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PRESS RELEASE
For Immediate Release
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GOOD NEWS FOR SALMON LOVERS:
AN ATTRACTIVELY-PRICED, OIL-RICH “NEW” SALMON
FROM THE YUKON RIVER...
THE YUKON FALL CHUM OR KETA.

Chefs impressed with meat color, high oil content, and rich flavor.

EMMONAK, AK: [Kwik’pak Fisheries](#), the community-owned Yup’ik company located in Emmonak on the Yukon River Delta, is pleased to announce that a “new” salmon...the Yukon fall chum or keta (*Oncorhynchus keta*)... has been introduced to the Seattle and selected national markets.

Like the much-heralded Yukon River king salmon, Yukon fall chum are genetically programmed to store oil for their arduous journey some 2000 miles to their up-river spawning grounds. “They have unique spawning requirements of upwelling deep spring water found in only a few places in the upper portion of the drainage so the majority of them have a body condition to enable them to swim a long distance”, says Fredrick Bue, the Alaska Dept. of Fish and Game Area Management Biologist for the Yukon fall chum fishery. That translates into amazing succulence and rich flavor for salmon lovers.

Recent lab tests conducted by Bodycote Testing Group in Portland OR has established that Yukon fall chums contain an amazing 14 to 19% oil. Most chums spawn in short rivers and are oil and flavor-depleted before they even get to fresh water. Chums generally have the lowest oil content of any of the salmon species, hence the chum’s low-salmon-on-the-totem-pole reputation. The practically undiscovered Yukon fall chum, however, has more oil than coho, sockeye, pinks, more than 3 times that of most chum salmon and even more than king salmon from most rivers. The Yukon chums are bright as a silver dollar even a few hundred miles up the river. Yukon fall chums also test extremely high in Omega-3 fatty acids, up to 5 grams per 100 gram serving, twice that of sockeye salmon which have been regarded as the best salmon source.

After a summer of record salmon prices, consumers will be pleased with the attractive introductory pricing of the Yukon fall chum/keta salmon. “While this fish is in a league by itself, we still have to compete with inexpensive chums from other areas, so we are keeping the price affordable. Once people try it, many say “That is the best salmon I’ve ever eaten”, says Jack Schultheis, Kwik’pak Fisheries General Manager. “It makes an excellent alternative to king salmon which have been scarce and pricey this year...and it actually has a higher oil content than the typical king. The Yukon fall chum is like discovering a whole new salmon species. In the words of one retailer, “It’s a different fish!””

Community-owned Kwik’pak Fisheries is the only [Fair Trade Federation](#) fishery in the world. Sales directly benefit communities that are in dire need. Without a king salmon fishery this season and fuel prices over \$7.00/gallon, the people of the Yukon River Delta villages are ill-equipped to face a hard winter. “Getting this Yukon fall chum into top restaurants and retail markets will make a big difference,” says Schultheis.

The Alaska Dept of Fish & Game has forecast a Yukon fall chum run of over 600,000 fish. The fishery is certified as sustainable by the [Marine Stewardship Council](#). Yukon fall chums should be available through the month of August and perhaps into September.

For further information on Kwik’pak Fisheries and the Yup’ik people and culture in the Yukon River Delta region, visit www.kwipakfisheries.com.