

# Wild Yukon Keta Salmon

Discover the KING OF KETA  
A rich heritage of quality

## YUKON - the King of Keta

### What makes Kwik'pak keta superior

- High Oil Content
- High Omega 3
- Rich, mouth watering flavor
- From the longest salmon river in the world
- Sustainable - MSC certified fishery
- Traceable through TraceRegister
- Fair Trade Federation Member
- Quality handling by Fishers
- Rich cultural heritage of Yupik Eskimo fishermen and women

### High Oil Content

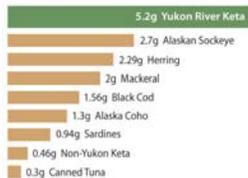
From extensive testing, we have found the Yukon Keta have an oil content that ranges from 8-19%. This falls within the range of many king salmon!

### High Omega 3

Testing has shown Yukon Keta 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-3 found in seafood

Grams of Omega-3 per 100g Serving



### What makes our Keta salmon different

The Yukon is the longest salmon river in the world. Yukon Keta travel long distances to spawn. Yukon Keta enter river full of healthy fats and are "genetically programmed" to store these healthy oils for their long journey. This gives the Yukon Keta the succulent, rich buttery flavor they are known for.

### Sustainable Fishery



The Yukon River is certified as a sustainable fishery by MSC. Kwik'pak Fisheries is certified by MSC as well.

### Traceability



Kwikpak is working with TraceRegister, a system that will allow customers to verify on-line the the salmon they receive is truly from the Yukon. This information and technology will 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 Keta, each salmon carries a Kwik'pak tag. Accept no substitutes.

### Fair Trade Federation Member



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

### Quality Standards

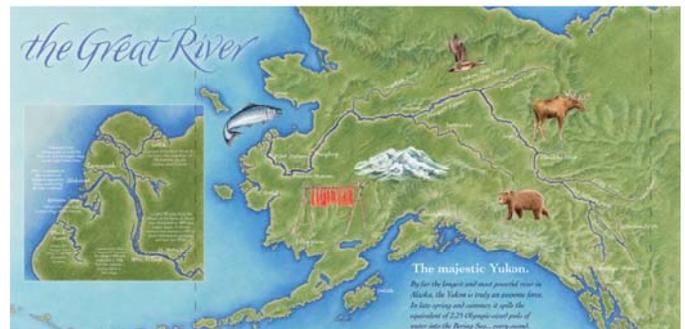
All fish are bled and iced immediately after catch to preserve the Yukon Keta's "just caught" quality and freshness. Fish are held in insulated totes until delivery and processed within hours of catch at the Kwik'pak plant in Emmonak.

### Yupik Fishermen

The Yupik Eskimos who fish for Yukon Keta have lived in this remote area of Alaska for over 10,000 years. The area is accessible only by air year round and by river during the summer months. The residents of this area continue the age old traditions of their ancestors

### 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.



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