



HEALTHY AND RESPONSIBLE

protein choice

ONE OF THE HEALTHIEST FOODS IN THE WORLD

Atlantic salmon is one of the most nutritious foods you can eat, and it's available year-round from local farmers. It's high in protein, low in saturated fat and loaded with vitamin D and E. Including salmon in your weekly diet can help prevent heart disease, lower cholesterol and blood pressure, boost your brain function and reduce the risk of cancer, stroke, depression, Alzheimer's disease, arthritis, Crohn's disease and asthma.

A QUALITY FOOD CHOICE

Farmed Atlantic salmon can be traced back to the original farmer and hatchery where the fish were raised, including records of what they ate and how the farmer cared for them. All Atlantic Canadian salmon farming companies are involved in third-party certification programs that evaluate farming processes – both marine and on land, as well as feed manufacturing and fish processing to ensure quality seafood and responsible production.

Salmon farmers use less antibiotics than any other livestock farmers. Strictly regulated withdrawal periods – far longer than any other agriculture sector – follow the use of any medication. All antibiotics are prescribed by veterinarians. Carotenoids – the same natural ingredients found in carrots and egg yolks – are added to their diet to provide the fish with vitamin A and give them their pink colour. No artificial dyes are ever used.

A RESPONSIBLE FOOD CHOICE

Farmed salmon is one of the most sustainable proteins you can eat. By using both marine and freshwater resources in the most efficient way, aquaculture represents one of the best ways to feed the world's growing population with a minimal environmental footprint.

- The carbon footprint of farmed salmon is one tenth of the footprint of beef.
- It takes about 1kg of feed to produce one 1kg of farmed salmon – compared to beef at 10:1 or chicken at 2:1.

- It takes only 900L of freshwater to produce one farmed salmon compared to 15,000L of water to produce one kilogram of beef.
- When salmon farming began, wild fish-based ingredients in feeds were as high as 80 per cent. Today, it's as low as 20 per cent as the industry continues to reduce the use of wild fish while providing a responsible alternative to the declining wild harvest stocks.

Get the facts!



SALMON IS ONE OF THE WORLD'S BEST SOURCES OF HEART-HEALTHY OMEGA-3 FATTY ACIDS (DHA, EPA).



SALMON IS ONE OF THE MOST ENERGY EFFICIENT FARMED ANIMALS.

NO ARTIFICIAL DYES OR GROWTH HORMONES ARE EVER USED.

FARMED SALMON IS NOT GENETICALLY MODIFIED.

