



OREGON ALBACORE

SAVOR THE PRIDE OF THE FLEET



A scenic view of a coastline at sunset or sunrise. In the foreground, a large, gnarled tree with dark bark and green needles stands prominently. The background shows a calm ocean with white-capped waves, a large, dark rock formation (likely Cannon Beach Rock), and distant mountains under a soft, orange-hued sky. A semi-transparent blue band across the middle of the image contains the text.

OREGON *isn't like other places...*

Oregon ALBACORE

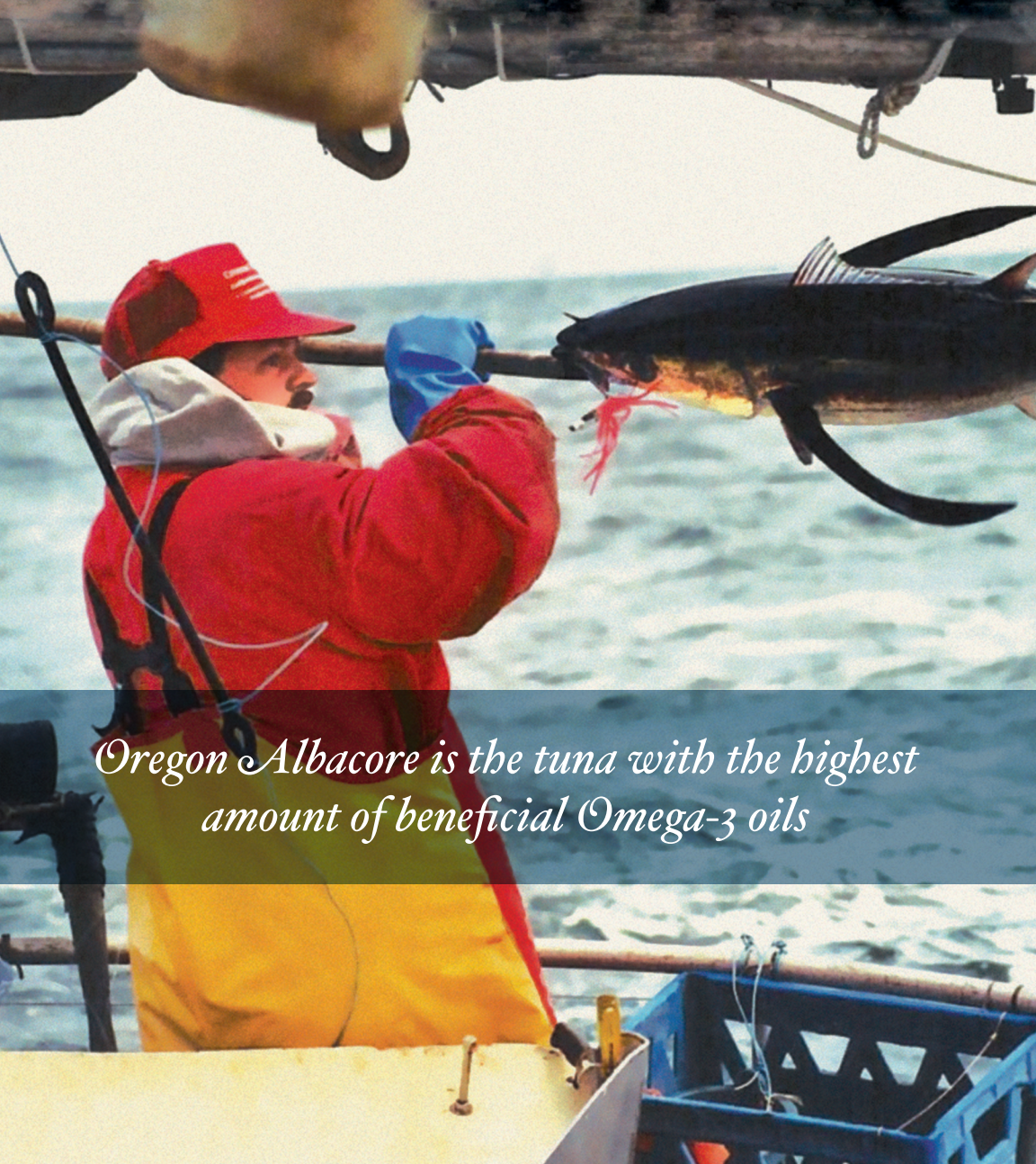
WILD CAUGHT

SAVOR *the* PRIDE *of the* FLEET

FRIENDLY AND WILDLY
INDEPENDENT, OREGONIANS
ACTIVELY SEARCH OUT
ADVENTUROUS CHOICES IN
FOOD, AS WE APPRECIATE OUR
ENVIRONMENT INCLUDING THE
COOL MISTY FISHING COMMUNITIES
ON THE OREGON COASTLINE.

WE SEE THE CONNECTIONS
BETWEEN MOUNTAINS, FOREST,
RIVERS AND THE OCEAN
AND CONTINUE PRACTICING
STEWARDSHIP TO PROTECT THEM
FOR FUTURE GENERATIONS.





Oregon Albacore is the tuna with the highest amount of beneficial Omega-3 oils

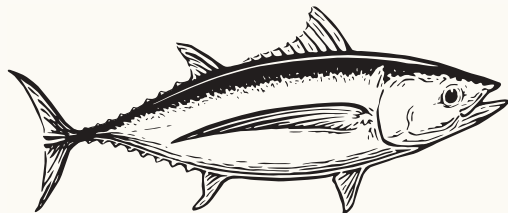
Oregon fishermen catch our albacore when the schools come closer to the coast during their migration up the west coast of North America. Lucky for us, that's perfect timing in the life cycle of an albacore – the fish have been feeding on the schools of rich anchovies and sardines in the coastal upwelling, so they're healthy and have more nutritious oils.

THEIR SIZE MEANS THEY TASTE BETTER

This not only means the local catch is good for you (Oregon Albacore is the tuna with the highest amount of beneficial Omega-3 oils), it means they have a moist texture and rich flavor you won't find in larger albacore caught in other parts of the world. Oregon Albacore are relatively small, weighing 10 to 30 pounds. Another benefit of their size? They haven't had time to accumulate significant quantities of mercury, eliminating any worry with Oregon Albacore.

Wild **OREGON ALBACORE**

COMES FROM
**THE BEST FISHING
GROUNDS**



Wild Oregon Albacore Tuna
10-30 lbs

The Oregon fleet is made up of independent family fishermen who have chosen albacore fishing as a lifestyle. They're your cousins, your neighbors, your fellow Oregonians... real men, women, and families who care about good food and good fishing. An Oregon

OUR FLEET IS PROUDLY LOCAL

Albacore fisherman is a rugged spirit driven by the adventure, ready for the fast and furious action when the albacore start to bite... someone called to a life where hard work is rewarded by the beauty of the ocean, wind, and sky and the pride of bringing one of Oregon's iconic food treasures to our tables.

IT'S NOT JUST A JOB

Members of our Oregon Albacore fishing community feel personally accountable for the wholesomeness of the fish, the long-term sustainability of the fishery, and the health of our oceans. In the same way that local farmers and ranchers strive to deliver the best fresh vegetables and meats, local Oregon fishermen deliver the very best albacore, whether fresh, fresh-frozen, or micro-canned in small batches.





*We are real men, women, and families who
care about good food and good fishing.*

FISHING for BETTER

FLAVOR AND A BRIGHT FUTURE



The boats tow lures called “jigs” from fishing lines that are attached to outriggers and extended from either side of the boat. Each albacore is landed by hand.

ALBACORE FISHING IS A HAND-CRAFT

The fast, powerful Oregon Albacore—silver-flanked with long slender lateral fins—are hand-caught, one at a time, and handled with care all through the process. The boats tow lures called “jigs” from fishing lines attached to outriggers, that are extended on either side of the boat. Tuna is also caught on individual poles held by fishermen using bait. The water temperature needs to be just right – between 58°F and 64°F – and the boats need to move at a fast clip to attract the albacore. It is truly a craft that takes skill and experience.

The fishing practices of the Oregon Albacore fleet are a source of pride for Oregonians. These high standards have been commended by international environmental groups, such as the **Marine Stewardship Council (MSC)** which certified the fishery as well-managed and sustainable. **The Monterey Bay Aquarium’s Seafood Watch** awarded **Oregon Albacore** with a “Best Choice” because of the abundant stocks and environmentally friendly fishing methods.



Once an albacore bites, the fisherman lands it by hand, removes the barbless hook, and transfers it to ice for the fresh market or to an on-board freezer. In both cases the fish is preserved in as fresh a state as possible. The time from the ocean to the ice or freezer isn't more than a few minutes.

This type of fishing, sometimes called trolling, hook and line, or pole-caught, produces the very best quality, and eliminates inadvertent catch of other types of fish (called by-catch) such as sea turtles and dolphins.



OREGON ALBACORE

IS POWERFULLY
GOOD

Wild Oregon Albacore is remarkable: not only is it delicious and easy to cook, but it delivers so many important nutritional benefits, most notably very high levels of Omega-3s.

THE SCIENCE IS IMPRESSIVE

Omega-3s are compounds in fish that have powerfully positive effects on your health: decreasing triglycerides, increasing levels of “good” cholesterol, lowering blood pressure, strengthening immunity and even improving arthritis symptoms. They reduce inflammation, which is key to lowering the risk of heart disease and stroke. **The American Heart Association** recommends adults eat two servings per week of fish high in Omega-3s. Oregon Albacore has more than any other type of tuna – up to three times as much!

SUITS YOUR APPETITE

FOR FLAVOR
& CONVENIENCE

Albacore is also a delicious and convenient source of protein, whether you're enjoying it canned, fresh-frozen or fresh off the dock.

FRESH, FRESH-FROZEN & CANNED ALBACORE DELIVERS GREAT VALUE



Oregon Albacore is ideal for the cook because of the many forms to choose from. In high albacore season (usually late summer through early fall), you can buy **fresh albacore** right from the fishermen on the dock.



At the market, you'll find Oregon Albacore that was **frozen at sea**, meaning frozen when the fish was in pristine condition, only moments out of the ocean. Frozen fish does not need to be thawed for cooking either. So don't hesitate to buy tuna year around.

Or you can enjoy the flavor and convenience of **canned albacore**, prepared in small batches and cooked just once, which seals in all the flavorful juices and nutrients, including the valuable Omega-3s.



ALBACORE LOINS



ALBACORE MEDALLIONS



CANNED ALBACORE

OREGON ALBACORE

IS AFFORDABLE, SPECIAL & VERSATILE

This will be your go-to fish for weekly meals - lunch, snacks and dinner

OREGON ALBACORE LOINS:

These are boneless, wedge-shaped pieces averaging 1½ pounds. Raw albacore is tender, though it's firm when cooked, so handle it delicately.

BEST METHODS: *Whole loins are excellent coated with olive oil and a light spice rub and grilled, poached in a flavorful broth, or seared in a hot skillet and finished in a 400-degree oven — the center should still be pink — to preserve the moist texture and delicate flavor. You can also custom-cut whole loins into steaks or chunks for kebabs or stir-fry.*

OREGON ALBACORE MEDALLIONS:

These are small steaks cut from the loin, usually about 1 inch thick.

BEST METHODS: *Quick, high-heat cooking, such as broiling, grilling, or sautéing. Marinate briefly for flavor, but only for 30 minutes.*

CANNED

OREGON ALBACORE:

You can enjoy the flavor and convenience of canned Oregon Albacore, prepared in small batches. Hand-cut chunks of albacore are put into cans, pouches, or glass jars, where they're cooked just once, which seals in all the flavorful juices and nutrients, including the valuable Omega-3s. Many Oregon fishermen take their catch to be micro-canned by local processors, so you'll find a range of brands in the market or sold directly by the fishermen online (see www.oregonalbacore.org). Most canned Oregon Albacore has been cooked only in its own natural juices, with or without salt. The juices are delicious and full of nutrients, so be sure to pour them back into the recipe.

BEST METHODS: *Chunked in salads, pastas, and other main dishes, or flaked and mixed with mayonnaise for Oregon Albacore tuna melts and sandwiches.*



Oregon ALBACORE

WILD CAUGHT

SAVOR *the PRIDE of the FLEET*

THE OREGON ALBACORE FISHING
BOAT FLEET HAS 350-500 BOATS

We work out of 13 ports running
the length of the Oregon coast from
Astoria to Brookings.

Awarded "Best Choice" by Monterey
Bay Aquarium's Seafood Watch because of
abundant stocks and environmentally
friendly fishing practices.

OUR FISHING SEASON RUNS FROM
JUNE TO OCTOBER

*Visit our website to learn more about buying
directly from our fishermen at the dock in
select ports.*

OREGONALBACORE.ORG



SAVOR *the* PRIDE *of the* FLEET

Oregon Albacore Commission

FOR MORE INFORMATION ABOUT MERCURY CONCERNS, THE HEALTH
BENEFITS FROM EATING OREGON ALBACORE, AND SUSTAINABILITY PRACTICES,

PLEASE VISIT WWW.OREGONALBACORE.ORG