

SALMON 101

WILD ALASKAN SALMON

PINK*

- Also known as “Humpies”
- Typically grows to 2 or 3 pounds
- Rosy pink meat, soft to medium texture and mild, delicate flavor
- All of the StarKist® products use wild-caught Alaskan Pink Salmon.

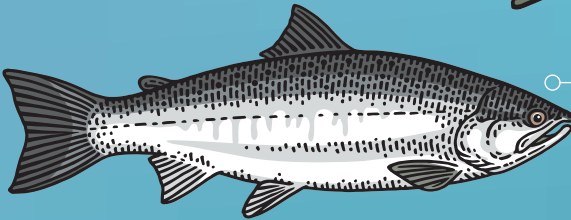


63% OF SALMON CAUGHT

KING

1% OF SALMON CAUGHT

- Also known as “Chinook”
- Typically grows to 20 pounds
- Firm texture and succulent flavor



COHO

- Also known as “Silver”
- Typically grows to 12 pounds
- Orange-red meat, firm texture and delicate flavor

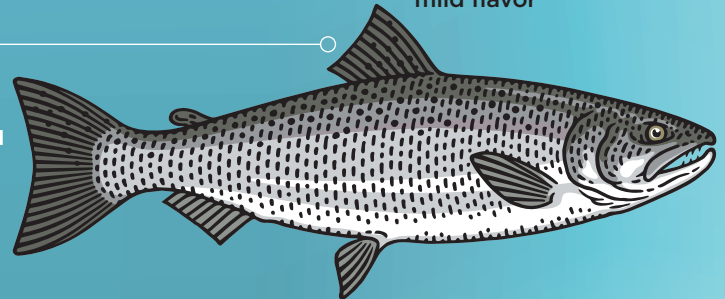
2% OF SALMON CAUGHT



11% OF SALMON CAUGHT

CHUM

- Also known as “Keta”
- Typically grows to 8 pounds
- Pink meat, firm texture and mild flavor



SOCKEYE*

- Also known as “Red”
- Typically grows to 6 pounds
- Deep red meat, firm texture and rich flavor

23% OF SALMON CAUGHT

Harvest Data Source: Alaska Department of Fish and Game preliminary harvest and value figures for the 2017 Alaska commercial salmon fishery

*The only two salmon found in cans are Sockeye and Pink.

SEAFOOD FACTS The Dietary Guidelines for Americans recommends that everyone eat two servings of seafood a week, yet most Americans eat only 1/4 of that.

- Salmon is a great source of lean protein and B vitamins and a natural source of omega-3s and vitamin D.
- Oily fish like salmon contains DHA and EPA omega-3s that are important for supporting heart health, babies' brain development and brain and joint health as we age.
- Salmon is easy to incorporate into your favorite meals. It pairs beautifully with many different fruits, vegetables and grains, and it can be swapped for other protein.
- Use it on salads, in burgers or on top of your favorite grain.



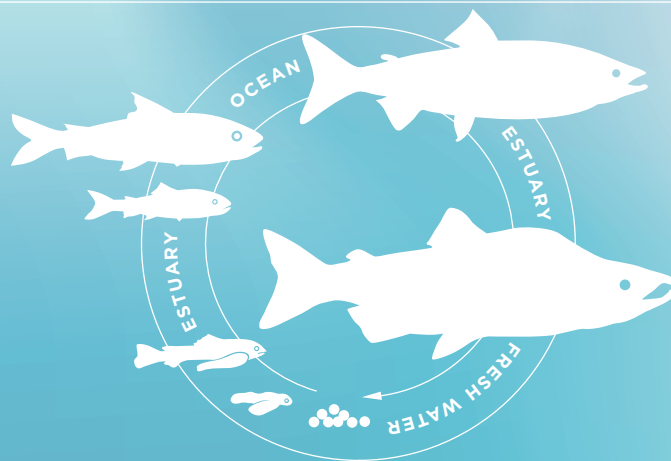
All StarKist® Salmon is wild caught.
We do not use farm-raised salmon.



SALMON 101

SALMON FISHING LOCATIONS

- Most salmon is caught in the southern waters of Alaska, primarily in Bristol Bay, Prince William Sound and the Southeast.
- Salmon must be caught in oceans or estuaries before reaching freshwater rivers and streams.
- Their color and texture deteriorate rapidly as soon as they reach fresh water.
- The Alaskan salmon fisheries are highly regulated and strictly enforced by the Alaska Department of Fish and Game. The fishery is also third-party-certified as sustainable by the Marine Stewardship Council.



PINK SALMON LIFE CYCLE

- Salmon have a complex two-year life cycle that spans a variety of freshwater and seawater habitats.
- An amazing physical transformation takes place when salmon come in contact with fresh water.

PINK SALMON PACKAGING FORMATS AND NUTRITION



TALL CANS
14.75 OZ.

- Skin on, bone in (U.S.)
- Good source of calcium and excellent source of vitamin D
- Low in saturated fat
- Excellent source of lean protein (12 g/2 oz.)
- 1,200 mg of omega-3 fatty acids per serving



SMALL CANS
5 OZ.

- Skinless, boneless (U.S.)
- Low in fat, saturated fat and cholesterol
- Good source of protein (9 g per 2 oz.)
- 230 mg of omega-3 fatty acids per 2 oz.



POUCHES
2.6 OZ.

- Skinless, boneless
- Low in fat
- Lean protein
- 300-400 mg omega-3 fatty acids per serving

Our single-serve salmon pouches make it easy to include seafood in your diet. Try our salmon straight from the pouch, in a wrap or on this delicious salad.

MANGO CHIPOTLE SALMON SPINACH SALAD

Prep Time: 10 minutes | Cook Time: N/A | Recipe Yield: 2 salads

Ingredients:

- | | | |
|---|--|--------------------------------|
| 2 pouches (2.6 oz. each) | 2 Tbsp. sliced green onions | 1 tsp. chopped, fresh cilantro |
| StarKist® Salmon Creations® | Red onion slices | |
| Mango Chipotle | 1/2 avocado, sliced | 1 tsp. lime juice |
| 4 cups fresh baby spinach, washed and dried | 2 Tbsp. pumpkin seeds (roasted and salted) | 2 tsp. canola or vegetable oil |

Directions:

Divide the spinach between two plates. Top each with half the green and red onions and avocado.

Top each salad with one pouch of salmon. Sprinkle with cilantro and pumpkin seeds.

Drizzle with ~1/2 tsp. lime juice and 1 tsp. oil.

