

Wild Yukon River Salmon

It's not just salmon, it's Yukon salmon!



Just for the Health of It

Cornerstone of a Healthy Diet. By now, most everyone knows that Omega-3s are good for you. They protect your heart, support a strong immune system, contribute to brain development and promote good mental health.

But did you know that one of the best sources of Omega-3s is wild salmon and specifically salmon from the Yukon River in Alaska?

Just one 100-gram (3.5 oz.) serving of wild Yukon River salmon contains up to 5.2 grams of beneficial Omega-3s, making this very special salmon one of the best fish for everybody. New dietary guidelines encourage everyone, from pregnant women and nursing mothers, to children, adults and seniors to eat two servings of seafood a week, with at least one of those servings an oily fish such as Yukon River Salmon.

“Seafood is likely the single most important food one can consume for good health.”

Dariush Mozaffarian, Ph.D.,
Harvard School of Public Health

Wild Yukon River Salmon are like no other fish on Earth. Yukon River Salmon must navigate up to 2,000 miles of cold, fast moving water. They swim against strong currents from the mouth of the river where it empties into the Bering Sea back upstream to as far away as British Columbia, Canada. These salmon are “genetically programmed” to store oil for their rigorous journey. For the consumer, this translates into extraordinary amounts of healthy oils, fats and Omega-3s that give the fish a rich, buttery texture and delicious flavor that lends itself to a variety of preparation methods.

Omega-3 Found in Seafood

Grams of Omega-3 per 100g Serving

Up to 5.2% Yukon River Keta

3.5% Copper River Sockeye

2.29% Herring

1.56% Black Cod

0.28% Canned Tuna



Fish Oil versus Salmon: What Is The Difference?

While fish oil capsules have gained in popularity over the past several years, nutritionists point to the many benefits that come from eating salmon. A small serving (100 grams) of Yukon River salmon can not only deliver the same amount of Omega-3 as 10 average-potency fish oil capsules, but has 50% of the recommended daily allowance of Vitamin D. This so-called “sunshine vitamin” is now associated with bone health, brain function and the prevention of certain immune diseases.

In addition to Vitamin D, Yukon River salmon contain other vitamins and minerals that fish oil capsules do not. And, nutritionists find that our bodies absorb almost twice as many nutrients from food as they do from supplements.

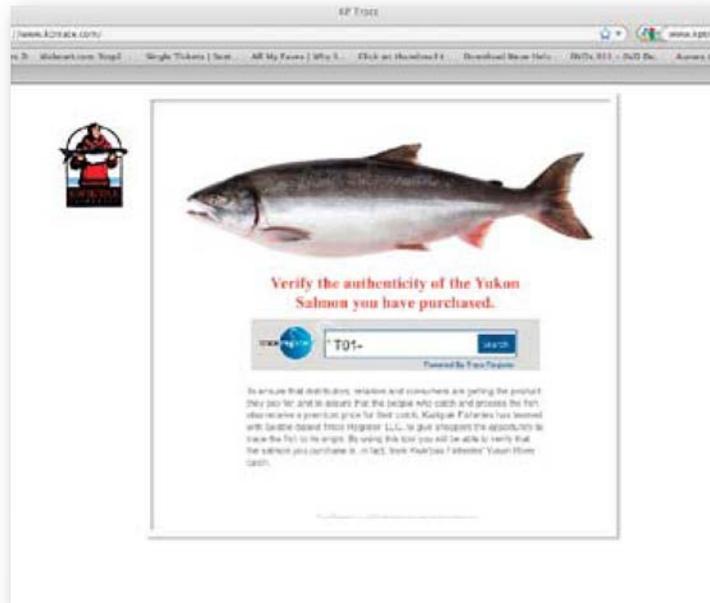
Traceable to the Source

Kwik'pak Fisheries realized early on the importance of protecting the premium Yukon River Salmon name. In addition Kwik'pak knew that consumers were becoming increasingly concerned about where the food they buy comes from. Enter Trace Register, the leading global food traceability company.

Kwik'pak was the first wild salmon producer to join forces with Trace Register in order to provide full traceability of our product.

Today, this full supply chain traceability helps buyers and consumers trust that the fish they have purchased is authentic Yukon River Salmon. It also helps ensure that the Yupik Eskimo fisher men and women are getting a well deserved premium for their superior salmon.

All of Kwik'pak Fisheries products display a trace code – on boxes of salmon, frozen fillet bags and smoked salmon labels. By using the code found on the packages you can go to www.kptrace.com, enter the code and verify that this is wild Yukon River Salmon. You will also find recipes and information on our products and the fishing families who catch Yukon River Salmon.



Sustainable - Keeping our Salmon Runs Healthy for Generations to Come

The Yupik Eskimos who live in the small villages along the Yukon River view their salmon runs as a precious resource. Today, they continue their commitment to preserving what has provided for their people for thousands of years.

The Yukon River salmon runs are managed by the Alaska Department of Fish and Game. In addition to being certified as sustainable by the Marine Stewardship Council and the Global Trust, salmon from the Yukon River also meet and are certified to the rigorous United Nations Food and Agriculture Organization (FAO) standards.



Wild, Natural & Sustainable®

Kwik'pak Fisheries LLC
www.kwikpakfisheries.com

"Living to fish, fishing to live."