



TRUE NORTH SALMON

FRESH SALMON. FRESH FACTS.
STRAIGHT FROM ATLANTIC CANADA.

LOADED TO THE GILLS
WITH FRESHNESS.
AND NOTHING ELSE.

True North Salmon is raised to mimic their Natural environment in the cold clear waters of Atlantic Canada.

DOES FARMED SALMON HAVE
LOWER MERCURY LEVELS?

Mercury is not a concern for wild or farmed salmon because levels are barely detectable and well below minimum levels set by CFIA, FDA and EPA.

I KNOW SALMON IS A GOOD SOURCE
OF OMEGA-3S. BUT HOW GOOD?

Just about the best there is.

You might be surprised to learn that farmed salmon is one of the best seafood sources of omega-3 polyunsaturated fatty acids.

WHAT ARE THE DIFFERENCES
BETWEEN FARMED AND WILD SALMON?

Truthfully, there aren't many.
Here's how they measure up:

- **SATURATED FAT:** Essentially the same.
- **OMEGA-3S:** Very close, although farmed salmon generally have slightly higher levels.
- **MERCURY:** There are no mercury concerns with either farmed or wild salmon.
- **COLOUR:** Farmed and wild salmon get their colour from the food they eat.
- **TASTE:** It's a personal preference. Some find farmed salmon to have a slightly milder taste.

ARE YOUR FISH RAISED RESPONSIBLY?

We're as committed to the environment
as you are.



We're immensely proud of our BAP (Best Aquaculture Practices) certification. It shows we're committed to producing superior, farmed Atlantic salmon in a safe, sustainable and environmentally friendly manner. Each year, we're audited to ensure that we continue to:

- Maintain responsible social ethics
- Ensure a pristine marine environment
- Well-being and security of our salmon
- Full traceability from our hatcheries to delivery to the customer



Distributed by Seacore Seafood Inc.
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DO YOUR FISH CONTAIN ANY ARTIFICIAL COLOURANTS?

Absolutely not.

Our salmon get their colour naturally from their diet, which includes carotenoids. Carotenoids are natural compounds found in carrots, egg yolks and a wide variety of other foods. Natural carotenoids are a vital part of a carefully formulated diet to provide them with vitamin A, function as antioxidants, and enhance their immune system. And, of course, give them their bright, healthy colour.

ARE YOUR FISH FREE OF ANTIBIOTICS AND HORMONES?

You will not find antibiotics and hormones in our salmon.

The vast majority of salmon are grown without any use of antibiotics. They're only used to treat specific conditions—and never for growth enhancement. True North Salmon never uses growth hormones of any kind. Any antibiotic use occurs only after it is deemed absolutely necessary by a licensed fish health veterinarian, and the fish are fully supervised during treatment. Plus, there is a mandatory waiting period after treatment to ensure that no traces of antibiotics remain in their systems.

WHERE DOES FARMED ATLANTIC SALMON COME FROM?

Our salmon comes from Atlantic Canada which is their natural habitat.

We're proud of our locally grown salmon raised in Atlantic Canada and mimics the natural environment of wild salmon.

WHY DOES TRUE NORTH SALMON ALWAYS HAVE THE FRESHEST FISH?

From hatcheries to delivery, we're in control of every step of the process.

Our fish are raised in Atlantic Canada—and that's where they stay until your order is placed.

We're incredibly proud that we have the stock, personnel and nearby facilities to ensure that every order is harvested fresh and quickly processed to meet your exact specifications. After being securely packaged, your order is delivered by our very own dedicated transport team at speeds up to a week faster than any of our competitors.

LADIES AND GENTLEMEN, START YOUR APPETITES.

Here are some foolproof cooking tips to ensure **perfectly cooked, perfectly moist salmon** every time:


BROIL: High, 8-10 minutes

GRILL: Medium, 8-10 minutes

BAKE: 375°F, 8-10 minutes per inch of thickness

MICROWAVE: 70% power, 4-5 minutes



Truly Fresher Salmon from Atlantic Canada. 



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