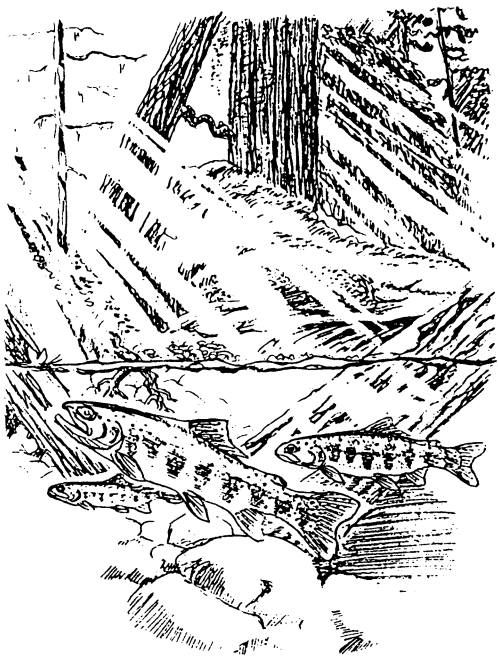


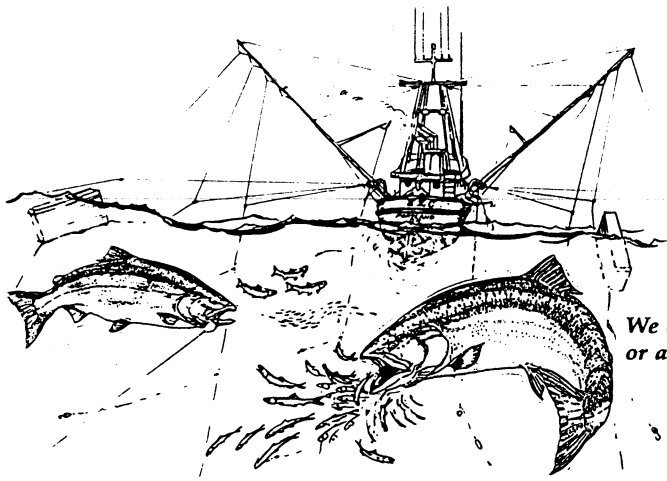
Salmon are born in our coastal streams and need cool clean water, cover, and unpolluted conditions to thrive. Protecting their habitat is important.



OREGON'S CHOICE GOURMET ALBACORE & SALMON

Natural Health Food from

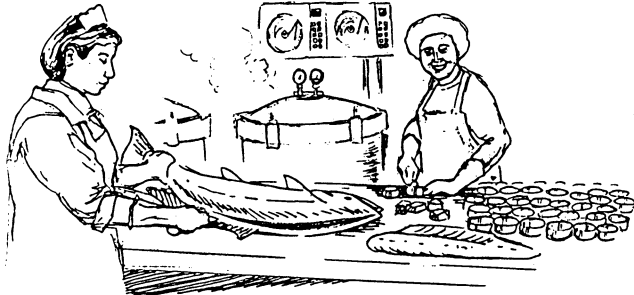
Mother Nature's Bounty in the Pacific Northwest



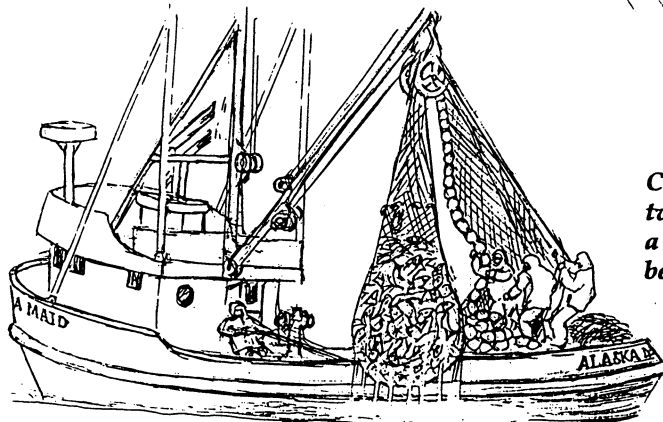
When salmon go to sea, the clean, unpolluted Pacific Ocean provides a rich diet of natural food. Off Oregon, we troll artificial lures with barbless hooks, to release unwanted fish - a very clean fishery. In their prime at sea these Chinook are probably the finest quality salmon in the world.

The highest finfish in Omega-3 fatty acid content.

- #1 RED (SOCKEYE) SALMON
- #2 ALBACORE TUNA
- #3 CHINOOK (KING) SALMON
- #4 COHO (SILVER) SALMON

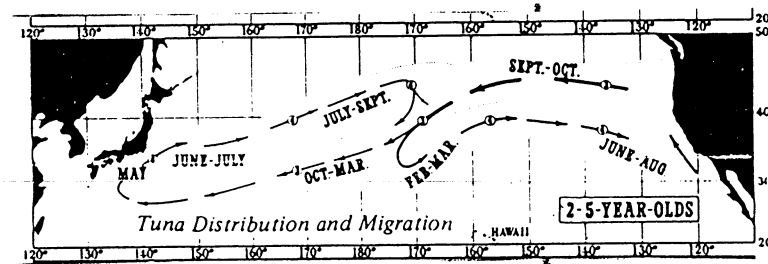


Handled with care at our cannery, our salmon and albacore are filleted, the raw fillets are hand packed into the can, the lid is sealed, and the can is cooked. No water, oil, or preservatives are added. All the natural and nutritional values are still in the fish when the can is opened. This is "natural pack."

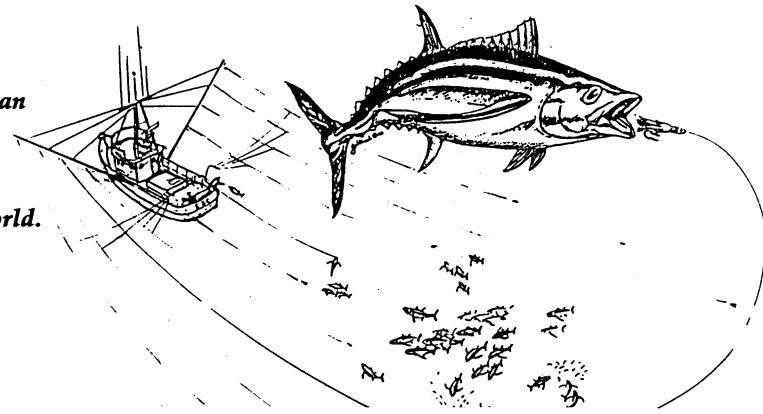


In Alaska, Red, King, and Coho salmon are in great abundance. They are harvested in closely regulated and managed terminal fisheries - gillnetting and seining.

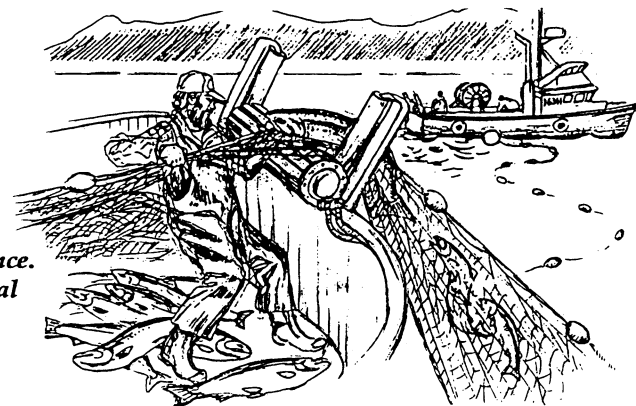
Albacore tuna are highly migratory and travel up to 10,000 miles a year in the vast Pacific. Fishing off Oregon between July and November, we sometimes go 1000 miles offshore. Our harvest is mainly 3 to 5 year old tuna (10 to 35 lbs.) - fish too young for heavy metal buildup in tissues.



We catch only Albacore on our jigs and barbless hooks with no harm to dolphins - or any other species. This is the "original" dolphin-safe tuna fishery.



Current dietary recommendations include eating at least two seafood meals a week. Albacore and Pacific salmon are a high source of protein and essential minerals while being low in fat, calories and sodium.



The American Heart Association confirmed that omega-3s can help lower blood pressure, reduce serum triglycerides, and prevent clotting.

In the spring of 1994, the American Heart Association convened a conference with the world's most renowned omega-3 fatty acid researchers. Their consensus was that omega-3s are indeed great for your heart. The experts confirmed that omega-3s can help lower your blood pressure, reduce your serum triglycerides, and help prevent your blood or platelets from clotting or "sticking." All these are very positive actions in the prevention of heart disease.

Unfortunately in the U.S., most people get way *too many* omega-6 fatty acids and way *too little* omega-3 in their diet. This is downright dangerous. Aside from the tremendous "heart value" of the proper balance of omega-3s, this fatty acid is critical to all forms of good health.

Omega-6 and Omega-3 Balance

A good ratio of omega-6 fats to omega-3 fats would be one-to-one. In America the average ratio is ten-to-one. Yes, most people are getting ten times too many of the "bad" fatty acids (omega-6s) or ten times too little of the "good" omega-3s. As a result, here's what happens:

Omega-6 fatty acids are in a kind of competition with omega-3s in your body. Omega-6 fatty acids create hormonal changes in your body that can disrupt your immune system, cause a build-up of plaque on your blood vessel walls, form blood clots, trigger heart arrhythmias, and promote tumor growth.

Omega-3 fatty acids serve to do basically the *opposite* of omega-6s. And in addition, even the American Heart Association recognizes that omega-3s help prevent blood vessels from closing after vascular surgery; improve inflammatory conditions like rheumatoid arthritis and Crohn's disease; relieve the symptoms of psoriasis; and help proper brain development in the newborn.

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Fish makes a fabulous addition to any healthy diet. Its low fat content makes it a perfect protein substitute for fatty cuts of beef.

You don't have to buy fresh to get the health benefits that Omega-3 fatty acids offer. Canned fish, including tuna, sardines, and salmon, offer the same Omega-3s as fresh fish. Oregon's Choice Albacore and Salmon raw fillets are hand-packed into the can, the lid is sealed, and the can is cooked to proper time and temperature. This retains nearly the same nutritional values as the raw fish, before it is canned. We call this "natural pack."

This is different from the tuna of the major canners which is pre-cooked before canning, to remove the oil that could potentially become rancid during canning, due to poor fish handling. Vegetable oil or water is then substituted. Then it is cooked again in the canning process.

All the nutritious natural oils full of the Omega-3 are bleached away.

Oregon's Choice Albacore and Salmon are packed only in their own natural juices. No water, oil, or preservatives are added. It's not only better for you, but it tastes good too. Don't pour away the juice, it's valuable fish oil!

Fatty fish tend to have more Omega-3 than do leaner fish. At the very top of the fish highest in Omega-3 are:

- 1) Sockeye Salmon*
- 2) Albacore Tuna*
- 3) Chinook Salmon*
- 4) Coho Salmon*

*For more information, contact:
Oregon's Choice*

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