

# What's With the Fuss About the Color of Salmon?



**The pink color of farm-raised salmon comes from nature-identical compounds included in their feed. The same carotenoids—in the same family of nutrients as vitamin A—are eaten by wild fish (and color their flesh) as they feed on krill and shrimp.**

Astaxanthin is a naturally occurring carotenoid and has a vital nutritional function as well as providing color to the flesh of wild and farmed salmon.

All living organisms require carotenoids in one form or another for proper growth and development. Beta-carotene—the pigment that makes carrots orange—is the most familiar carotenoid, however carotenoids are found almost everywhere in both plants and animals.

The level of astaxanthin found in the flesh of both wild and farm-raised salmon is essentially the same, although some highly pigmented wild salmon may have higher levels.

The other carotenoid used in salmon feed is canthaxanthin, which is used in place of or with astaxanthin and is found naturally in trout, mushrooms and other foods.

For more information, visit [www.salmonoftheamericas.com](http://www.salmonoftheamericas.com)