



QUALITY AND SAFETY

NATURALLY HEALTHY

Salmon is one of the world's best sources of heart-healthy omega-3 fatty acids.

Eating omega-3 rich seafood like salmon can reduce the risk of coronary death by 36 per cent and increase life expectancy by 2.2 years.

There are no dyes or growth hormones in farmed salmon.

Farmed salmon is not genetically modified.



ONE OF THE HEALTHIEST FOODS IN THE WORLD

Atlantic salmon is one of the most nutritious foods you can eat. It's high in protein, low in saturated fat and loaded with vitamin D and E.

Eating farmed salmon 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.

Fish consumption has been associated strongly with a lower risk of heart disease. If Canadians increased their consumption of fish to Canada Food Guide recommended levels, 5,800 lives could be saved per year.

A SAFE FOOD CHOICE

Atlantic salmon is fresh and safe. Farmed salmon are not dyed pink or injected with growth hormones or genetically modified.

Carotenoids – the same natural ingredients found in carrots and egg yolks – are added to the diet of salmon to provide them with vitamin A and give them their pink colour.

Antibiotics are not often used at salmon farms but if needed, they are used only under a veterinarian's direction. Less than three per cent of the feed given to farmed salmon contains an antibiotic. Antibiotic use on salmon farms is far lower than any other agricultural animal-producing industry. Strictly regulated withdrawal periods - far longer than any other agriculture sector - follow any use of medication. A regulated testing program ensures that no residues remain in salmon when harvested.

Trace amounts of contaminants like PCBs are in the environment and found in most foods we eat. Salmon has significantly lower levels than other foods such as butter, beef, chicken, pork, canned tuna and eggs. But levels found in all fall well below safety thresholds set by the Canadian Food Inspection Agency.

The enormous health benefits of omega-3 rich seafood outweigh any potential risks by at least 300:1 according to one Harvard researcher.

TRACED FROM EGG TO PLATE

Atlantic salmon farmers document their fish from eggs in hatcheries, to their ocean pens, through processing and distribution to ensure the safe handling every step of the way.



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