

FACT: East Coast Atlantic salmon is a healthy meal choice.

Atlantic salmon farmed on the East Coast is an excellent source of DHA and EPA Omega-3 fatty acids as well as vitamins and minerals essential for good health, and the normal development of the brain, eyes and nerves.

East Coast Atlantic salmon is one of the highest sources of Omega-3 (DHA, EPA)

FOOD	DHA+EPA (mg)
East Coast Atlantic salmon (6 oz. cooked)	3,650
Wild salmon (6 oz. cooked)	3,000
Sardines in vegetable oil, drained (6 oz.)	1,680
Fish sticks (6)	680
Shrimp (6 oz.)	540
Omega-3 Eggs (1)	150
Chicken (6 oz. cooked)	100
DHA Omega-3 yogurt (6 oz.)	30
Beef (6 oz. cooked)	0

Sources: Center for Science in the Public Interest (cspinet.org); NAH newsletter (published by the Center For Science in the Public Interest); NutritionData (www.nutritiondata.com)

Naturally low in saturated fat and a healthy source of lean protein

East Coast Atlantic salmon plays a pivotal role in:

- The prevention of heart disease
- Lowering cholesterol
- Reducing the risk of cancer
- Increasing daily energy levels
- Maintaining healthy brain activity

FACT: Eating East Coast Atlantic salmon delivers nothing but benefits.

Canadian fish consumption guidelines are established by the CFIA (Canadian Food Inspection Agency), while American standards are set by the FDA (Food and Drug Administration) and the EPA (Environmental Protection Agency). Research shows that the contaminants found in East Coast Atlantic salmon fall far below both Canadian and American acceptable limits for PCBs, mercury, dioxins and furans. This means that East Coast Atlantic salmon remains a safe and healthy meal choice.

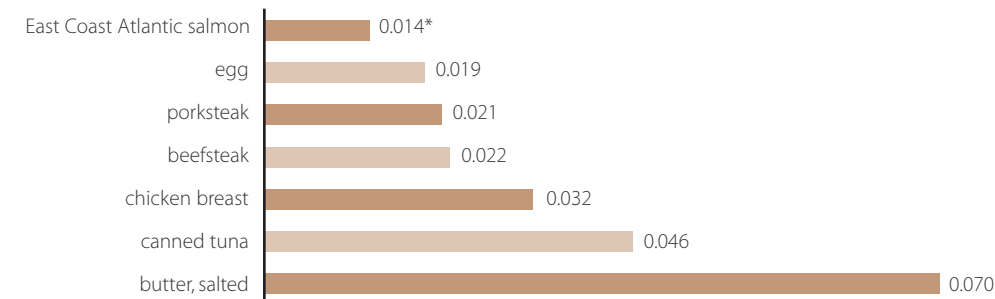
Contaminants	CFIA Limits	FDA & EPA Limits	East Coast Atlantic salmon
PCBs (ppm)	2.0	2.0	0.014
Mercury (ppm)	0.5	1.0	0.018
Dioxans and furans (ppt)	20	under development	0.082

Sources: CFIA, FDA, EPA, Dewailley et al. 2007.

FACT: East Coast Atlantic salmon has significantly lower levels of PCBs than other foods.

We believe that it's important for consumers to make informed decisions about the foods that they choose to eat. The graph below depicts the trace levels of PCBs found in a variety of items. You may be surprised to note that East Coast Atlantic salmon has significantly lower levels of PCBs than other popular foods!

PCB levels in foods, measured in parts per million (ppm)



Adapted from USFDA Market Basket Study 2003 and *Dewailley et al. 2007

FACT: East Coast Atlantic salmon farmers focus on sustainability.

East Coast Atlantic salmon farmers are dedicated to sustainability and continuous improvement, and are among the world's leaders in environmental stewardship. A sustainable future includes:

- A commitment to communities
- Adherence to government regulations and policies
- Optimal farm siting
- Stock containment
- Environmental protection
- Fish health and wellness
- Feed efficiency
- Food safety and quality
- Wild salmon conservation
- Science and research

East Coast Atlantic Salmon naturally healthy, environmentally responsible



allaboutsalmom.com
contact: info@allaboutsalmom.com

