

Wild Style by The Alaska Seafood Marketing Institute

WILD SECTION TRANSCRIPT

V/O: Alaska Salmon...

They live wild...

Free...

Driven only by primal instinct...

Along some 34,000 miles of Alaskan coastline.

It's here, in the frigid waters of the North Pacific that Alaska Salmon grow at their natural pace....

Eating only the foods nature provides: shrimp... herring... squid... zooplankton.

These and other marine life offer not only nutrition, but help give each variety of salmon their own unique color.

Alaska Salmon swim free for two to four years, until a miraculous internal guidance system tells them it's time to go home.

Then, they return to the place of their birth—the same river, the same feeder stream, perhaps even the same patch of spawning gravel. How they navigate so unerringly is a puzzle that science has not yet fully solved.

On the longest runs, they travel more than 2,000 miles inland, and accomplish this feat relying entirely on energy reserves from food consumed at sea: once they enter the river they eat nothing at all...

They battle rapids and waterfalls... sometimes leaping up to 10 feet in the air, to complete the journey home. Once there, they lay eggs. It's this last, fatal journey,

that begins the cycle of life anew.

Only a few of the thronging fry—perhaps one in a thousand—will make it to maturity. But far more eggs are produced than could ever become adult salmon.

And nature makes sure that there are not only enough survivors to ensure the future of the species, but plenty left over for other uses: birds, bears and humans have all relied on salmon since the farthest reaches of memory and myth.

More recently, the state of Alaska has lent nature a hand: in order to protect Alaska's wild fisheries from potential problems, salmon farming was banned by the Alaska legislature in 1990.

The result? All Alaska Salmon are wild, living in some of the world's cleanest marine and freshwater habitats.

All... Alaska Salmon... are wild. That's why their texture is lean and firm. Their flavor... superior.

QUIZ

Correct answers are **highlighted**.

1. How far can Alaska Salmon swim upstream, without eating, to lay eggs?

- a. **2,000 miles**
- b. 2,000 kilometers.
- c. It's not how far, it's how long they can go without food: about two days.
- d. 200 to 300 miles.

2. What is it Alaska Salmon eat that give each variety of salmon its own unique color?

- a. Specially formulated diet of marine animals and plant life.
- b. Mostly shrimp. The unique hue is part of their genetic code.
- c. This is a puzzle science has not yet fully solved.
- d. **Only the foods nature provides, including shrimp, herring, squid and zooplankton.**

3. What is the role of salmon farming in Alaska?

- a. Only native peoples may engage in salmon farming.
- b. Salmon farming is outlawed in Alaska. All Alaska Salmon are wild.
- c. Salmon farming is done many miles inland on salmon ranches.
- d. Salmon farming is practiced in certain restricted areas.