



Ocean-Farmed Salmon A perfect protein for healthy lifestyles



New Websites Facts Just a Click Away

We have developed two new websites providing up to date information including compiled statistical data conducted by independent organizations such as *The Institute of Medicine of the National Academies* and *The Harvard School of Public Health*.

- Surveys have revealed that most seafood lovers want to learn innovative ways to prepare farmed salmon so we created www.salmonoftheamericas.com. This new website is chic and modern with a downloadable recipe book, cooking tips, and rated recipes appealing to culinary professionals down to the first time cook. Log on today and join our new blog by rating your favorite recipe or include your own for others to enjoy.
- Additionally, we created a facts and issues website, www.salmonfacts.org centered on assisting retailers, wholesalers and foodservice organizations with the many questions raised on the environmentally responsible and vital industry of ocean farmed salmon.

Ocean-Farmed Salmon Today's healthy Source of Omega 3

There are many healthful reasons to enjoy ocean farmed salmon and studies keep finding even more reasons to consume proteins high in Omega 3's.

- HIGH IN OMEGA-3 - Farmed salmon contains the highest levels of omega 3's according to a report conducted by the *Institute of Medicine*. Research suggests that Omega 3's reduce the risk of coronary heart disease and the possibilities of death from sudden heart attacks. It also has been linked to improving cognitive skills and neurological fetal development making it today's BRAIN FOOD. To read the complete seafood study please visit www.salmonfacts.org/omega3.
- HIGH IN PROTEIN – Ocean-Farmed salmon provides as much high quality, complete protein per mouthful as chicken, ground beef, pork or tuna.
- LOW IN FAT - You will find that Ocean Farmed salmon has about a third of the saturated fat of lean ground beef and fifty percent less saturated fat than chicken.
- LOW IN CALORIES - One serving of farmed Atlantic salmon contains only 183 calories. How many low calorie foods taste this good?

Good for you Good for the Oceans

There are several reasons for the development and growth of farm raised salmon. Fresh fish is what people want to eat most of all and only the year round supply of farmed salmon can provide that. Salmon farming sites occupy a tiny portion of the coastal zone areas in which they are located. Many environmental considerations are taken into account when these sites are selected and careful evaluation of the ecosystem is assessed and monitored. Our efforts towards achieving harmony between aquaculture and sustainability of these regions are our priority resulting in the best quality product to your table in a responsible way.



**SALMON
OF THE AMERICAS**

Ocean Farmed Salmon The Smart Choice

Institute of Medicine of the National Academies
Seafood Choices Fact Sheet

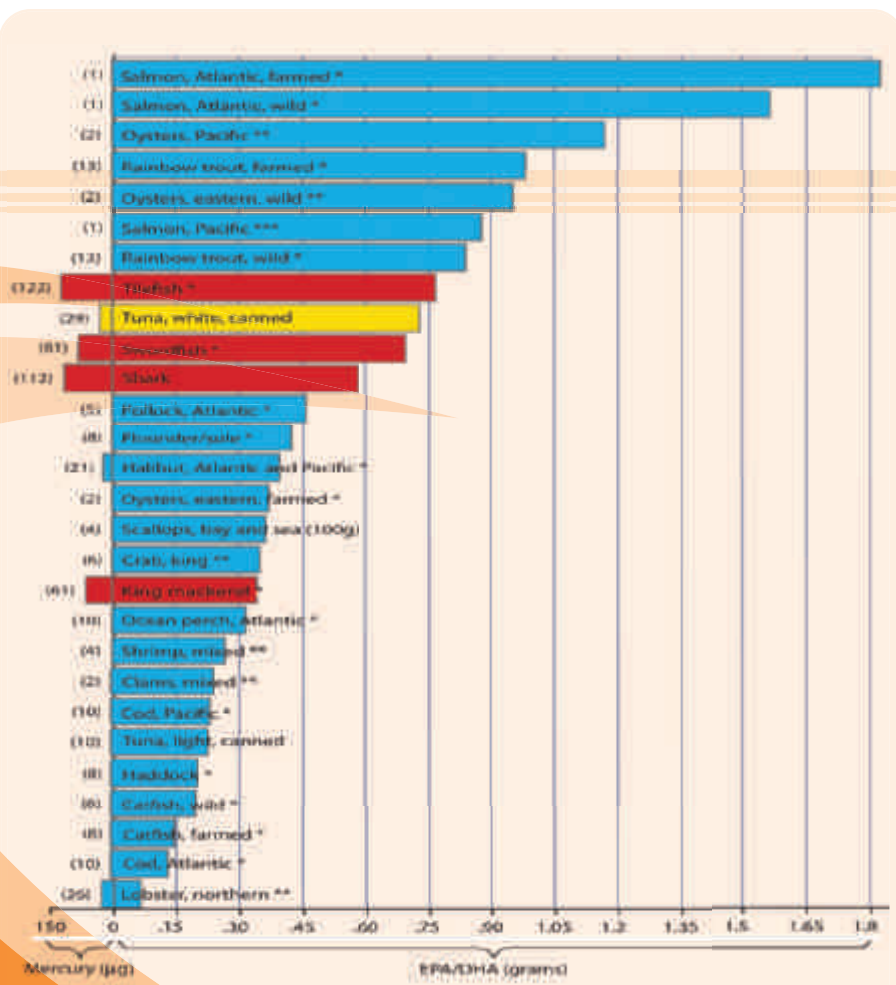


FIGURE 2. Example of estimated EPA/DHA (mg) intake and methylmercury (µg) intake exposure from one 3-ounce portion of seafood.
NOTE: The scores used in this figure for EPA/DHA and methylmercury content are arbitrary. Designers will need to carefully test the effect of the scales used for the bars on the message received by consumers.
* Cooked, dry heat
** Canned, moist heat
*** The EPA and DHA content in Pacific salmon is a composite from fillets, cakes, and loaves.



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Need information or have additional questions, please email us at
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Ocean-Farmed Salmon
Today's Brain Food