

How healthy is Tassal salmon for me?

The world of today is continually looking for healthy food and as the population continues to grow, aquaculture, and farmed fish is forecasted to be in strong demand.

Tasmanian Atlantic Salmon, a recognised natural superfood, grown in the cool, fresh waters of Tasmania, is a highly nutritious food containing protein, essential fatty

acids, anti-oxidants (vitamins D, E, B-carotene, minerals zinc, iron, copper, manganese and selenium) vitamin A, a range of B vitamins, as well as calcium, phosphorus, potassium and selenium – all of which are vital ingredients for a healthy balanced diet.

So why is Tassal salmon so healthy for us?

Salmon is an extremely healthy animal protein that is ideal for the whole family. Not only is it a great source of protein, it is also high in Omega 3, which has a wide range of health benefits.

A 150g serve of fresh salmon provides the average adult:

- 64% of their recommended daily intake of Protein and
- 279% of their recommended daily intake of Omega 3



100 GRAMS OF FARMED ATLANTIC SALMON

EQUALS

THE SAME OMEGA 3 AS



**4000 GRAMS SCOTCH FILLET STEAK
(APPROX. 20 x 200 GRAM STEAKS)**

Omega 3

Salmon is considered to be one of nature's Superfoods as it is a good source of Omega-3s (EPA & DHA). Just two 150g serves per week provides the recommended intake of EPA & DHA which contributes to many health benefits including heart health.

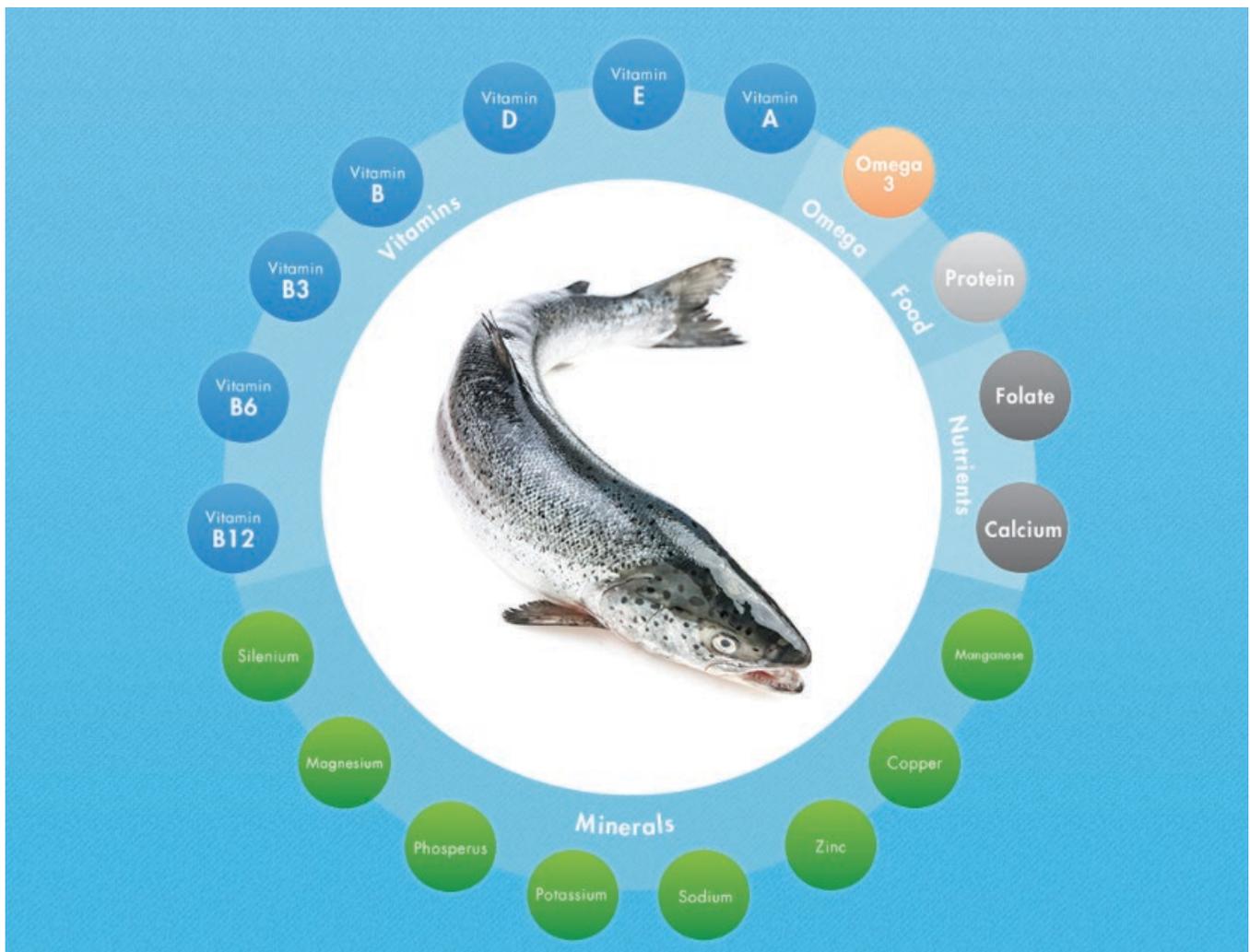
Omega-3s are called 'essential' fatty acids because they're critical to good health, but cannot be produced naturally by the human body. They need to be obtained from food. Atlantic salmon is one of the richest naturally occurring sources of Omega-3 fatty acids.

There are different kinds of Omega-3 – those from plant sources (known as ALA) and those from marine sources (called EPA & DHA). While both kinds of Omega-3 are important for good health, the marine Omega-3s are more potent and provide wide ranging health benefits throughout our bodies and brains.

Omega-3 fatty acids have been found to be highly beneficial for healthy skin & hair and can help in prevention and improvement of conditions such as heart disease, high blood pressure, rheumatoid arthritis and depression.¹

They are also essential for brain development and function. The human brain is 60% structural fat, and in order to function properly, needs the right kind of fat (Omega-3s) to make sure that signals are passed quickly and easily between the membranes of our brain cells.

A regular intake of omega-3's as part of a healthy diet has been found to provide health benefits for many conditions.²



Vitamins and minerals

Tassal Tasmanian grown Atlantic salmon contains some important vitamins and minerals, providing them in a form that is easily digested and taken up by the human body.

Salmon contains a range of antioxidants and vitamins including Vitamin B1, B3, B5, B6, B12 and D.

The body uses energy-yielding nutrients such as carbohydrates, fat and protein for fuel. The B-group vitamins help the body to use that fuel.

Vitamin B3 is an essential vitamin required for processing fat in the body, Vitamin B6, or Pyridoxine, serves a key role in the body by helping to break down amino acids and form haemoglobin and Vitamin B12 helps the brain to work normally.

Vitamin D is good for our immune system, strong bones and muscles.

Salmon also contains Magnesium, phosphorus, potassium and selenium all of which are vital ingredients for a healthy balanced diet.

Magnesium is required by every organ in the body for a range of activities including bone, protein and fatty acid formation. It is also essential in activating vitamins B and D, relaxing muscles, regulating calcium levels, helping blood regulating calcium levels, helping blood to clot and is required for the secretion of insulin.

Phosphorus is necessary for normal teeth and bone structure, cell membrane structure, normal energy metabolism and contributes to normal growth and development of children

Selenium is an anti-oxidant and is necessary for normal immune system function and for the normal utilisation of iodine in the production of thyroid hormones.



¹ <http://www.tsga.com.au/why-eat-salmon/>

² <http://cessh.curtin.edu.au/resources/health.cfm>