

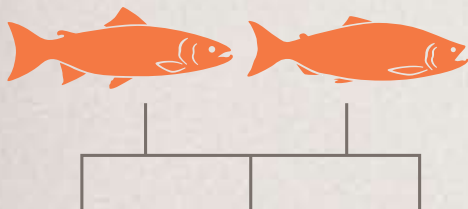
FARMED SALMON CAN'T MATE WITH WILD SALMON.

AND NO, IT HAS NOTHING TO DO WITH HOW COLD THE WATER IS.

ATLANTIC SALMON THRIVE ON THE FARM—IN THE WILD, NOT SO MUCH.

In fact, over the past century, there have been numerous attempts to introduce Atlantic salmon to the North Pacific coast. None have met with any success, escapees from salmon farms are much more likely to become food for BC seals and sea lions than they are to spawn in BC streams. No matter how hard they try, Atlantic salmon cannot breed with Pacific salmon because they are two completely different species.

FARMED SALMON AND WILD SALMON
A FAMILY TREE



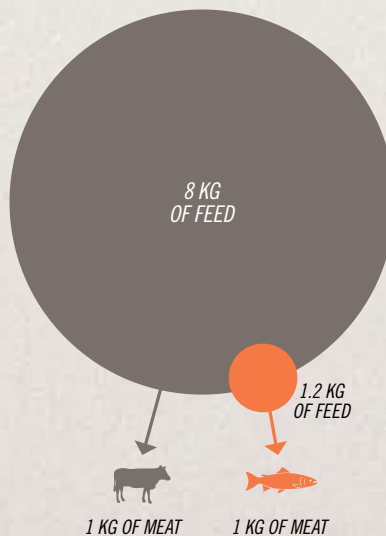
NO MATTER HOW HARD THEY TRY, FARMED SALMON AND WILD SALMON WILL NEVER START A FAMILY

Fact: Health experts make no distinction between farmed and wild salmon when it comes to health benefits.

Fact: Farmed salmon feeding is monitored by underwater cameras to keep food waste to a minimum.

SALMON ARE PERFECT FOR FARMING

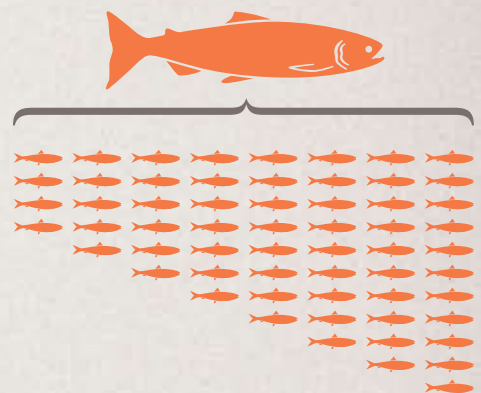
One of the most important factors for any farmed animal is their feed to meat conversion ratio. Farmed salmon are incredibly efficient when it comes to growth. For every kilogram of feed they consume they gain almost a kilogram of weight. To put this in perspective; cattle need to eat 8 kilograms of feed to put on 1 kilogram of meat. It takes a lot of hay to make a steak.



CATTLE NEED 8 KGS OF FEED TO PUT ON 1 KG OF WEIGHT, THAT'S ALMOST 8X AS MUCH AS SALMON

SALMON FEED ON SALMON FEED

Salmon feed isn't just delicious (we're assuming) it's also designed to minimize the use of ingredients from wild fish stocks while providing farmed salmon with a perfectly balanced diet. In the wild salmon are voracious carnivores, it's estimated that they consume 10 times their weight in smaller fish throughout their lives.



OUTSIDE OF FARMS SALMON CONSUME 10X THEIR WEIGHT IN SMALLER FISH

LOCALLY SOURCED INGREDIENTS

The feed used on salmon farms uses a lot of non-marine proteins to lessen the impact on wild feeder fish stocks, which means our fish eat fewer wild fish. And because many of the ingredients are locally sourced, salmon farmers are able to support Canadian and other North American farmers, provide a healthy diet to their animals and protect wild stocks all at the same time.

FOR MORE INFORMATION ON SALMON FARMING IN BRITISH COLUMBIA VISIT

BCSALMONFACTS.CA

SALMON FARMERS WOULD NEVER ADD CHEMICALS TO THEIR SALMON.

WAIT, IS DILL A CHEMICAL?

FARMED SALMON ARE AU NATUREL

Just like you, salmon farmers want their food natural, nutritious, and free of contaminants.

That's why there are no growth hormones added to BC farmed salmon. Nor are there any dyes—both farmed and wild salmon get their colour from the pigments they ingest as part of their diet. Antibiotics and medical treatments are used rarely and only on the advice of a veterinarian. And just for the record, there are no genetically engineered or modified fish in BC farms. At the end of the day the only real difference between farmed and wild salmon is that the farmed ones know where their next meal is coming from.



HORMONES



GENETIC MODIFICATION



STEROIDS



DYES

FARMED SALMON IS NATURAL, NUTRITIOUS, AND FREE OF CONTAMINANTS

Fact: Farmed salmon and wild salmon are different colours because they are different species of fish.

Fact: Salmon farm sites are fallowed after harvest and before restocking.

WE ALL WANT HEALTHY FISH

For a modern salmon farmer their salmon's health is one of their biggest priorities. Over the past decade innovations in techniques have changed how salmon farmers keep their fish healthy. Today, farmed salmon fry are vaccinated against diseases they may pick up from wild salmon or other fish. Divers keep a lookout for signs of illness or disease and report any concerns to veterinarians. Preventative dosages of antibiotics are strictly forbidden; only sick fish may be treated. These steps help salmon farmers ensure their investment grows up healthy and strong. And delicious.



FARMED SALMON CONTENTS

THERE ARE 2 THINGS EVERYONE KNOWS ABOUT SALMON

They make a great brunch food and they are an excellent source of Omega-3 fatty acids, which can help prevent heart disease, reduce cancer risk, and lower cholesterol. What everyone doesn't know is that farmed salmon isn't just a great source of healthy Omega-3s (specifically DHAs) it's recognized as one of the best sources in the world. Great for you and great on a bagel; that's win win.

OMEGA-3 OILS

PREVENT HEART DISEASE | REDUCE CANCER RISK | LOWER CHOLESTEROL

FARMED SALMON IS ONE OF THE BEST SOURCES OF HEALTHY OMEGA-3S

HEALTH BENEFITS OF SALMON DON'T END WITH OMEGA-3S

High in protein, low in saturated fat, salmon is loaded with vitamin D and E. It also contains large amounts of vitamins B6 and B12, along with niacin, selenium, and magnesium too. Little wonder why Health Canada and the U.S. Department of Agriculture confirm both farmed and wild salmon as a healthy food choice.

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PROTECTING WILD SALMON STOCKS ISN'T ROCKET SCIENCE.

IT'S MARINE BIOLOGY.

WILD SALMON ISN'T INFINITE

If everybody in the world ate a wild salmon every time they got a salmon craving two things would happen. Wild salmon would go extinct and there'd be an international dill and lemon shortage. Salmon farming supplements the world's supply of salmon, feeding millions and taking pressure off of wild salmon stocks. Pressure that, unchecked, would eventually lead to the destruction of wild salmon.



BC SALMON PRODUCTION

SALMON FARMERS PAY IT FORWARD

Salmon farmers rehabilitate an area of sea floor that is larger or provides greater value than the amount covered by any salmon farm. These rehabilitation zones offset any potential impact a farm may have and they help improve and protect water quality and ocean ecology. Over time they will also build up BC's stock of potential salmon habitats—not just for farmed salmon but wild salmon as well.

Fact: 80% of salmon farming supplies and services are purchased locally.

WHAT'S THE DEAL WITH SEA LICE?

There are a lot of questions surrounding sea lice; one of the most common is 'What are they?'. Sea lice are a naturally occurring external parasite that live on many species of wild fish including salmon. They're not harmful to grown Pacific salmon, but young salmon are vulnerable to them. The concern regarding salmon farms is that, even though the salmon that are raised on a farm all enter the water completely free of sea lice, it's possible for them to carry sea lice that are transferred to them by wild fish. These lice could then in turn be transferred to young wild salmon. To combat this salmon farmers test their fish regularly to ensure that they don't harbour high numbers of sea lice.

In the unlikely event the sea lice count reaches elevated levels a veterinarian can prescribe a medication to be added to the salmon's food called SLICE. This rids them of sea lice and is used only as a last resort to protect the health of the farmed salmon and as a preemptive measure to protect young wild salmon who may pass near a farm. SLICE is also never present in a fish that is going to market. Any fish who have been medicated must go through a waiting period before they are harvested to ensure the medication has left their systems.

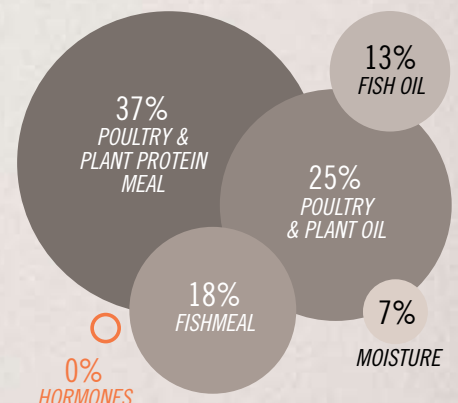


SEE YA TOMORROW!

MOST FARMED SALMON ARRIVE AT YOUR MARKET WITHIN 48 HOURS OF BEING HARVESTED

THERE'S MORE TO SALMON FARMING THAN TAKING CARE OF SALMON

Salmon farmers are good stewards of the environment. They have to be—without a healthy marine habitat, they wouldn't be in business. That's why salmon farming is one of the most strictly regulated agricultural businesses in the province. All BC salmon farmers monitor water quality and must produce regular environmental reports on sea-floor health. These reports are monitored to ensure farm sites, and the entire coast, remain beautiful and productive for years to come. That's good for the environment and it's good for business.



FISH FEED CONTENTS

Fact: Every month each salmon farm tests sixty salmon to monitor sea lice numbers.

FOR MORE INFORMATION ON SALMON FARMING IN BRITISH COLUMBIA VISIT

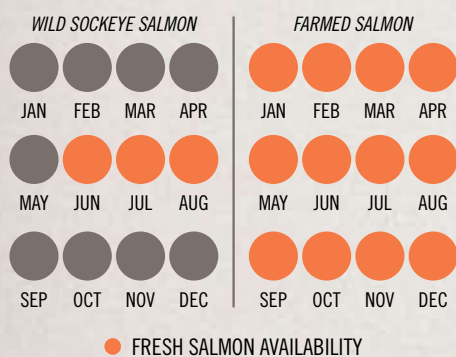
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IF YOU THINK FRESH SALMON GROWS ON TREES

YOU HAVE A LOT TO LEARN ABOUT SALMON, AND TREES.

FRESH IS BEST

We all love fresh salmon. It tastes great, it looks great and, so long as it's fresh, it smells great. What most people don't realize is that fresh wild salmon isn't available all year round. Salmon runs happen at specific times every year and fishermen catch them then. If you want to eat fresh (not frozen) salmon at other times of the year you either need to grow gills and follow them around the Pacific ocean or go to your local market and pick up some fresh farmed salmon. We recommend the latter.



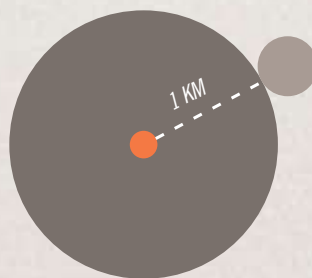
IT'S ALWAYS SALMON SEASON

Farmed salmon are harvested year-round, and are typically delivered to market within 48 hours of harvest. That means you can have a dinner of healthy, nutritious fish with firm texture, natural colour, and pleasant flavour, without the risk of freezer burn, discolouration, or spoilage, no matter what time of the year it is.

Fact: Salmon farmers test some of their stock every month to monitor their health. These salmon are then composted to make fertilizer.

WHERE IS AS IMPORTANT AS HOW

When it comes to salmon farming, location is everything. Farmers require sites with strong currents and good tidal flushing—this helps keep farmed salmon healthy. Sites are specifically chosen to minimize environmental impact and to carefully avoid finfish or shellfish habitats. In fact, government regulations expressly forbid salmon farms from locations closer than one kilometre from ecologically sensitive areas such as salmon spawning streams or nursery areas like estuaries.



SALMON FARMS ARE ALWAYS LOCATED AT LEAST 1 KM AWAY FROM ECOLOGICALLY SENSITIVE AREAS

SALMON CAN BE ALMOST ANY COLOUR SO LONG AS IT'S PINKISH, REDDISH, OR ORANGISH

The colour of salmon varies widely between species. For example, Sockeye tends to be deep red; Chinook ranges from orange to white; Pink is, well, pink. Colour can also vary between individual fish, depending on diet. What it doesn't depend on is colouring agents. There are no dyes added to BC farmed salmon or its feed to enhance colour. BC farmed salmon get their colour the same way wild salmon do: from essential nutrients in their feed.



SALMON COLOUR VARIES DEPENDING ON THEIR DIET

Fact: Salmon farming provides 6,000 jobs and accounts for 73% of salmon harvested in BC.

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