



# Wild Yukon Keta

## Trace Codes - What They Mean and What they Do

*It's not just salmon, it's Yukon salmon!*

People are increasingly concerned about the food they buy. Headlines about food safety, sustainability and product authenticity have created questions in the mind of the consumer. At the same time, regulators are working hard to bring security to the food marketplace, leading to tighter controls and increasing demands for timely and accurate product data.

Meeting this challenge will require buyers, marketers and regulators to share critical information throughout the entire supply chain, from company to company, and from source to sale.

### Traceable to the Source

Kwik'pak Fisheries realized a number of years ago the importance of protecting the premium Yukon River Salmon's name as well as the fact that consumers are increasingly concerned about the food they buy. Enter Trace Register, the leading global food traceability company.

Kwik'pak was the first wild salmon producer to join forces with Trace Register in order to provide full traceability of our product.

Today, this full supply chain traceability helps buyers and consumers trust that the fish they purchase is authentic Yukon River salmon. It also helps ensure that the Yupik Eskimo fisherman and women are getting a well deserved premium for their superior salmon.

By using the code found on the packages you can go to [www.kptrace.com](http://www.kptrace.com), enter the code and verify that this is wild Yukon River Salmon and find an array of other information.

All of Kwik'pak Fisheries products display a trace code - on boxes of salmon, frozen fillet bags and smoked salmon labels.

### Where to Find the Trace Code



Frozen Fillets

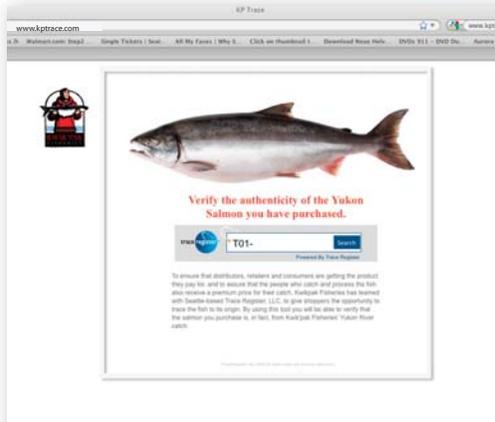


Smoked Salmon



Fresh Salmon

[www.kptrace.com](http://www.kptrace.com)



### Information You Find at [www.kptrace.com](http://www.kptrace.com)

- Verification of Origin
- Products
- Nutritional Information
- Recipes
- Meet the Fishermen
- Point of Sale Materials
- Trace Map



Kwik'pak Fisheries, LLC  
Emmonak, AK  
[www.kwikpakfisheries.com](http://www.kwikpakfisheries.com)

