

Why Canadian or Chilean Atlantic Salmon?

- About 70% of the global salmon supply is farm-raised (aquacultured).
- The top aquacultured Atlantic salmon producing countries are in order: Norway, Chile, Scotland/UK and Canada.
 - Main markets for Norwegian salmon are the EU and Asia, although some is beginning to come to the US.
 - Main markets for Chilean salmon are the US, South America and Asia
 - Main market for Scottish salmon is within the UK with limited exports to the US
 - Main market for Canadian salmon is the US

Canadian Raised Atlantic Salmon – Quality without Breaking the Bank

Fresher Fish

- From harvest to processing to arrival in restaurants and stores in New Mexico within 48-72 hours

Quality Salmon

- British Columbia's average sea water temperature is about 10°C, range of 8-12°C
- Temperatures are in the optimal temperature for salmon health
- Colder water produces fattier and oilier fish than Chile

Responsibly Raised

- Low farm density – salmon farms occupy less than 0.05% of the British Columbia coast with only 60-70 of the 109 farm sites active at any given time
- Low stocking density – 2% fish to 98% water giving fish room to move
- Low farm and stocking densities reduce impact of fish waste (i.e. feces) on the surrounding environment
- Careful feeding – feeding monitored by underwater cameras to reduce food waste
- Feeds – made of oils from plants and fish, fishmeal and otherwise un-utilized protein sources such as trimmings from fish processing and no added hormones or steroids
- Feed Conversion – takes less than 1 kg of feeder fish to produce 1 kg edible salmon
- Reducing antibiotic use – good husbandry and vaccines against common viruses reduce need for antibiotics

Chilean Raised Atlantic Salmon – A Great Option for Value

- Higher water temperatures within Atlantic salmon's optimal range promotes faster growth
- Stable water temperatures reduce seasonality within the production cycle for more consistent availability
- Lower costs of labor and production keep prices affordable for consumers

