



Handy International Profile

Handy is a family-owned company with a focus on quality, transparency and innovation. Founded in 1894 in Crisfield, Maryland on the scenic Chesapeake Bay, Handy is America's oldest seafood processor. Handy originally specialized in soft crabs—still a major part of its business—but over the years, its product lines have grown to include handmade crab cakes and seafood cakes, shrimp products, crab meat, oysters and fish. Despite diversifying, the company's focus continues to be on the highest quality products with great flavor and all natural ingredients. Handy's crab recipes feature only fresh crab meat.

Handy's long stable history in the industry allows it to marry expertise with innovation seamlessly. It holds patents on processing techniques and packaging. The company's sensitivity to market demands allows it to be a first in formulating recipes for global tastes, dietary needs, and environmentally thoughtful choices. Handy introduced the world's first certified gluten-free crab cakes. Handy has also taken a leadership position in DNA testing its seafood.

In 2012, Handy captured the latest food trend of "small-plates" and introduced its new Gastropub Collection of Social Seafood. This line of shareable products contained flavorful and creative cakes such as the Mediterranean Cod Cake, the Shrimp & Grits Cake, and the Crab & Shrimp Risotto Cake. The collection also featured a new innovation on a classic appetizer, the "dip-bite" where a creamy dip is encapsulated in a crunchy, hand-held bite. More products are to be added to this line in the coming years.

In order to conserve the resources in the U.S. and to respond to the growing demand for healthy seafood products, Handy expanded its sourcing and processing to Asia and Central America where fresh seafood is available year round. The company manages its plants abroad with the same care and attention to detail that it uses at home and maintains close control of every aspect from sourcing to production.

Handy is aware of global environmental issues and takes its responsibility for sustainability very seriously. Handy is a founding member of the National Fisheries Institute (NFI) Crab Council, a non-profit formed in 2009. The council works with members of the blue swimming crab industry to instill sustainable practices through education and advocacy. It evaluates and helps implement fishery and industry management operations so that crab populations, and the ecosystems on which they depend, remain healthy and productive. Handy also makes sure that all of its suppliers and processors abroad are members of their respective in-country sustainability organizations.

Handy has always been a strong advocate for customer safety. It voluntarily sought out independent inspections of its plants and became a part of the FDA's Hazard Analysis & Critical Control Points program (HACCP) before it became mandatory. The company's plants have been inspected by Silliker, a recognized independent auditing firm that has awarded Handy an excellent rating, a status attained by less than 10% of the plants it inspects.

Please visit the Handy website for more information (www.handyknowscrab.com).

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