

Eating healthier
doesn't have to be an
uphill battle.

Leave that to Wild
Alaska Salmon



Wild, Natural & Sustainable

Healthy Eating

Just Got Easier with Wild Alaska Salmon

Around the world the message is the same: eat more fish! With wild Alaska canned and pouched salmon it couldn't be easier: it's shelf-stable (so you can always have it on hand), it's easy to prepare and it's deliciously versatile.

Helping yourself to good health and nutrition by eating canned and pouched salmon regularly makes it easy to meet the American Heart Association's recommendation to "eat at least two fish meals a week, preferably of fatty fish," such as salmon. And, there is no need to worry about contaminants – they are very low in wild Alaska Salmon.

Wild Alaska Salmon is nutritionally exceptional. Why? Just one serving provides:

- Generous amounts of heart-protecting omega-3 fatty acids – amounts found in few other foods
- More than the daily need for selenium, a mineral that protects against a variety of toxins, including methylmercury
- The full recommended amount of vitamin D for most adults. Few other foods have any vitamin D. This vitamin promotes bone health, important for growing children and their grandparents!
- Generous amounts of three B vitamins: niacin, vitamins B6 and B12
- Calcium from soft, easily digested bones

Omega-3s

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Protecting Body and Mind

Most Americans consume too little fish and are missing out on the health benefits linked to the omega-3 fatty acids DHA* and EPA* found almost exclusively in fish. Pink and red canned salmon are among the richest of all fish in these nutrients. That makes it easy to boost your levels of omega-3s that protect and promote health. What's more, salmon is low in saturated fat and cholesterol and has no trans fat. Better than plant sources of omega-3s, which have few of the benefits associated with fish oils, the omega-3s in canned salmon are excellent for pregnant and nursing women, children and adults seeking to lower their chance of developing chronic diseases as they age.

* DHA or docosahexaenoic acid and EPA or eicosapentaenoic acid are long-chain omega-3 fatty acids found almost exclusively in seafood

Keeping a Healthy Heart

The omega-3s in canned salmon use several strategies to protect heart health. The result is a significantly lower chance of dying suddenly from a heart attack, less chance of having a first heart attack or stroke and reduced risk of heart disease that accompanies type 2 diabetes.



Better than plant sources of omega-3s, which have few of the benefits associated with fish oils, marine omega-3s help the heart by:

- ♥ Stabilizing heart rhythms, thereby reducing the chance of sudden death
- ♥ Lowering blood triglyceride (fat) levels and modestly raising HDL or “good” cholesterol
- ♥ Improving heart rate and adaptability
- ♥ Discouraging unwanted blood clotting that could lead to heart attack or stroke
- ♥ Reducing inflammation in the heart’s blood vessels
- ♥ Improving blood vessel function, elasticity and production of regulatory substances
- ♥ Stabilizing plaques in the blood vessels and improving blood flow
- ♥ Slowing the progress of atherosclerosis and the narrowing of the arteries

Building a Better Brain

INFANCY

The human brain develops in the womb during pregnancy and continues to grow for at least two years after birth. It is especially rich in DHA, one of the omega-3s abundant in canned salmon. For the baby's optimum brain and visual development, mothers should consume foods rich in seafood omega-3s during pregnancy to meet the baby's need for DHA. Consuming canned salmon during pregnancy and nursing also replenishes the mother's own omega-3 stores.

As the baby develops, DHA contributes to healthy eyesight. This fatty acid is highly concentrated in the retina of the eye where it enables us to see in dim light. DHA also contributes to the development of visual acuity, the ability to distinguish fine detail.

DHA is involved in the brain's development of learning and memory. It is linked to healthy motor coordination and may favor the development of healthy social behaviors. Emerging research suggests that marine omega-3s may reduce a child's chance of developing attention deficit hyperactivity disorder and learning difficulties. Studies are underway to explore this possibility further.

New research from a large study in England reported that mothers who ate *more* than the US government recommended amounts of seafood during pregnancy – more than 12 ounces/week – had children with better developmental outcomes than children whose mothers ate smaller amounts or no fish at all. Children whose mothers ate fish at least 3 times/week were significantly less likely to have suboptimal IQ, communication and social development problems compared with the children whose mothers ate less than 12 ounces of seafood

or no fish during their pregnancy. These findings confirm that the health benefits of eating fish during pregnancy far outweigh the potential risks from the traces of methylmercury in most seafoods.

The brain also needs DHA for its everyday work. DHA is concentrated in the branches of neurons, where it improves the relay of signals between brain cells. It is needed for the growth and repair of brain cells and regulates the cell's response to several hormones and regulatory substances.

LATER LIFE

As in early life, DHA is necessary for maintaining good vision as we age. People who eat fish regularly appear less likely to develop age-related macular degeneration, a common deterioration in eyesight among the elderly. DHA may also discourage the development of glaucoma and other eye disorders, but the evidence for these protections is just emerging, and therefore, not conclusive.

DHA is used to make protectins, substances that restrain inflammation linked to brain cell damage from injury and disease. Protectins reduce the production of harmful proteins involved in Alzheimer's disease and promote brain cell survival. Emerging research suggests DHA may help guard against other degenerative conditions, such as Parkinson's disease. Its participation in learning and memory processes makes it particularly important for healthy aging.

Recent studies have reported that people who consume fish regularly are less likely to develop Alzheimer's disease and other types of cognitive loss as they age. Moreover, people with the condition have less DHA in their brains than those who do not develop Alzheimer's and they have less protectin to keep their brain cells healthy. Marine omega-3s are now being studied to determine if their consumption before the onset of Alzheimer's disease can prevent or delay its development.

* DHA or docosahexaenoic acid and EPA or eicosapentaenoic acid are long-chain omega-3 fatty acids found almost exclusively in seafood

Healthy Minds

Several behavioral or “mood” disorders in children and adults are linked to having too little seafood omega-3s. People with depression – a condition that occurs across the age spectrum – often have lower levels of marine omega-3s in their tissues compared with healthy people. Higher scores on depression assessments have also been linked to low omega-3 status. In the clinic, patients who consumed seafood omega-3s or EPA* alone, along with their usual medication, experienced less severe symptoms. Some studies have linked post-partum depression to low omega-3 levels and some, but not all, patients improved when they increased their intake of omega-3s. Differences among studies in patients, study design and treatments mean that no firm conclusions can be drawn yet.

Bipolar disorder, a potentially disabling condition of wide mood swings, has also been responsive to treatment with marine omega-3s, particularly EPA, when added to a patient’s usual therapy. Omega-3s have the advantage of negligible side effects that often accompany current drug therapies and have been effective in relatively small amounts. These encouraging findings suggest that larger studies, such as those now underway, may determine whether marine omega-3s will be effective in treating or easing these conditions.

Visual Function

From prenatal life to old age, healthy eyesight needs DHA, one of the two main omega-3s in fish and shellfish. The link between DHA and visual function starts in the retina, the layer of specialized cells lining the back of the eye. The retina has the body’s highest

concentration of DHA, which it uses in the conversion of light energy to visual signals processed in the brain. DHA accumulates in the rods of the retina – specialized cells that permit vision in dim light and darkness. In early infancy, babies who have abundant marine omega-3s, especially DHA, have higher visual acuity scores compared with infants with lower levels. Visual acuity measures the ability to distinguish fine detail. These differences may last as long as a year, but gradually disappear as the visual system matures.

Visual function often declines with aging. The reasons include age-related macular degeneration (AMD), diabetic retinopathy, cataract, dry eye and other conditions related to inflammation and reduced oxygen, such as stroke and brain injury. Many of these conditions depend on having enough DHA in the retina to protect the cells from damage or destruction. AMD is a progressive condition in which the central part of the retina becomes damaged and central vision is blurry. The condition can lead to blindness. Several studies suggest that the likelihood of developing AMD is lower in people who eat fish regularly. A large clinical trial in the U.S. reported that patients with early AMD who ate fish at least twice a week were 40% less likely to develop severe AMD compared with patients eating little or no fish. That study is currently investigating whether increased consumption of marine omega-3s can halt or slow the progress of early stage AMD.

Regular consumption of fish or marine omega-3s may lower the chance of developing cataract, the leading cause of low vision. However, as data are very limited, other studies are needed to confirm this report. Some 20.5 million people in the U.S. have cataract and the numbers will increase as the population ages.

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Healthy Immune System

Several chronic diseases involve the immune system. The most common are rheumatoid arthritis, asthma, allergies, heart disease, stroke, type 2 diabetes, digestive disorders and Alzheimer's disease. In these conditions, the immune system overacts, producing immune responses that make these diseases worse. The result is painful joints, itchy skin, swelling, redness, breathing difficulties, etc. The omega-3 fatty acids in fish tone down these overactive responses, making the symptoms less severe. The body also makes unique substances from fish omega-3s that protect cells from inflammatory damage.

In some conditions, such as rheumatoid arthritis, large amounts of fish oils can ease painful symptoms. Fish oils have lessened symptoms in some patients with asthma and other inflammatory lung diseases. They have had mixed results in children with allergies. Omega-3s cannot prevent or cure these conditions, but they may make living with them easier.

Type 2 Diabetes

Because obesity rates in North America are soaring, more people are developing type 2 diabetes, even in early childhood. Being overweight, especially around the belly, increases the likelihood of developing type 2 diabetes. One can greatly lower the chance of developing this dangerous condition by maintaining a healthy body weight, exercising regularly, and making healthy food choices. Good eating habits include limiting the amount of saturated fats – those found in cheese, meats, processed meats, and many processed and prepared foods – and eating plenty of nutrient-packed fruits and vegetables, cereals, whole grain foods and eating fish regularly.

People with diabetes develop an abnormal pattern of the lipids in their blood. Eating fish regularly helps correct this lipid pattern, improves blood flow and circulation, reduces blood clotting and improves responses to insulin. Diabetics are 2–3 times more likely to develop heart disease than those without the condition. However, eating fish, having healthy food habits and exercising regularly go a long way to slowing the progress of this disease and its complications of the heart.



Wild and Natural Alaska Salmon



Alaska canned and pouched salmon is made from top quality salmon and is a wholly natural product – nothing is added but a pinch of salt for flavor.

- Traditional pack canned salmon contains skin and delicate, edible bones that are rich in calcium and magnesium. Pressure-cooked in the can, they are so soft they can be easily blended into the salmon with a few swishes of a fork, adding extra nutrients and flavor.
- Skinless, boneless Alaska Salmon is available in cans and convenient pouches.

Pink Salmon has a light color and mild flavor, while Red (or Sockeye) Salmon has a richer, more intense flavor and color – either variety works beautifully in these recipes.



CANNED SALMON NUTRITION FACTS Based on a 3.5 oz. (100g) Serving

	Pink	Red
Calories	136	166
Total Fat, g	5	7
Saturated Fat, g	1	2
Trans Fat, g	0	0
Cholesterol, mg	82	44
Sodium, mg	399	360
Total Carbohydrate, g	0	0
Protein, g	23	23
Omega-3 Fatty Acids**, mg	1100	1400
Calcium, mg	277	221
Vitamin D, IU	466	763

COMPARISON OF OMEGA-3 FATTY ACID VALUES** Based on a 3.5 oz. (100 g) Serving

Alaska Canned Sockeye/Red Salmon	1400mg
Alaska Canned Pink Salmon	1100mg
Canned White Tuna	900mg
Canned Shrimp	500mg
Canned Blue Crab	400mg
Canned Chunk Light Tuna	300mg
Canned Chicken	30mg
Canned Turkey	30mg
Canned Luncheon Meat	0mg

**Includes EPA and DHA (eicosapentaenoic acid and docosahexaenoic acid)

Source: USDA, <http://www.nal.usda.gov/fnic/foodcomp>
Canned salmon values based on traditional pack, drained product.
Canned tuna packed in water, drained.

ALASKA SALMON AND CHIPOTLE DIP

Makes 4 to 6 Servings Prep Time: 10 minutes

- 2 to 3 Tablespoons fresh lime juice
- 1 Tablespoon chipotle chiles in adobo sauce, chopped
- 2 Tablespoons chopped fresh cilantro
- 2 Tablespoons chopped red bell pepper
- 1 to 2 Tablespoons chopped red onion
- 1 teaspoon chopped garlic
- 1/4 teaspoon each salt and pepper
- 1 can (14.75 oz.) or 2 cans (7.5 oz. each) traditional pack Alaska Salmon or 2 cans or pouches (6 to 7.1 oz. each) skinless, boneless salmon, drained and chunked
- Tortilla chips, as needed

In bowl, mix lime juice, chiles, cilantro, bell pepper, onion, garlic, salt and pepper. Gently stir in drained salmon until blended. Cover and refrigerate until serving.

Serve with tortilla chips.

Variations:

- Add minced fresh jalapeño peppers for more flavor.
- Makes a great sandwich filling!
- Make a Latino Salmon Salad by adding a tablespoon mayonnaise, minced celery and corn with fresh sliced avocado over fresh greens.
- For a pasta salad, toss with cooked macaroni pasta, drained black beans, corn and canned green chiles with a splash of olive oil.

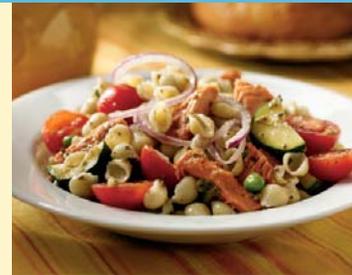
Nutrients per serving: 123 calories, 5g total fat, 1g saturated fat, 38% calories from fat, 46mg cholesterol, 17g protein, 2g carbohydrate, 0.3g fiber, 583mg sodium, 182mg calcium, and 1400mg omega-3 fatty acids.



ALASKA SALMON PESTO PASTA SALAD

Makes 8 to 10 Servings Prep Time: 10 minutes Cook Time: 15 minutes

- 8 ounces dry, small shell pasta
- 2 to 3 teaspoons garlic, finely minced
- 1/2 cup prepared basil pesto
- 1/2 cup high-quality light Italian salad dressing
- 1 zucchini, cut in 1/2-inch half-moon slices
- 1 pint cherry tomatoes, halved
- 1 small red onion, thinly sliced
- 3/4 cup frozen peas, defrosted
- 1 can (14.75 ounces) or 2 cans (7.5 ounces each) traditional pack Alaska Salmon or 2 cans or pouches (6 to 7.1 ounces each) skinless, boneless salmon, drained and chunked
- Salt and pepper, to taste



Cook the pasta according to package directions, drain well. Let cool slightly then toss with the garlic, pesto and dressing. Set aside.

Meanwhile, put the zucchini in a covered microwavable container and cook on high for 2 minutes or until just tender and bright green.

Toss the blanched zucchini, tomatoes, onion and peas into the pasta and stir to combine. Gently fold in drained salmon; season to taste with salt and pepper. Serve immediately or chill before serving.

Tip: This salad is best tossed together right before serving so pesto and flavors stay bright.

Nutrients per serving: 310 calories, 16g total fat, 3g saturated fat, 46% calories from fat, 30mg cholesterol, 17g protein, 26g carbohydrate, 3g fiber, 485mg sodium, 214mg calcium and 1300mg omega-3 fatty acids.

ALASKA SALMON GREEK-STYLE STUFFED PITA POCKETS

Makes 4 Servings Prep Time: 20 minutes

- 1/2 cup Greek or Italian vinaigrette dressing
- 1 Tablespoon chopped fresh oregano or 1 teaspoon dried oregano
- 2 teaspoons minced fresh garlic
- 1 can (14.75 ounces) or 2 cans (7.5 ounces each) traditional pack Alaska Salmon or 2 cans or pouches (6 to 7.1 ounces each) skinless, boneless salmon, drained and chunked
- 1 large ripe tomato, diced
- 1/2 cup diced white or red onion
- 1/2 cup diced cucumber
- 3/4 cup diced red or green bell pepper
- 1/3 cup chopped black or Kalamata olives
- 1/3 cup crumbled Feta cheese
- 4 large pocketed pitas
- 8 leaves green leaf lettuce
- Tzatziki sauce, purchased (optional)

In a large bowl, whisk together the vinaigrette, oregano and garlic. Add the drained salmon, tomato, onion, cucumber, bell pepper, olives and Feta cheese. Toss to combine and coat with dressing.

Cut pitas in half and insert a leaf of lettuce into each one. Divide salmon salad between pitas.

Tip: The pitas can also be lightly grilled. Place the whole pitas on the hot grill and cook on each side for about 1 minute, or until light grill marks form and pitas are warmed.

Nutrients per serving: 468 calories, 17g total fat, 5g saturated fat, 33% calories from fat, 69mg cholesterol, 30g protein, 48g carbohydrate, 4g fiber, 1546mg sodium, 369mg calcium and 1900mg omega-3 fatty acids.



ALASKA SALMON SALAD SANDWICHES

Makes 4 Sandwiches Prep Time: 15 minutes

Salmon Salad:

- 1 can (14.75 ounces) or 2 cans (7.5 ounces each) traditional pack Alaska Salmon or 2 cans or pouches (6 to 7.1 ounces each) skinless, boneless salmon, drained and chunked
- 1/3 cup light mayonnaise
- 1 Tablespoon lemon juice
- 2 teaspoons Dijon mustard
- 1 Tablespoon capers, drained, chopped if large (optional)
- 1/3 cup finely diced celery
- 1/3 cup finely diced onion
- 1/4 cup dill or sweet pickle relish, drained
- Dash of Tabasco or pinch of black pepper
- 1 Tablespoon chopped fresh dill or 1/2 to 1 teaspoon dried dill weed
- 8 slices whole-grain bread
- 24 thin slices cucumber
- 4 leaves green or red leaf lettuce

In a medium bowl, combine salad ingredients; stir to combine well.

Lay out bread slices and divide salad between 4 slices of bread. Top each with 6 slices of cucumber and a leaf of lettuce. Place remaining slices of bread on top and cut each sandwich in half, crosswise.

Nutrients per serving: 381 calories, 15g total fat, 3g saturated fat, 36% calories from fat, 65mg cholesterol, 27g protein, 34g carbohydrate, 5g fiber, 1236mg sodium, 291mg calcium and 1900mg omega-3 fatty acids.



Alaska seafood is the world's Gold Standard for premium wild and sustainable seafood.

Since acceptance into the Union in 1959, Alaska's constitution has mandated that "Fish...be utilized, developed and maintained on the sustained yield principle." This long-term dedication to sustainability has resulted in keeping the world stocked with a continuous, ever-replenishing supply of wild seafood. Alaska's comprehensive fisheries management practices are considered a model for the world.

A proven track record in effective resource management, reliance on scientific research, and conformance to relevant international governing standards, such as the Food and Agricultural Organization of the United Nations (FAO), is testimony to Alaska's leadership. Other examples of Alaska's exemplary fisheries management include international recognition, public participation, strict laws and enforcement and collaboration among State, Federal and International organizations. Alaska takes a precautionary approach that is constantly improving as new science becomes available.

Alaska seafood's long-term fishery management practices ensure that this unmatched, delicious resource can be enjoyed for generations to come.

Find out how easy – and delicious – eating healthier can be with Wild Alaska Salmon.

For more delicious recipes and information, visit the Alaska Seafood Marketing Institute at www.alaskaseafood.org/canned

WILD ALASKA Canned Salmon
ASK FOR ALASKA



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