



# Wild Yukon River Salmon

- What Makes Kwik'pak Wild Yukon River Salmon Superior?**
- High Omega-3
  - A good source of Vitamin D
  - Rich, Mouth-watering Flavor
  - Sustainable – MSC Certified Fishery
  - Traceable through Trace Register
  - Fair Trade Federation Member
  - Quality Handling by Fishermen
  - Rich Cultural Heritage of Yupik Eskimos
  - From the Longest Salmon River in the World

**Good source of Vitamin D** Just one 3 oz. serving of Yukon River salmon delivers 50 percent of the RDA for Vitamin D in adults. In addition to aiding in bone health and brain function, Vitamin D may play a significant role in contributing to a healthy immune system.

**High in Omega-3** Tests have shown Yukon River salmon to have a higher Omega-3 content than any other seafood found in the USDA data base. They contain up to 5.2g per 100g serving – the equivalent of 10 average potency fish oil capsules!

## Omega-3s found in seafood

Grams of Omega-3 per 100g Serving



All testing was performed by Bodycote Testing Group, Portland, OR

**What makes our salmon different?** The Yukon is the longest salmon river in the world and Yukon River salmon travel long distances to their spawning grounds. These fish enter the river full of healthy fats and are “genetically programmed” to store these oils for their long journey home. This gives the Yukon River salmon the succulent, rich, buttery flavor they are known for.

*“Living to fish, fishing to live.”*

**Sustainable Fishery:** The Wild Yukon River salmon runs are certified as sustainable by the MSC. Kwik'pak Fisheries is certified by MSC as well. As the Yukon River originates in Canada, its salmon runs are managed by both the Alaskan and Canadian Fisheries Departments.



**Traceability** Kwik'pak is working in conjunction with Trace Register to provide a traceability system that will allow customers to verify on-line that the salmon they receive is truly from the Yukon. This information and technology can be found on our website or by going to [www.kptrace.com](http://www.kptrace.com). So buyers know they are getting a genuine Yukon River salmon. Each salmon carries a **trace register** Kwik'pak tag. Accept no substitutes.



**Fair Trade Member** Community owned Kwik'pak Fisheries was chosen for membership in the Fair Trade Federation in 2005 and is the only seafood company to receive this distinction. This underscores the commitment to support the Yupik Eskimos by paying a fair price for the salmon and helping to create opportunities for the people to help themselves.



**Quality Standards** Fish are handled with great care by the Yupik fishermen. All fish are bled and iced immediately after catch to preserve the Yukon salmon's "just caught" quality and freshness. They are processed within hours of catch at Kwik'pak's modern processing facility in Emmonak and shipped both fresh and frozen to markets around the world.

**Yupik Fishermen** The Yupik Eskimos who fish the Yukon have lived in this remote area of Alaska for over 10,000 years and continue the age old traditions of their ancestors. Each man, woman and child subsistence gathers an average of 700 pounds of fish, meat and berries each year which sustains them through the long winters. As they have for thousands of years, the Yupik people have a special reverence for the salmon that sustains them.

**Yukon: The Great River** The Yukon River, at over 2200 miles long, is the longest and most powerful river in Alaska. It is part of a fragile ecosystem that is protected by the people who live along its banks. The Yukon runs through some of the most remote areas in Alaska that are accessible only by air year round and by river during the summer months.

**Kwik'pak Fisheries** • [www.kwikpakfisheries.com](http://www.kwikpakfisheries.com)