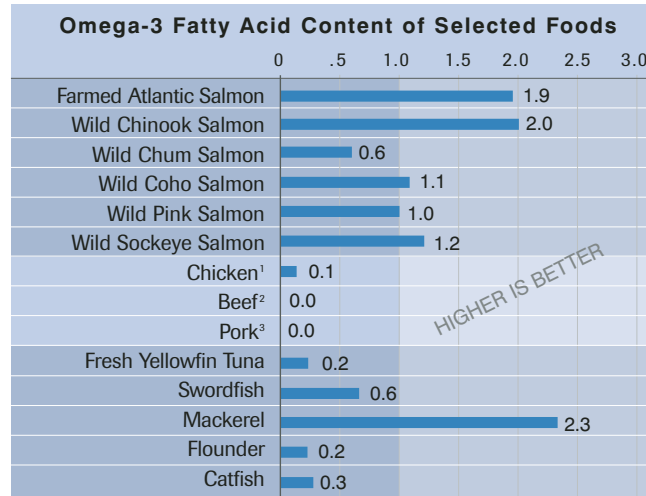


Salmon, like many other foods, comes in several varieties. There are six species: one species of Atlantic, which represents most of the farmed salmon, and five species of Pacific salmon. Pacific salmon are generally wild-caught, but several species are also farm raised.

Salmon have different tastes, textures and prices, which add to their appeal. Best of all, they are all low in saturated fat and high in omega-3 fatty acids, which have been shown to be good for your heart and general well-being.

Which salmon should you choose? It's up to you. We think you should try them all and see what you like. They are all good for you and all cook up in a tasty meal. While wild-caught salmon is only available for three to four months in the summer, you can continue to enjoy fresh, farm-raised salmon year-round.



All content in grams per 100 grams, raw
 1. Average of white and dark meat with skin, raw
 2. Ground beef, 85% lean, 15% fat, raw
 3. Fresh loin blade, bone in, raw

Source: USDA Nutrient Database for Standard Reference, Release 16 (2003)

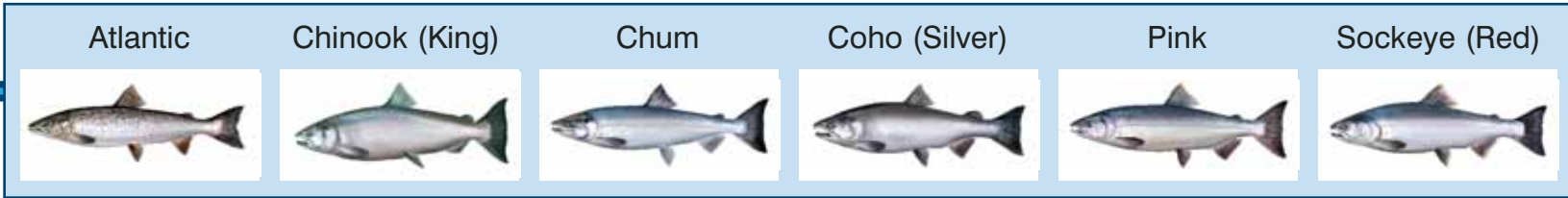
SALMON OF THE AMERICAS



For more information, visit
www.salmonoftheamericas.com

**Why We Sell
 All Kinds of
 Salmon:
 Wild and
 FARM-RAISED**





Economical

Farm-raised salmon is economical and available fresh year round. Wild salmon generally sells at a premium price and is available in the summer.

High in Omega-3 Fatty Acids

All species have lots of omega-3. No other readily available food has more than farm-raised Atlantic salmon. See chart on back for details.

Color

The pink color of farm-raised salmon comes from nature-identical compounds included in their feed. The same compounds are eaten by wild fish as they feed in the wild and the flesh of wild and farmed fish contains equal amounts of these nutrients.

Low in Saturated Fat

Both wild and farm-raised salmon are low in saturated fat.

PCBs and Mercury

A host of independent scientists agree that farm-raised and wild salmon is a safe food that you should continue to enjoy regularly. Recent tests of farm-raised salmon show PCBs to be 1/80 of the FDA tolerance. Neither wild nor farm-raised has any mercury concerns.