

The Hard Shell Difference

The seasonal harvest structure in Atlantic Canada is set up to provide the highest quality possible, the overriding industry objective is to ship a full-meated, hard-shelled lobster.

HERE'S HOW

Lobsters grow by moulting, or shedding their shell. Wriggling free of the old armour takes just 5 to 20 minutes, the lobster then absorbs sea water over a period of four to five hours, gaining weight before its new shell forms—a size larger.

After a moult, typically in summer, the lobster is soft-shelled. Although it looks larger, up to two months pass before the absorbed sea water is replaced by new lobster meat. When cooked, a new moult reveals itself to be a smaller lobster hiding in a larger shell!

As the shell hardens, the meat's texture and taste improves and the lobster acquires a denser, fuller feel. This tips off buyers to the premium

quality of their lobster and the best value for money spent. Atlantic Canada's fishing seasons are staggered to avoid summer moults and to consistently deliver the hard-shelled, full-meated lobster valued by consumers. For many fishermen, this means plying frigid waters at times of the year when the North Atlantic is at its most formidable.

Atlantic Canadian suppliers are able to store lobsters under ideal holding conditions to extend their availability. This combination of year-round harvesting and holding technologies gives our provincial suppliers the flexibility to meet whatever specifications individual buyers require.

