



It's good for you, and great for the health of Atlantic Canada's economy



Atlantic salmon farming has been part of Canada's East Coast rural communities for generations. In the last 30 years it has grown to become one of the economic drivers of Atlantic Canada.

We're keeping the best and brightest young minds at home in Atlantic Canada.

As one of the largest agrifood sectors on Canada's East Coast, and the largest in New Brunswick, we employ more than 4000 people – 75% of whom are under the age of 40.



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One of the highest sources of Omega-3 (DHA, EPA)

DHA, an Omega-3 fatty acid, supports the normal development of the brain, eyes and nerves

FOOD	DHA+EPA (mg)
Atlantic salmon, farmed (6 oz. cooked)	3,650
*Wild salmon (6 oz. cooked)	3000
Swordfish (6 oz. cooked)	1,390
Sardines in vegetable oil, drained (3 oz.)	840
Fish sticks (6)	680
Shrimp (3 oz.)	270
Omega-3 eggs (1)	150
DHA Omega-3 yogurt (6 oz.)	30
Organic DHA Omega-3 milk (1 cup)	30

Source: Center for Science in the Public interest (cspinet.org)

*Source: NAH newsletter (published by the Center For Science in the Public Interest)

- 3,650 mg of Omega-3 per 6 oz. portion
- Naturally low in saturated fat
- Healthy source of lean protein

As a leading source of Omega-3 DHA and EPA essential fatty acids, Atlantic salmon plays a pivotal role in:

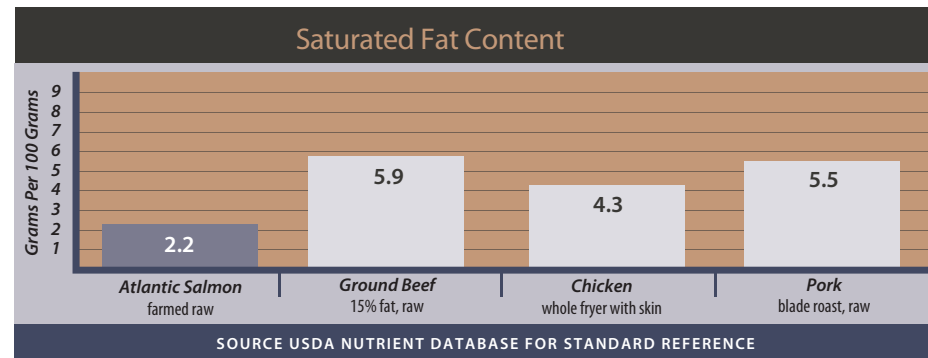
- The prevention of heart disease
- Reducing the risk of cancer
- Lowering cholesterol
- Increasing daily energy levels
- Helping to prevent depression, schizophrenia and memory loss
- Acting as an anti inflammatory

East Coast Atlantic salmon is safe to eat

Scientific studies and government agencies indicate that the trace amounts of PCBs (polychlorinated biphenyls) found in both farmed and wild salmon are similar to the amounts in everyday foods like beef, chicken, pork, eggs and butter, and are well within acceptable limits.

Atlantic salmon is lower in saturated fat than other proteins

A 100 g serving of Farmed Atlantic salmon contains 23% of your daily-recommended saturated fat intake.

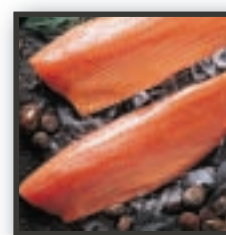


Farmed Atlantic salmon is a source of vitamins and minerals

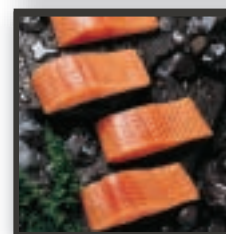
VITAMIN	BENEFIT
A	Aids normal bone and tooth development and maintaining the health of the skin and membranes
B	Factor in energy metabolism and tissue formation
D	Factor in the formation and maintenance of bones and teeth and enhances calcium and phosphorus absorption and utilization
Niacin	Aids in normal growth and development as well as being a factor in energy metabolism and tissue formation
MINERAL	BENEFIT
Iodine	Factor in the normal function of the thyroid gland
Iron	Factor in red blood cell formation
Zinc	Factor in energy metabolism and tissue formation
Phosphorus	Factor in the formation and maintenance of bones and teeth

Simple to prepare in a variety of delicious ways

Whether it's baked, broiled, grilled or poached, farmed Atlantic salmon makes a smart and delicious addition to any family's menu. In fact, Canada's Food Guide and the United States Department of Agriculture recommend eating at least two servings of fish each week, including salmon.

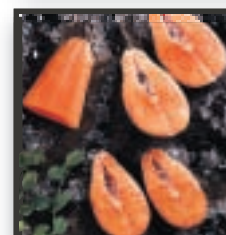


Cooking Method	Time Required Per Every Inch of Thickness
Grill or broil	5-6 minutes per side
Bake or roast	6-10 minutes
Poach or braised	8-10 minutes



We're committed to providing high quality farmed salmon 365 days a year

- **Available year round** – Atlantic salmon from the East Coast can be harvested and shipped within 24 to 48 hours.
- **Affordably priced** – efficient, environmentally responsible farming practices means more fresh Atlantic salmon at lower prices.
- **Always fresh** – arrives in market within days after harvest from the cold Atlantic ocean waters of the East Coast.
- **Convenient** – offered pre cut, portioned and sometimes marinated, fresh Atlantic salmon always comes easy to prepare



The United Nations Food and Agriculture Organization estimates that by 2030 more than half of the fish consumed by the world's population will be produced by farms through sustainable aquaculture practices.

East Coast Atlantic Salmon: Naturally healthy and simply delicious

East Coast farmed Atlantic salmon is an excellent source of DHA and EPA Omega-3 fatty acids as well as vitamins and minerals essential for good health. Better yet, with every easy to prepare dish, salmon offers delicious flavour, through a variety of fresh and delicious recipes.