

Secrets of Ice and Seafood

The secret to our radically fresh seafood has much to do with all the ice we use to pack, transport, display, and send home with you. Refrigeration **alone** would allow our seafood to deteriorate to the level of **all** grocery market seafood, and I said **all**. Next time you're in a grocery store and can slip by their seafood counter without getting spotted by a neighbor who ribs you for buying seafood from a roadside vendor, take a mental picture of their seafood. Visit us and take a look at our products and the difference is obvious. Ours looks fresh and by golly, it is fresher. They may display their fish on top of giant piles of ice. We pack ours under piles of ice.

None of their refrigeration can hold their seafood as cold as our coolers filled with ice. During a normal summer weekend we use over 2000 pounds of crushed ice our dealers supply. Oft times, we go to bulk ice machines and spend \$20-50 more for ice. Ice is our lifeblood. One true value of our nice refrigerated trailer is to slow the rate of melt for all the ice we haul.

We pack each of your orders with ice and that is a 13 season Landon rule that is not to be short-cutted ever and here's why: that ice may save your seafood from spoilage and save you a lot of chin music if you leave it in the car overnight. We've heard numerous times of someone getting home greeted by some pressing matter, kids scuffling, spouse fussing, phones ringing, you name it, and they rush from the car to deal with whatever is going on at the time. Since the seafood is for the next night, it's forgotten, until sometime the next day when expletives fly. Out to the car, the person flies to find their seafood dinner surrounded by cool water since ice has a short life in the summer.

Because all of our seafood is packed inside another bag to keep it separated from contact with the ice, the melted water hasn't touched the fish and the fish is usually in very good shape and safe to eat. (Bad seafood identifies itself pretty easily and that's a smell with any trace of ammonia.) After a rinse and a drying with paper towels the smell of the ocean will return. Your meal was saved by some of the ice we used to pack with your order. We can't promise your seafood will last for another night in the car..... but sometimes it has!