

Executive Summary:
Nutritional Profile of
SKUNA BAY, Vancouver
Island Craft Raised Salmon

Top quality, exceptional flavor, and great nutrition

Really great food for really great health-

We face a sea of choices when it comes to diet and good health. . .but salmon is one choice that offers so much when it comes to quality nutrition and fits *swimmingly* into our healthy lifestyle!

Salmon is a SuperFood

Salmon is a nutritional powerhouse, best known perhaps for being the highest whole foods source of heart-healthy omega-3 fats. But it's also an important supply of a number of other key nutrients essential to health.

As a doctor of public health and registered dietitian working with clients, I am often asked what a person should eat for optimal health. The good news is that there clearly are some delicious foods that enhance health when eaten frequently, while other foods may do the opposite. And as a food enthusiast who works with professional chefs and at-home cooks—enjoying delicious meals in both settings frequently—I know that when it comes to food, while health is essential, flavor is also key.

Wendy Bazilian, DrPH, RD
 Doctor of Public Health,



I consider salmon to be a SuperFood—and the reasons are simple.

Salmon is:

- ✓ Well-researched with quality science revealing health-promoting properties
- ✓ Nutritious
- ✓ Easy-to-use
- ✓ Versatile
- ✓ Flavorful!

. . .and a bonus:

Craft Raised Skuna Bay Salmon is a sustainable food that's not only good for human health but kind to the health of the environment, too.

Nutrition Facts	
Serving Size 3.5 oz (100g)	
Amount Per Serving	
Calories 190	Calories from Fat 100
%Daily Value*	
Total Fat 11g	17%
Saturated Fat 2.5g	13%
Trans Fat 0g	
Polyunsaturated Fat 4g	
Monounsaturated Fat 4.5g	
Cholesterol 55mg	18%
Sodium 50mg	2%
Total Carbohydrate 0g	0%
Dietary Fiber 0g	0%
Sugars 0g	
Protein 20g	
Vitamin A 0%	Vitamin C 0%
Calcium 0%	Iron 2%
* Percent Daily Values are based on a 2,000 calorie diet. Your Daily Values may be higher or lower depending on your calorie needs:	
	Calories: 2,000 2,500
Total Fat	Less than 65g 80g
Sat Fat	Less than 20g 25g
Cholesterol	Less than 300mg 300mg
Sodium	Less than 2,400mg 2,400mg
Total Carb	300g 375g
Dietary Fiber	25g 30g

Good for You and for the Earth—

Ensuring food safety and protecting the ocean and its ecosystem

When it comes to great nutrition and our health, it's essential that we have foods that can sustain us today and for years to come. We also depend on a healthy environment to provide the air, water and resources to provide food and sustenance. It's all interwoven, and so it just makes sense to make choices that are both good for you and good for the earth too. I want my food to be the best it can be for me and the environment, of the highest quality, and I want it to be safe. This is what I want for you, too.

Skuna Bay salmon are raised with care in clean, glacier-fed ocean waters and have been third-party tested for mercury levels and other potential contaminants. They have mercury levels that are *as low as or lower than* other varieties of salmon nearby and elsewhere – farmed or wild – even from the same area, and always well below the established limits set by the *U.S. Environmental Protection Agency*, as well as *Health Canada*, whose limits are set at half of those of the United States. In general, salmon are not considered to be among the fish where mercury is a major concern as with some other fish, though it's still reassuring to know that they are tested to ensure safety in well-below established limits.

Skuna Bay is craft-raised the 'right way'—*the best way*—for food, health, people and environmental safety, and for sustainability and restoration of our fish and our oceans. The whole process from raising, fishing, hand-cleaning and hand-packing the

Skuna Bay salmon with a traceable, tamper-proof, hand-signed certified label along with efficient transportation to the chef ensures the integrity of the whole process and that the fish is the freshest possible.

Plus, before the fish is caught, the Skuna Bay salmon live and grow in clean waters with plenty of space—at least 98.5% water to 1.5% salmon that the Skuna Bay fishermen monitor constantly. . . safe, abundant and healthy waters for strong and healthy fish.

Salmon's Good Nutrition

Salmon provides many nutrients important to our health, among them:

- ✓ Quality protein
- ✓ Polyunsaturated fats
 - Omega-3 fats
 - Omega-6 fats
- ✓ Monounsaturated fats
- ✓ Vitamin-D
- ✓ B-vitamins
- ✓ Antioxidants

to build in favor of its many positive qualities that benefit health.

Salmon and Our Health

Salmon not only adds flavor and nutrition to our meals, but has been shown to benefit health in a number of ways. It has been well established that eating fish regularly, in particular eating fish higher in omega-3s like salmon, can benefit health from head-to-toe. Here are some of the most prominent areas of health receiving research attention:

- ✓ Heart health
- ✓ Skin health
- ✓ Brain health
- ✓ Inflammation
- ✓ Also, emerging research on healthy fertility, pregnancy, mood, joints, eyes and more.

Head-to-toe. . Indeed from the brain, to the heart, to our blood vessels, and to our healthy skin, those omega-3s and other nutrients in cold water fish and a few plant sources count. Inside and out – our health matters and the choices we make on our plate each day add up toward better health for today and tomorrow.

Public Health: Healthy You in a Healthy Community.

Health is not static, but complex, multidimensional and dynamic. It changes as we enter new life stages or face health challenges, but one thing is for sure: eating real, whole, nutritious foods will provide good energy and meaningful health benefits. And it's about balance. When it comes to salmon, the evidence continues

And attention to every step along our integrated food chain can help ensure the best health for the environment, the fish, the farmers, those who clean and certify the Skuna Bay craft-raised salmon, the chefs, the community they serve and ultimately, you! Quality food that's safe, healthy and delicious, too.

Real, whole, nutritious, sustainable, delicious food—regularly and moderately. That's good health.

