

SALMON ACADEMY

SALMON, THE SUPERFOOD



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NUTRITIOUS, HEALTHY AND DELICIOUS, OUR SALMON HAS IT ALL

Here are some of the advantages you and your customers shouldn't miss out on. By eating our salmon, you and they will benefit from fish packed with goodness.



PROTEIN

Needed to build and maintain every cell in the body. Proteins consist of various amino acids. Those that the body cannot produce itself, so which must be added through diet, are called essential amino acids.

OMEGA 3 - FATTY ACID

Prevent and slow the development of cardiovascular diseases. These marine fatty acids are also key building blocks of the brain.

VITAMIN A

Helps give you good eyesight and a strong immune defence system. It is also important to foetal development and reproductive ability. RDI for 350 micrograms (children) and 900 micrograms (adults). 100g of salmon contains approximately 3-20 micrograms of vitamin A.

VITAMIN D

Contained in fatty fish appears to have a preventive effect on diabetes type 2 and MS (auto-immune illnesses where the body's immune defence system attacks the body's cells instead of protecting them). It also appears to have a preventive effect on certain types of cancer, such as breast cancer, ovarian cancer, colon cancer and rectal cancer. Researchers are still carrying out new studies into all of this. 100g of salmon provides 80-100% of your daily intake of Vitamin D.

VITAMIN B12

Is important in enabling your body to form new cells. Given that the body stores very many red blood cells, a deficiency of Vitamin B12 can result in anaemia and iodine is important for your normal metabolism. Recommended daily intake is between 0.8-2 micrograms and 100g of our salmon contains roughly 3-9 micrograms.

SELENIUM

Is important for the body's immune system because it counters damaging chemical processes in the body. Selenium also appears to protect the body against environmental pollutants such as heavy metals.

IODINE

Is important for the normal metabolism of cells.

NUTRITION FACTS

Nutritional value per 100 g of boneless salmon

Energy	757 kJ
	181 kcal

Protein	18.4g
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Fat

of which

- Saturated fat	2.6g
- Monounsaturated fat	5g
- Polyunsaturated fat	3.28g

of which

- Omega 3 (n-3)	2.25g
- Omega 6 (n-6)	0.52g

Cholesterol	70mg
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Vitamins

Thiamine	0.23 mg
Riboflavin	0.1 mg
Niacin	9.2 mg
B6	1 mg
Folate	26 µg
B12	6.2 µg
A	30 µg
D	12.5 µg
E	1.3 mg

Minerals

Calcium	20 mg
Phosphorus	200 mg
Iron	0.8 mg
Magnesium	24 mg
Potassium	330 mg
Zinc	0.4 mg
Selenium	26 µg

SUPERCHARGE YOUR WHOLE BODY

THE HUMAN BRAIN LOVES SALMON

A number of studies have shown that eating seafood supports brain function and helps combat depression. Other studies show that dietary content rich in marine omega-3 fatty acids can help children with learning disabilities.

The reason is that the brain consists of a great deal of fat, much of which comprises the omega-3 fatty acids DHA and EPA.

Marine omega-3 fatty acids enable the brain cells to connect with other brain cells more easily. Since all processes in your brain are electrical impulses, the greater number of contact points you have, the better the brain function will be.

HEALTHY HEART

Eating fish can help to reduce blood pressure and cholesterol. Cardiovascular disease accounts for more than one in four deaths in the United States each year.

The human body needs the marine omega-3 fatty acids found in fatty fish—such as salmon, trout, herring and mackerel, and even cod—to improve heart health and function.

Marine omega-3 fatty acids reduce the amount of vein-clogging cholesterol in the blood. There is a clear connection between excessive cholesterol and a heightened risk of cardiac infarction.

The reason for this is that fat-saturated cholesterol makes vein walls and arteries thicker and stiffer, leaving less room for blood to flow freely. When the build-up spreads to vital veins and arteries to and from the heart, it can result in cardiac infarction.

Marine omega-3 fatty acids also prevent blood clots and lessen the likelihood of thrombosis.

Seafood also contains taurine, an amino acid that lowers high blood pressure. The risk of heart disease increases with high blood pressure as it makes it harder for the heart to circulate blood around the body. Eating seafood helps lower the pressure in the veins and arteries, increasing heart function.

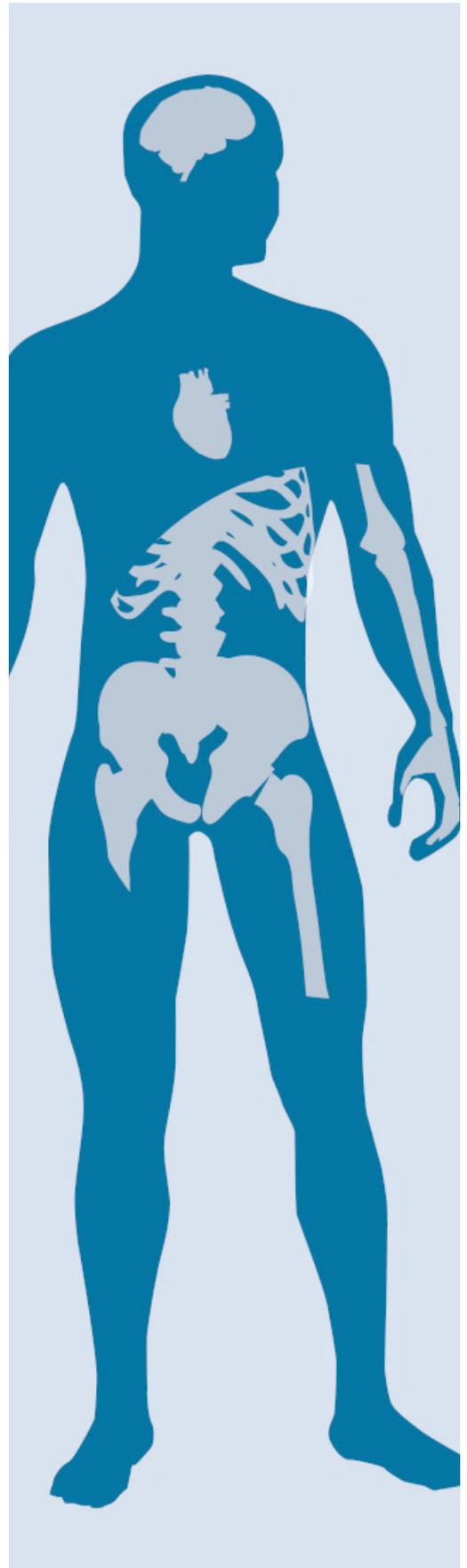
STRONG SKELETON

Vitamin D helps your body build and maintain a healthy skeleton. Without vitamin D the process comes to a halt, resulting in a porous skeleton. Aside from sunshine on your skin, the other way to up your intake of vitamin D is to eat fatty species of fish such as salmon, trout, herring and mackerel.

GREAT SKIN

Eating seafood can help to preserve the skin's moisture and protect against eczema and aging. Studies show that babies who have eaten seafood before the age of nine months have a lower risk of developing eczema than those who have not.

Seafood can have a protective effect as you age, because marine omega-3 fatty acids protect the skin against UV rays from the sun, while antioxidants counter free radicals that attack skin cells and provoke ageing.



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