



## Tasty and Good For You

### Why We Sell Farm-Raised Salmon and Are Proud of It.

- **Low in saturated fat.** Saturated fat raises cholesterol which is bad for your heart. Farm-raised salmon is naturally low in saturated fat. It is among the animal protein sources lowest in this bad fat.
- **High in omega-3 fatty acids.** Farm-raised salmon have the highest omega-3 content of any readily available fish. Harvard studies show consumption of omega-3 is good for your heart.
- **Consistent quality.** Farm-raised salmon is raised in a controlled environment. We know how it's raised and you can be sure it's the same high quality every time.
- **Fresh.** We get it on demand, straight from the water to our store in time to let us sell you only the freshest fish.
- **Raised in an environmentally respectful way.** This quality food stands up to rigorous inspection of production practices and environmental impact.

Details on Back

## A Few Details

- 1. Omega-3/Saturated Fat Quantity** - The USDA nutrient database shows that farm-raised salmon have the highest omega-3 content and about the same saturated fat content as wild salmon. Compared to other animal protein sources, all salmon is great with regard to saturated fats.
- 2. Color** - Farmed salmon get their color from nature identical ingredients in the feed they eat. They are not dyed. The same compounds give wild salmon and trout their color. The compound that imparts the color is a carotenoid—in the same family as vitamin A and a potent antioxidant that helps fish (and people) maintain good health.
- 3. Mercury** - No problems with mercury. Tested routinely by the FDA.
- 4. PCBs** - Farmed salmon are routinely tested and on average shown to contain 50 to 100 times less than FDA standards. Both the FDA and the National Academy of Sciences have recently reviewed the levels and tolerances and continue their recommendation on farmed salmon consumption as an important part of the diet.
- 5. Antibiotics** - As with all food producing animals, FDA-approved antibiotics are sometimes included in the feed. This is done under the supervision of a licensed veterinarian. Antibiotics are withdrawn well before harvest to ensure that all FDA tolerances are met.
- 6. Conversion rate** - of feed to fish in farmed salmon is about 1.5 to 1. By comparison, beef is 12 to 1. It's good for the environment to use less feed to produce food.
- 7. Competition** - Farmed salmon do not compete with wild salmon. Over 30% of the wild salmon caught are ranches—they start in the same hatcheries as farmed salmon.

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