

**KEEP IT COLD,
STORE IT QUICKLY,
HANDLE IT PROPERLY.**

KEEP SALMON COLD

How long your fresh wild salmon will last depends on the condition of the product when you purchased it and on how well you take care of it. When storing fresh wild salmon, keep it in the coldest part of the refrigerator. 40°F or lower. Fish will lose quality and deteriorate rapidly with higher storage temperature – so use ice when you can.

Always purchase your salmon last during your shopping trip, and bring a cooler to transport it home. If you have caught your own fish, do not let them sit on the deck until you come back to the dock. Bury them on ice immediately or use an ice slush with approximately 2 parts ice to 1 part water to keep your catch cold.

Go Wild!
BC salmon



STORE SALMON PROPERLY

Salmon should be stored in the refrigerator and used within 1 to 2 days after purchase. It's a good idea to store it on ice in the refrigerator to keep it as cold as possible. If the fish won't be used within 2 days, wrap it tightly in moisture-proof bags (so the fish won't dry out) and store it in the freezer.

Frozen seafood should be kept frozen, and it is a good idea to date packages of frozen seafood so you can use the older seafood first. It's best to thaw frozen seafood in the refrigerator overnight. Other thawing methods include: immersing frozen salmon in cold water for a short time in a sealed plastic bag.

HANDLE SALMON PROPERLY

Never let raw salmon come in contact with already cooked or ready-to-eat foods. Whether you are storing fresh wild salmon or thawing frozen wild salmon in your refrigerator, make sure that the juices from the raw salmon do not drip onto food that has already been cooked or food that will not be cooked.