

ORGANIC OCEAN® WILD SALMON

To limit the catch to only targeted species and avoid the non-targeted bycatch of vulnerable stocks, we troll wild salmon by hook-and-line (with species-specific lures) and harvest in terminal net fisheries (directing the catch in areas where only the targeted species is present). The five species of wild Pacific salmon – chinook, coho, sockeye, keta and pink – vary in size, color, texture, and fat content but all share a superb taste, high protein content, and low saturated fat and high polyunsaturated Omega-3 fatty acid content from their diet of the rich ocean nutrients of the North Pacific.



WILD HOOK-AND-LINE HAIDA GWAII CHINOOK SALMON

The largest of the salmon, chinook (also known as spring or king), are harvested by hook-and-line in the Haida Gwaii ("islands on the edge of the world"), a remote archipelago located on the Northwest Coast of British Columbia between Vancouver Island and the State of Alaska. This fishery occurs from June through August as the chinook salmon complete the final leg of a 1,200 mile migration and four to seven year life cycle. The chinook's diet, which consists mainly of fish and invertebrates like squid, shrimp, crab larvae and other crustaceans, provides for a high fat content and a well-defined, rich-flavored flesh ranging in color from marbled to red.

WILD HOOK-AND-LINE HAIDA GWAII IVORY CHINOOK SALMON



Of all the salmon, chinook is the only type with a white or ivory variety. Comparatively rare – only three to five per cent of chinook are white fleshed – ivory chinook are thought to have a recessive gene that prevents them from taking up the naturally occurring pigments called carotenoids which occur in the shrimp, krill and crab that form the diet of chinook salmon. Chefs will often add a little acidity when preparing the almost creamy flesh of the ivory chinook to enhance its bold, pure and slightly sweet flavor.

WILD NORTH PACIFIC SOCKEYE SALMON

Sockeye salmon range the furthest of all salmon and unlike most other species of sockeye which are caught at the approach to their spawning grounds, the North Pacific sockeye may yet have 1,000 miles left in their migration when they are harvested. The North Pacific sockeye maintains extremely high fat reserves in anticipation of the long journey to their natal streams. From a diet of shrimp and other crustaceans, the North Pacific sockeye is provided an intensely red colored flesh, high Omega-3 oil content, and very rich taste.



FISHERMEN KNOW THE BEST SEAFOOD