



**KWIK'PAK**  
F I S H E R I E S

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## **YUKON RIVER SALMON SEASON OPENING ANNOUNCED**

Emmonak, Alaska—Seafood buyers and merchandisers seeking to add wild Yukon River salmon to their seafood case this year should expect the summer 2010 opening to take place “around the end of June,” according to Kwik’pak Fisheries’ General Manager, Jack Schultheis.

Schultheis said that limited edition quantities will be available fresh once the Alaska Department of Fish & Game sets the opening dates of the season. Schultheis predicts this year’s salmon harvest to average between 250,000 and 500,000 fish—which translates into “a few million pounds.” For this reason, buyers should get their orders in early.

In 2009, Kwik’pak decided to implement a traceability system to protect against mislabeling and to help ensure that the Yupik fishermen receive the highest value for their fish. Working with Seattle-based Trace Register, Kwik’pak became the first Alaska salmon producer to offer 100 percent traceable salmon, Schultheis pointed out.

Kwik’pak is also the only buyer and processor of genuine wild Yukon River salmon, caught by Yupik Eskimo fishermen at the mouth of the river, when their stored fat content is at its highest. Wild Yukon River chum (or keta) salmon have been shown in laboratory testing to contain higher levels of beneficial Omega-3s of any other wild salmon, and the fish is a superior source of Vitamin D. New research into Vitamin D, also called the “sunshine vitamin,” suggests that “D” not only builds strong bones but also helps build a healthy immune system.

For more information, visit [www.kwikipakfisheries.com](http://www.kwikipakfisheries.com). Please direct media inquiries or to schedule an interview with Jack Schultheis, contact Jeanne McKnight, McKnight Public Relations, at 206-963-6478.

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