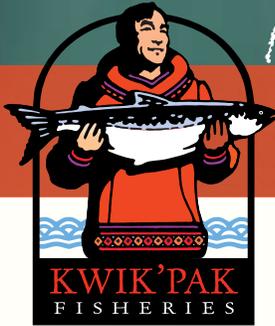


Wild Yukon River Salmon



For the Health of It!

“Seafood is likely the single most important food one can consume for good health.”

Dariush Mozaffarian, M.D., Ph.D., Harvard School of Public Health

The Cornerstone of a Healthy Diet. Most nutrition professionals define a “healthy diet” as one that includes plenty of fresh fruits and vegetables, whole grains, and at least two servings of seafood—such as Yukon River salmon—per week. Not only is Yukon River salmon higher in beneficial oils—particularly the polyunsaturated fatty acid known as Omega-3s—than any other seafood, but it is an excellent source of protein, minerals and vitamins.

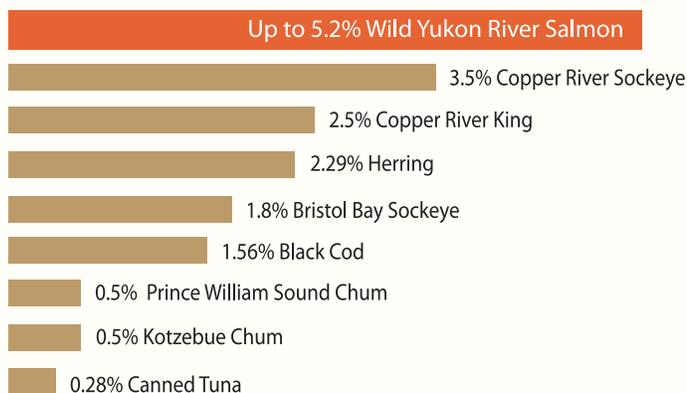
In fact, recent laboratory tests show that just one 100-gram (3.5 oz.) serving of Yukon River salmon contains up to 5.2 grams of Omega-3s—the equivalent of 10 average-potency fish oil capsules. Why are Omega-3s important? A growing body of scientific research links two of the main components of Omega-3s, EPA and DHA, with heart health, a strong immune system, healthy brain development, visual acuity, and even mental health.

A 2006 report from the Harvard School of Public Health highlights the benefits of consuming oily fish such as salmon. The report concludes that fish consumption cuts the risk of mortality from heart disease by 36%. New research also highlights the many benefits of consuming oily fish such as salmon on brain function, behavior, and a healthy immune system.



Omega-3s found in seafood

Grams of Omega-3 per 100g Serving



Yukon River salmon plays a key role in a healthy diet for other reasons as well. 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.

A Gift from the River. Yukon River salmon enter the river full of rich oil to sustain them on their long journey to their upriver spawning grounds, in some cases, traveling as far as 2,000 miles. Their high oil content translates into a rich, buttery texture and delicious flavor that lends itself to a variety of preparation methods.

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“Living to fish, fishing to live.”