pack counts.

**Crab can shown for scale.*



PHILLIPS BACKFIN

=



COMPETITOR SUPER LUMP

Our Backfin sells against Lump, Backfin Lump, and Super Lump from other vendors.



NFI CRAB COUNCIL

Mission and Goals-The Council, formed originally in 2008, decided in September 2009 to organize its activities under the National Fisheries Institute umbrella, and has become the NFI Crab Council. The Crab Council provides a common voice for U.S. companies and suppliers committed to supporting and encouraging producers and exporters worldwide to advance sustainability efforts for the blue swimming crab.