

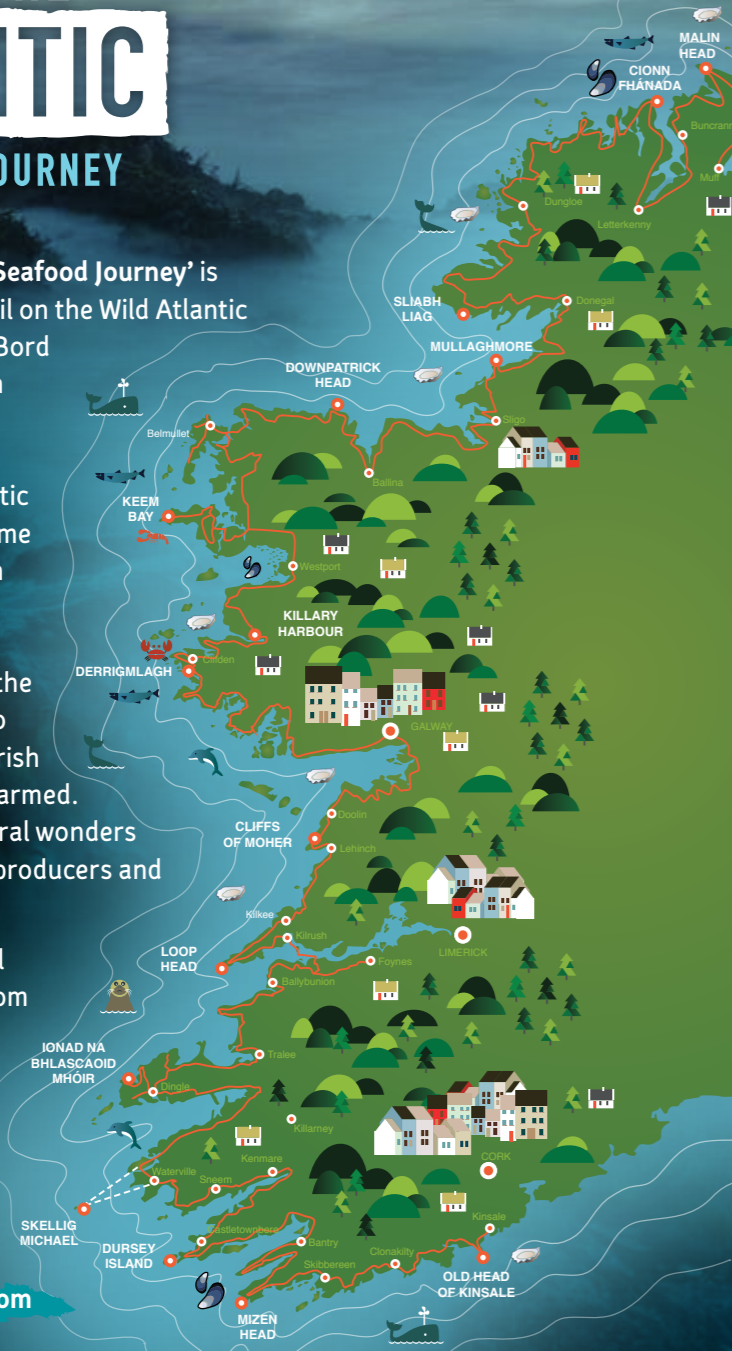
TASTE THE ATLANTIC

A SEAFOOD JOURNEY

'Taste the Atlantic – a Seafood Journey' is a dedicated seafood trail on the Wild Atlantic Way brought to you by Bord Iascaigh Mhara (BIM) in partnership with Fáilte Ireland. Stretching the length of the Wild Atlantic Way, the trail passes some of Ireland's most breath taking seascapes and landmarks. It's a whole new way to experience the Wild Atlantic Way and to learn more about how Irish seafood is caught and farmed. Dotted among the natural wonders are renowned seafood producers and fishermen.

Restaurants on the trail source their seafood from the producers above so you can truly experience freshly caught and farmed quality Irish seafood from tide to table...

www.wildatlanticway.com



IRISH ATLANTIC SALMON





IRISH ATLANTIC SALMON

The Atlantic salmon is the “King of Fish” in folklore and legend. The world’s first commercially operated salmon hatchery was started in Galway in 1852 and the first-ever attempt to cultivate this species in sea-cages was undertaken off the Dublin coast two years later. The current industry began in 1974 in Killary Fjord in County Galway. The industry has grown from these humble beginnings and salmon are reared all along the ‘Taste the Atlantic – a Seafood Journey’ route.

Irish salmon farming conditions are unique. In fact, over 95% of all salmon farmed in Ireland are certified organic. Organically grown salmon are only fed a diet of sustainable organic feed. They are also raised in more spacious pens than traditional farmed salmon. This is why Irish organic salmon is considered a premium product and is sought after by discerning smokehouses and consumers worldwide.

HEALTH

Oil-rich fish are an important source of omega 3 fats, which are shown to help protect the body from heart disease, improve mental skills and may play a role in helping prevent other diseases such as Alzheimer’s and some types of cancers. Omega 3 fats have also been shown to be very important for developing a baby’s brain, eyes and nervous system. All this goodness and it tastes great too!

TASTE THE ATLANTIC

A SEAFOOD JOURNEY

OVER 95% OF SALMON FARMED IN IRELAND IS CERTIFIED ORGANIC



IT TAKES NEARLY 3 YEARS TO GROW AN IRISH ORGANIC SALMON

ORGANIC IRISH SALMON ARE AN EXCELLENT SOURCE OF OMEGA 3 FATS



SALMON IS THE NUMBER ONE SPECIES OF FISH CONSUMED IN IRELAND



GROWING TECHNIQUES

Farming salmon is a lengthy process. The salmon eggs are hatched inland in freshwater. Approximately a year and a half after their initial hatching, the tiny fish are transferred to large sea pens, where they spend an average of 18 months and swim the equivalent of 13,000 km before reaching market size.

SMOKED SALMON

The smoking of fish was used in the past as a method of preservation because it was essential that food remained edible for several months.

Today, salmon is smoked primarily to give it an appetizing flavour and texture. The salmon can then be smoked using both cold and hot smoking techniques, each giving very different flavours. Each smokehouse will have its own techniques and recipes, many passed down from generation to generation. The ‘Taste the Atlantic – A Seafood Journey’ route provides the ideal opportunity to sample smoked salmon from these artisan producers and pick your favourite smokehouse.