

### An assurance of quality

From the beginning, Kwik'pak Fisheries has understood the importance of quality to the long term success of Yukon River commercial fishing. We provide all fishermen with ice and insulated totes to keep fish cold from the moment they are caught. And we require that every fish is bled and iced immediately to preserve freshness.

Further, the company has gone to great lengths to ensure that our plants and equipment are state of the art, and that we have the fish tenders and processing barges necessary to serve the fishermen quickly and efficiently. This substantial investment in infrastructure demonstrates Kwik'pak Fisheries'

commitment not only to the people and the fishery but also to the superiority of the finished product. The result is a consistent quality that makes Yukon River salmon sought-after around the world.

### Completing the journey

Yukon River salmon travel over 2,000 miles to reach their spawning grounds. Preparing for this rigorous journey increases their content of healthy Omega-3 oils, which makes them richer tasting and better for you. These salmon, caught by the Yupik fishermen and processed by Kwik'pak Fisheries, end their long journey delivered as the prized catch to markets around the world.



[www.kwikpakfisheries.com](http://www.kwikpakfisheries.com)



*Wild Yukon River Salmon*



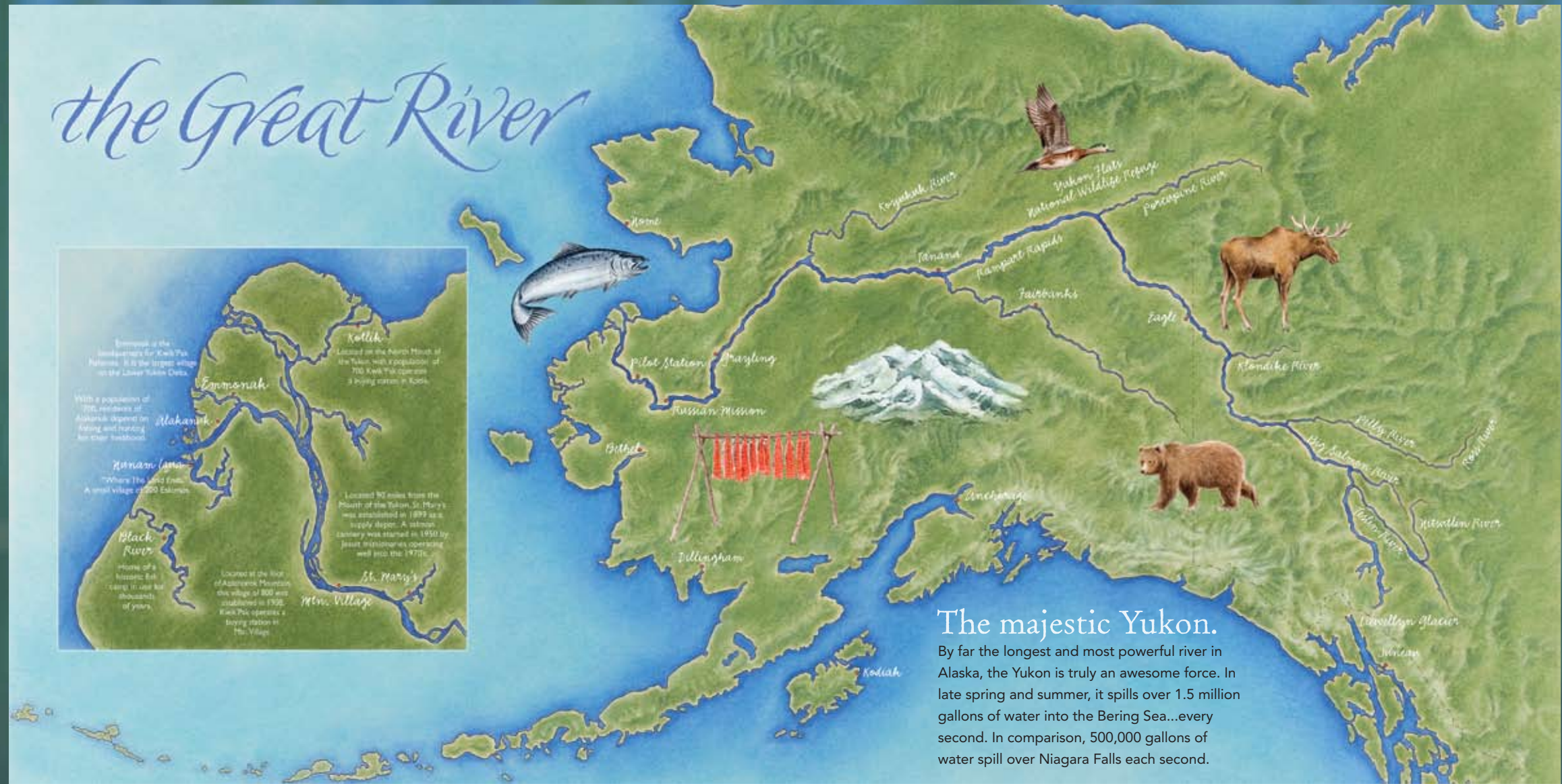
For the Health of It!

# A Fresh Approach to Marketing

Nearly 10,000 years ago, ancestors of Alaska’s Yupik Eskimos crossed over the Bering Land Bridge from Siberia in search of food. They settled along the banks of the Yukon River, where tremendous runs of wild salmon and abundant game provided everything they needed to survive.

In more recent times, however, the Yupik people sought to better their lives. They wanted to market their precious wild salmon, but their isolated location made this difficult. Because of this remoteness, the area has long been overlooked by much of the outside world.

Enter Kwik’pak Fisheries. In an effort to help the people profit from the sale of their prized catch, the Yukon Delta Fisheries Development Association (YDFDA) formed Kwik’pak Fisheries to bring the renowned Yukon Salmon to market. Today, Kwik’pak Fisheries acts as a guaranteed salmon buyer and processor for hundreds of Delta area families.



# The Yupik People and The Great River

The mighty Yukon River cuts through the Alaskan landscape like a jagged tear on a map. Yet despite its well deserved, powerful reputation, it is part of a fragile ecosystem that must be protected.

For the Yupik people, taking care of nature is, if you will, second nature. They are committed to preserving the resources that have provided for their people for thousands of years to come.

Accordingly, Kwik’pak Fisheries, working in partnership with the Alaska Department of Fish and Game, recognizes and welcomes the responsibility we share to protect the environment and the future of our fishery.

“Kwik’pak Fisheries —a subsidiary of Yukon Delta Fisheries Development Association (YDFDA) —has made a big difference in the lives of the people who live and work here. Not only does it help stabilize and grow the economy of this area; it also makes it possible for people to preserve the subsistence way of life that they have lived for generations. It is vitally important to all of us that we preserve our culture and honor our traditional way of life—to ensure that our salmon resources will be here for generations to come.

Ragnar Alstrom  
Executive Director, YDFDA  
Alakanuk Fisherman



# River of opportunity

Kwik’pak Fisheries is, in a manner of speaking, a community-based business, formed by six local villages. We are working to build the regional economy by offering employment, training and educational opportunities to area residents and their families. In addition to work tied directly to our fishing and buying operations, Kwik’pak Fisheries has helped other small businesses in the villages along the river.

The jobs provided by these activities enable Yupik families to continue the traditional

lifestyle their people have practiced for thousands of years...fishing, hunting and living off the land.

## Sustaining our heritage

Subsistence fishing has been the mainstay of the Yupik people for generations. Today, income derived from commercial fishing helps them to preserve their long standing traditions. Before each commercial season begins, Yupik families travel to “fish camps” to catch, dry and store the fish that will sustain them through the winter.

## Developing new markets

Kwik’pak Fisheries continues to develop markets for whitefish, lamprey and other winter fish to provide villagers with much needed income

during leaner winter months. What’s more, we consistently work hand in hand with Alaska Department of Fish and Game to sustainably manage the salmon season. We guarantee to purchase every fish caught during the commercial fishing season. This allows villagers on the lower river to catch and sell as many fresh salmon as possible.

## Tracing our fish to the source

In an effort to assure buyers of the authenticity of the wild Yukon River salmon they are purchasing, Kwik’pak Fisheries has become the first wild salmon fishery to implement a supply chain traceability program. When shoppers make a salmon

purchase at their retail supermarket, they are given the opportunity to enter a special number code from the packaging on a Smart Phone or computer, showing the origin of the fish. Since this program was first launched in 2009, it has helped our Yupik fishing families obtain better prices for their salmon, considered by many to be the best salmon in the world.

In addition, Kwik’pak Fisheries holds the distinction of being the only seafood company in the world to have been selected for membership in the Fair Trade Federation (FTF). FTF membership is based on continuous improvement in, and application of, economic, social, cultural, and environmentally sustainable practices.

