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# Toronto company delivers fresh seafood across Canada

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**TORONTO** - Bill Hennessey may live and work in Toronto but he hasn't lost his Maritime roots.

Hennessey is the driving force behind a company offering to deliver fresh seafood products from the Maritime Provinces to home owners in most major cities across Canada, bringing a bit of the Maritimes westward in the process.

A native of Charlottetown, Hennessey is the head of Atlantic Ocean Harvest created about six months ago and using the telephone and the company's Internet site to gather orders for fresh Maritime lobster, scallops, mussels and shrimps for delivery the next day to the client's home wherever he or she lives, he said.

The products are packaged in the Maritimes and shipped by professional courier service.

Seafood is expensive in some cities like Toronto and may not always be fresh, he said.

He plans to sell fresh lobster at \$150 for five pounds live or cooked, or \$30 a pound while the price at the restaurant may be \$45 a pound. The price drops as the quantity of lobsters ordered increase. An order for 15 pounds of lobster delivered to the door will cost \$300 or \$20 a pound, he said.

There is a market for fresh seafood in central and western provinces with the company to expand that market through education and promotion.

There are large numbers of transplanted Maritimers living out west who know and enjoy Atlantic seafood although a number of them likely have contacts back home to send them lobster and other seafood.

Hennessey says the initial feedback from people contacted is very encouraging with the company already taking orders.

This is also good news for Maritime Provinces fishermen who have another outlet for their catch.

A possible second venture could involve delivering west coast products like wild salmon.

Live lobsters are shipped packed in a cardboard box with a wax liner and a salt water-soaked pad placed inside.

- For more information about Atlantic Ocean Harvest, visit the website at [www.atlanticoceanharvest.ca](http://www.atlanticoceanharvest.ca). or call (416) 551-3514.

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