

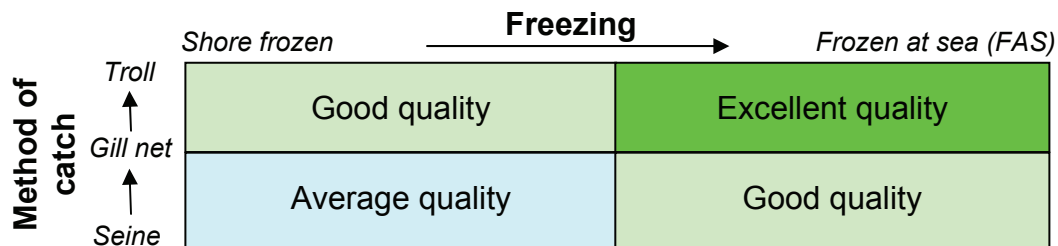
KNOW YOUR PACIFIC WILD SALMON PRODUCTS

Ask about a salmon's spawning river and fishing grounds:

- Salmon fatten themselves prior to their spawning journey, so salmon from longer rivers (e.g. Alaska's 400-mile Copper River) have fattier meat, yielding superior flavor and texture.
- In high volume fishing grounds, large catches increase the risk of damaging fish at the bottom of a net or hold.
- Processing plants serving large fishing grounds may be backlogged with raw materials to be processed, leading to spoilage.
- Lower volume fishing grounds served by small scale processing plants produce a more consistent quality product.

Raw material handling determines product quality:

- Line-based gear such as troll results in less potential damage to the fish. Gill nets also minimize damage, as the salmon are individually trapped in a screen-like net.
- Damage is more likely for fish caught with sack-like seine nets.
- Top quality product is headed, gutted, fully bled and frozen within hours of catch. In general this is only possible with frozen at sea (FAS) products.
- The following matrix plots quality between gear types and freezing methods:



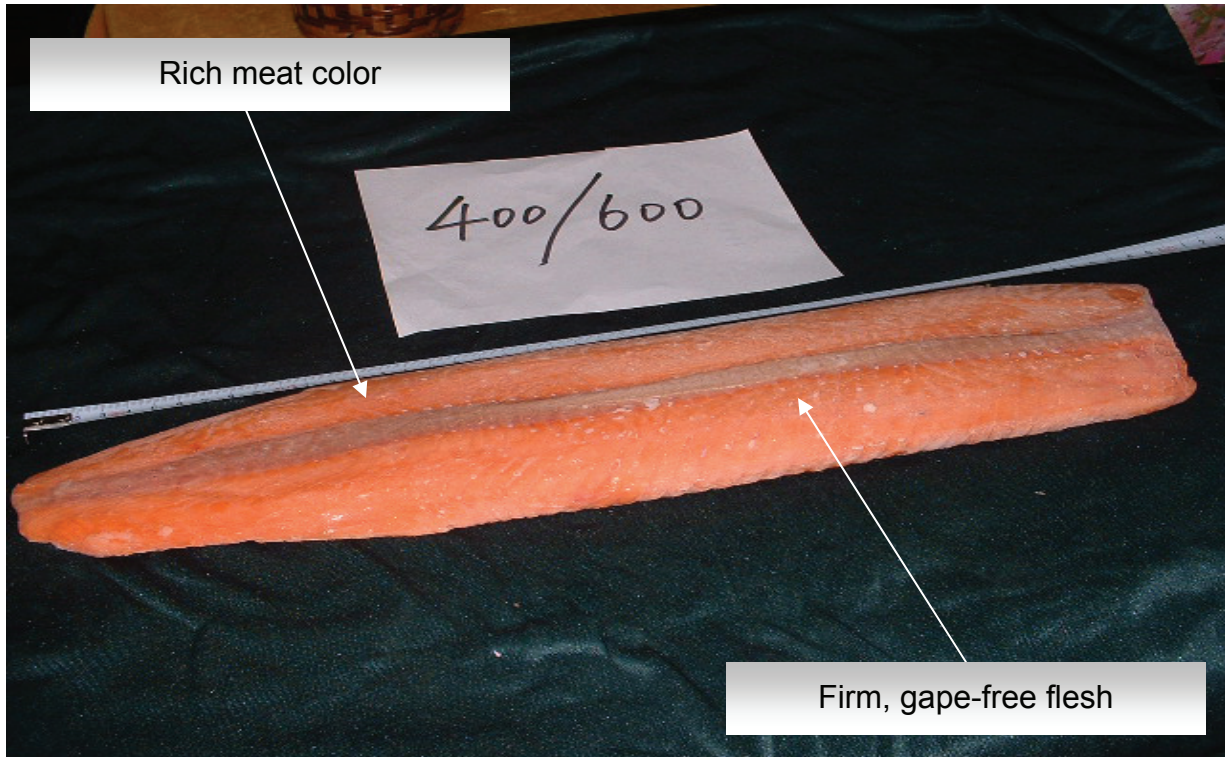
Learn to recognize inferior quality products:

- It is important for seafood buyers to distinguish between superior and inferior quality product.
- Differentiate superior products from inferior by one or a number of the following characteristics.

| Salmon Fillets (Trim C) | | |
|-------------------------|---|--------------------------------------|
| Feature | Superior quality | Inferior quality |
| Preparation | | |
| Viscera, belly fat | Removed | Present (full or partial) |
| Fins | Removed | Removed |
| Pin bone | Removed | Removed |
| Collar bone | Removed | Present |
| Skin | Present | Present |
| Meat | | |
| Gaping | Little to none | Some |
| Color | Rich red / pink / orange (depends on species) | Lighter colors, tending towards grey |
| Other | | |
| Tripolyphosphates | None to trace levels | Larger amounts |

| Headed and Gutted (H&G) Salmon | | |
|--------------------------------|---|--------------------------------------|
| Feature | Superior quality | Inferior quality |
| Preparation | | |
| Collar | Present | Present |
| Viscera | Removed | Present (full or partial) |
| Meat | | |
| Parasites | Few to none | Nematodes (worms) common |
| Bruising | None | Some |
| Gaping | Little to none | Some |
| Color | Rich red / pink / orange (depends on species) | Lighter colors, tending towards grey |
| Other | | |
| Tripolyphosphates | None to trace levels | Larger amounts |

Example of superior quality salmon (chum) fillet:



Example of inferior quality salmon (chum) fillet:

