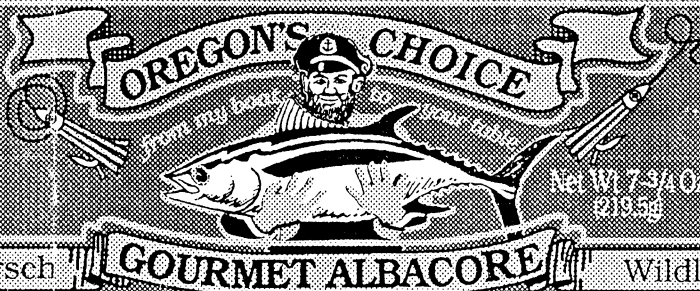


**WE TAKE PRIDE IN OUR QUALITY
RATHER THAN QUANTITY**

This Albacore Tuna from the rich Pacific waters off Oregon is individually hooked, landed, bled & air-blast frozen -30°F to lock in freshness. These prime fillets of only white meat are handled at each step with care to GUARANTEE you that this is the **FINEST QUALITY TUNA YOU'VE EVER EATEN.**



Ingredients:
Premium Grade
White-Meated
Albacore Tuna
Packed only in its own
natural juices.
No Water, No Oil,
No Artificial
Preservatives.
NO SALT ADDED

The Original
Dolphin-Safe TUNA from
my hook & line fishing vessels
and distributed by
DOLPHIN FREE & EZC
P.O. Box 9 • Otter Rock, OR
(541) 765-2193 97369

Hook-Caught by Capt. Herb Goblirsch

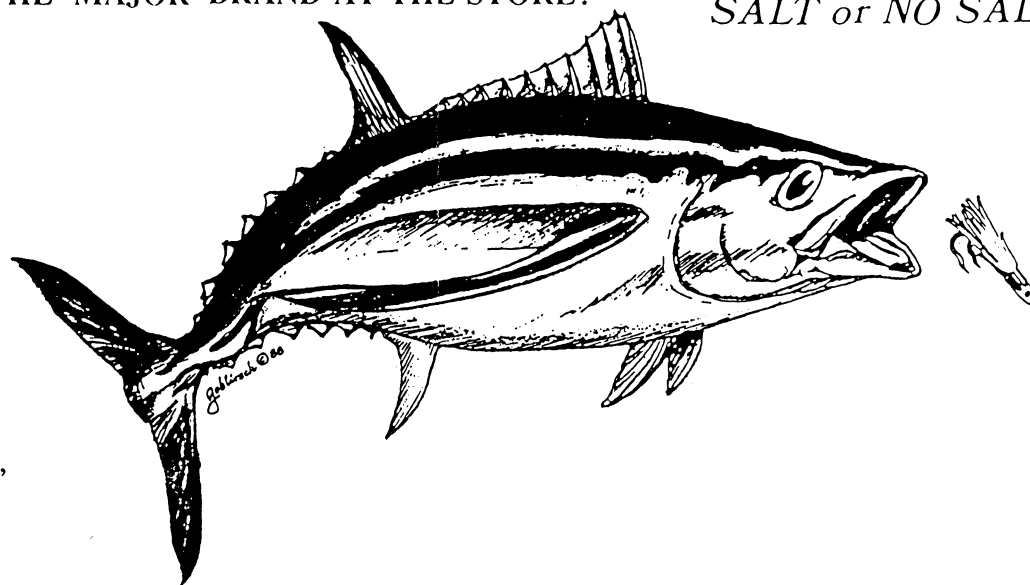
GOURMET ALBACORE

Wildly Delicious - Naturally Tasty

WHY SHOULD YOU BUY OUR TUNA INSTEAD OF THE MAJOR BRAND AT THE STORE?

SALT or NO SALT

- Tasty - Try for yourself and see if you don't agree, it's probably the best canned tuna you've ever eaten.
- Quality - We guarantee your satisfaction.
- Healthy - Our albacore provides one of the highest levels of all seafoods in high quality protein and Omega-3 oils, while being low in fat, calories and sodium.
- Environmentally Safe - We use only hook and lures with literally *NO* harm to any other species, including dolphins.



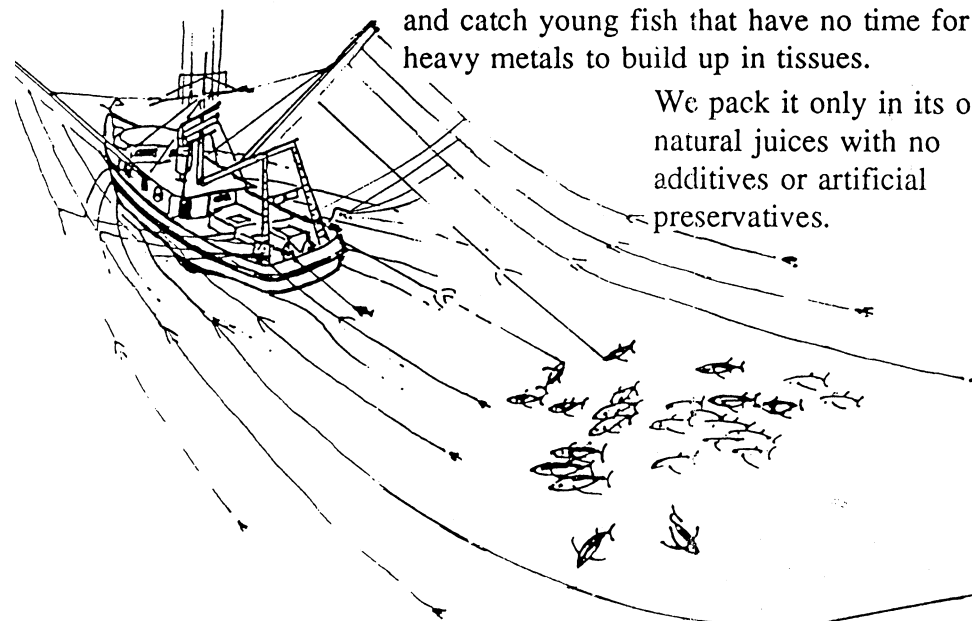
Wild and Natural - We hunt far out into the Pacific and catch young fish that have no time for heavy metals to build up in tissues.

We pack it only in its own natural juices with no additives or artificial preservatives.

For the special diet conscious person, the following comparison taken from *Seafood Basics for Restaurants - Training Manual* may be helpful.

The Nutritional Values of Various Foods Compared

Species	Cholesterol	Calories	Protein	Fat	Sodium
3 1/2 oz portion	mg per 100 gr	per 100 gr	%	%	mg
Albacore	22	102	18.8	3.0	63
Salmon	66	136	21.1	5.7	76
Halibut	34	119	18.7	4.3	156
Chicken	81	127	23.3	7.0	-
Pork Loin	65	298	17.1	24.9	-
Sirloin Steak	68	281	17.8	22.7	-
Hamburger	70	268	17.9	21.2	-
Egg (1)	250	82	7.0	6.0	-



Jean Carper, a leading authority on health and nutrition, says in her book *Food - Your Miracle Medicine*:

Omega-6 fatty acid (from land based plants and animals) excesses worry experts, such as Professor Emeritus Alexander Leaf of Harvard University Medical School. When our bodies evolved eons ago, they were nourished by lots of Omega-3's (highest in wild seafood) and virtually no Omega-6's, he notes. Now, with the invention of processed vegetable oils, the ratio is upside-down in many cultures. Today's fish deficient diets leave our cells starved of marine oil and overburdened by modern processed oils and meat fats - Big Macs and Mazola oil - foreign to our cells. He believes our relatively new fatty-acid imbalance throws cells into major malfunction, precipitating our current epidemic of chronic illnesses, such as heart disease, cancer, diabetes and arthritis. Dr. Leaf suggests human bodies require a minimum dose of fish oil and that not getting it brings revenge by way of multiple diseases.

"Our epidemic of heart disease and cancer may be the result of a human fish oil deficiency state so enormous we fail to recognize it." •Ewan Cameron, M.D., Linus Pauling Institute of Science and Medicine in California.

Oregon's Choice Gourmet Albacore is unique among canned tuna because it is produced by an individual fisherman. I put my name on it and stand behind the quality of the fish that go into our can.

This is different from the tuna of the major canners who buy fish from many sources. Many fisherman handle their fish with care, but others don't. Quality is only as good as the poorest load of tuna mixed into the pack. Major brand tuna 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 top quality fillets are packed into the can, the lid is sealed, and cooked once. All the natural value of the fish is in the can. This is "**natural pack.**" No water, oil, or preservatives added. (As close as you can get to your own home canning!) It's not only better for you, but it tastes good too.

Current dietary recommendations include eating at least two seafood meals a week. Albacore, because of its Omega-3 fatty acids, is a good choice for heart healthy diets. King and sockeye salmon and albacore tuna are the highest finfish in Omega-3 fatty acid content, according to Dr. Joyce Nettleton in her book, *Seafood Nutrition*.

*Omega-3 Fatty Acid Content of Finfish**

0.5 grams and under			
Sole	0.1	Chum salmon	0.6
Northern pike	0.1	Striped bass	0.7
Pacific cod	0.1	Wolfish	0.7
Atlantic cod	0.2	Spot	0.8
Walleye	0.2	Swordfish	0.9
Yellow perch	0.2	More than 1.0 gram	
Haddock	0.2	Rainbow trout	1.1
Yellowtail	0.2	Cisco	1.1
Sturgeon	0.2	Pacific mackerel	1.1
Rockfish	0.3	Atlantic herring	1.2
Brook trout	0.3	Pacific herring	1.2
Silver hake	0.4	Sardine	1.2
Striped mullet	0.4	American eel	1.2
Atlantic pollock	0.4	Atlantic halibut	1.3
Ocean perch	0.4	Sablefish	1.3
Carp	0.5	Atlantic salmon	1.4
Pacific halibut	0.5	Lake trout	1.4
Pacific whiting	0.5	Anchovy	1.4
Weakfish	0.5	Coho salmon	1.5
Skipjack tuna	0.5	Pink salmon	1.5
		Bluefin tuna	1.5
0.6 to 1.0 grams			
Channel catfish	0.6	Atlantic mackerel	1.9
Red snapper	0.6	King salmon	1.9
Yellowfin tuna	0.6	Spiny dogfish	1.9
Turbot	0.6	Albacore tuna	2.1
Thread herring	0.6	Sockeye salmon	2.7

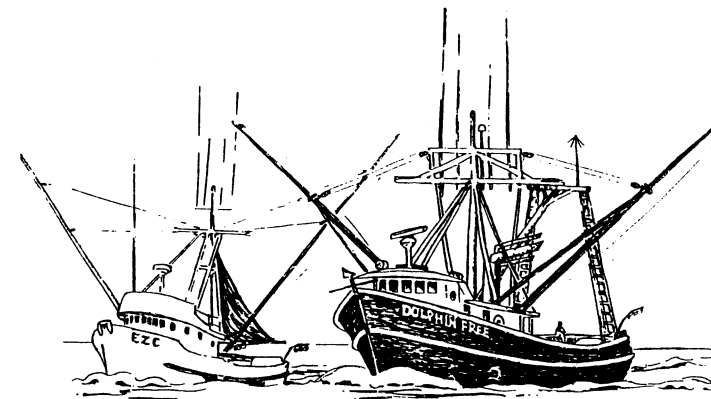
* Data based on 100 grams of raw fillet. Figures have been rounded to the nearest 100 mg. Data represent the sum of eicosapentaenoic acid (EPA) and docosahexaenoic acid (DHA).

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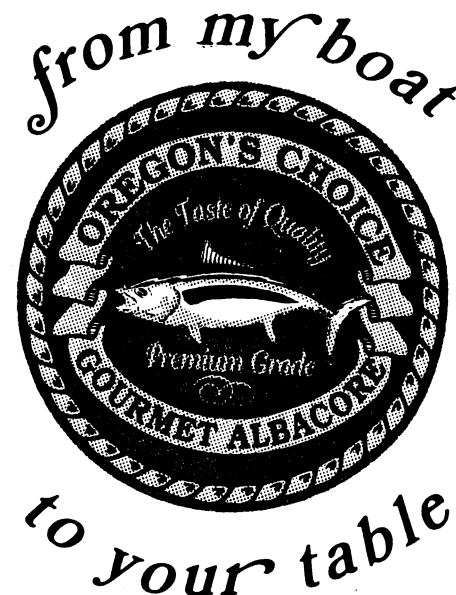
I think that a good fisherman is not necessarily one who catches lots of fish, but one who takes good care of what he catches, and protects the resources of the sea for those to come.

Herb Coblisch

CANNED TUNA AS IT'S REALLY SUPPOSED TO TASTE



from the hook and line fishing vessels
EZC and Dolphin Free



Albacore - Natural Health Food

The Original
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Dolphin-Safe TUNA