

# WILD ALASKA SALMON



Today, customers are eating more salmon than ever, because they know it's a delicious, healthy and versatile alternative to other proteins. Here are some other noteworthy facts to share with your customers about Wild Alaska Salmon.

## Alaska Salmon are WILD.

- Alaska Salmon swim freely along Alaska's rugged 34,000 mile coastline.
- Alaska Salmon make the mysterious trek of swimming thousands of miles to return to the place of their birth.
- A natural diet, combined with the rigors of swimming through icy waters, gives Alaska Salmon their unparalleled flavor, color and superior texture.

## Alaska Salmon are ABUNDANT.

- Alaska is one of the most bountiful fishing regions in the world.
- NO Alaska Salmon are endangered or threatened.
- Sustainable seafood is so important to Alaska, it's written into the state's Constitution.

## Alaska Salmon are ECO-SMART.

- Alaska Salmon are an important part of a healthy ecosystem.
- Leading conservation organizations recommend Wild Alaska Salmon as an ecologically sound seafood choice.
- Alaska Salmon is Marine Stewardship Council certified indicating the fishery is managed to ensure sustainability of its stocks and its marine environment.



Wild Alaska Salmon are  
NATURALLY BETTER.



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