



LEN & SHEILA  
PETERSON



KIRK & HEATHER  
HARDCASTLE



WINSTON & RENEE  
WARR

## TAKU RIVER



### The Passionate Pursuit of Sustainable Salmon

#### OUR MISSION

- ~ To only provide the freshest, highest quality and pressure-bled salmon.
- ~ To support and conduct responsible, restorative actions that honor wild salmon and their habitat.
- ~ To fully utilize each salmon, with the ultimate goal of a no-waste operation.
- ~ To provide an enjoyable, ethical and enlightening workplace that is a model in the fishing industry.

#### OUR COMMITMENTS

##### We offer YOU

- the chance to support a sustainable business and fishery
- the opportunity to connect with your food through our fishermen
- the taste of pure, wild Alaska!

##### We offer our fishermen

- payment that reflects the value of their knowledge, care & catch
- training and support to handle their catch with utmost care
- a sustainable livelihood

##### We offer wild salmon

- defense of their health and their habitat's health
- dedication to the goal of full utilization of each fish
- a sustainable fishery

#### OUR GROWTH

- 1981** Len & Sheila Peterson begin to fish commercially in Taku Inlet with their children, Heather & Scott, aboard F/V *AnneLee*, and sell to large processors.
- 1990** Len & Sheila purchase F/V *Heather Anne*.
- 2000** Kirk Hardcastle begins to crew with Len.
- 2003** Len, Sheila, Heather & Kirk form the direct-to-market firm, Taku River Reds, to shepherd our catch from ocean to friends and family across the U.S. We begin to *pressure-bleed* all salmon.
- 2004** Taku River Reds begins to purchase high quality salmon from 3 additional Taku fishermen and to sell this fish to markets and restaurants.
- 2006** Taku River Reds formally incorporates and now sends salmon shipments countrywide.
- 2007** Renee & Winston Warr join the "Taku Team." They, and Heather & Kirk Hardcastle, purchase the tender vessel, *Taku Wind*, with which to retrieve salmon daily from 8 Taku fishermen.

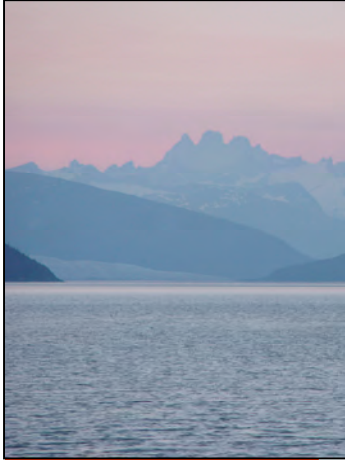


T/V TAKU WIND



F/V HEATHER ANNE

### TRR PREMIUM SALMON & HALIBUT

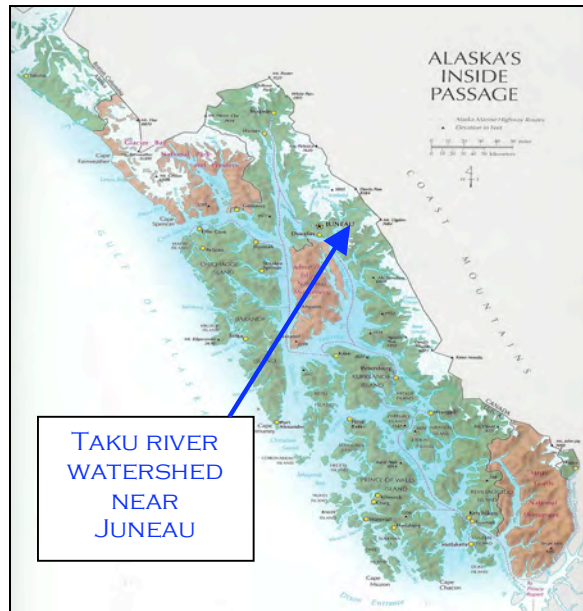
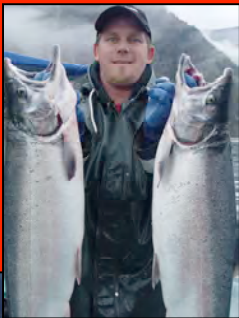


	SUMMER	YEAR-ROUND ( <i>vacuum-sealed, fresh-frozen</i> )
KING (CHINOOK):	Fresh H&G	Fillets & Portions <b>*upon request*</b>
SOCKEYE (RED):	Fresh H&G	Fillets - Smoked - Lox - Tenderloin
COHO (SILVER):	Fresh H&G	Fillets - Smoked - Lox - Tenderloin
KETA (SILVERBRITE):	Fresh H&G	Fillets & Portions
PINK (HUMPIE):	Fresh H&G	Fillets & Portions
HALIBUT	Frozen 5 lb. fletches & 1 lb. portions	<b>*upon request*</b>

### THE TAKU RIVER WATERSHED

OUR FISHING GROUNDS AT THE TAKU RIVER MOUTH

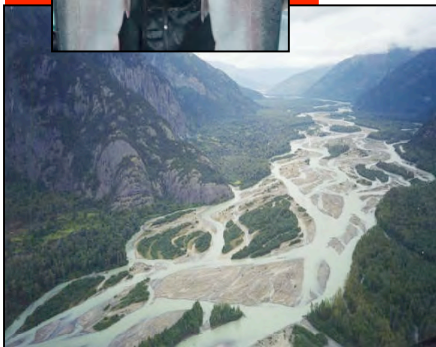
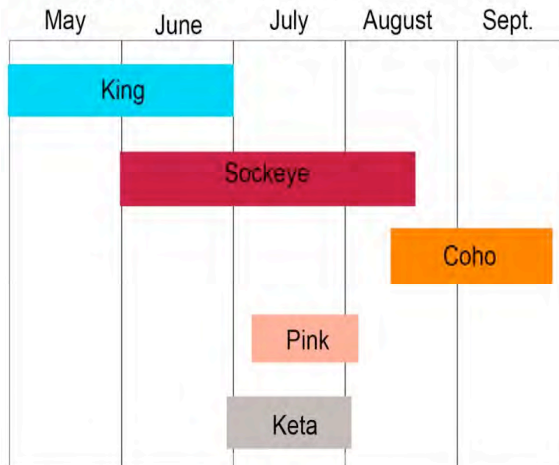
*"...salmon are the soul of the watershed, its glory."  
-TomJay*



The mighty Taku River winds for hundreds of miles from its source in British Columbia to its final drainage in Southeast Alaska's Taku Inlet. Taku Inlet, our fishing grounds, is only ~15 miles south of Juneau—and thereby less than a 3-hour boat ride from the TRR processing facility and an international airport.



### Taku River Salmon Runs



THE TAKU RIVER WINDS ACROSS THE ALASKA –BRITISH COLUMBIA BORDER

The Taku River System is the largest natural producer of salmon in Southeast Alaska. All five species of Pacific salmon—king, sockeye, coho, keta, and pink—return to spawn in this 7,000 square-mile watershed each year. We catch wild salmon from May through September.



## WE'VE CHOSEN YOU!

The 2008 Alaska wild salmon season is now upon us! We're excited to put our preparations behind us and head out to the Taku watershed to FISH on June 15th. If you've received this newsletter, we know your mission closely mirrors our own—and that our businesses may be a "perfect fit." In

particular, you value a personal connection to the fisherman and you seek out premium, healthy and sustainably-harvested seafood. With the commercial salmon fishing closures in Oregon and California this year, the demand for our salmon is greater than we can supply, while we maintain our

high quality standards. We now must finalize to whom we will ship our fresh (and/or fresh-frozen products), as well as the specific quantities desired by each of you. Please read more below, and contact us if you would like to ensure that we work toward building (or continuing) a business relationship this season.



## STREAMLINED ORDERING AND SHIPPING IN 2008

We recognize you're putting in extra effort to work directly with us, the fishermen, rather than ordering through a large supplier. We want to ensure you receive your Taku River Reds wild Alaska salmon as efficiently as possible:

- ~**STANDING ORDERS:** You contact us only to change this order.
- ~ **REGULAR DELIVERY DAYS (TUESDAYS & THURSDAYS)**
- ~**ALL-INCLUSIVE PRICES:** Prices per pound include fish, shipping *and* packaging.
- ~**ONE CONTACT PH. # & EMAIL ADDRESS:** Know you will always reach us.

## A PERSONAL TOUCH...

- ~**MARKETING & EDUCATION:** We'll send materials to assist with sales.
- ~**INDIVIDUAL FISHERMAN'S NAME WRITTEN ON BOXES:** Traceability.
- ~**NEW SHIPPING BOXES:** They stand out!



*"Let the beauty we love be the work we do."*

*-Rumi*

**PLEASE CONTACT US BY FRIDAY, JUNE 6, 2008!**

**PH. #: (808) 281-4090 WILDSALMON@TAKURR.NET**

**WE WOULD LIKE TO KNOW THE FOLLOWING:**

- ~**THE PRODUCTS IN WHICH YOU'RE INTERESTED**
- ~**YOUR APPROXIMATE WEEKLY STANDING ORDER**
- ~**WOULD YOU PREFER A TUES. AND/OR THURS. DELIVERY?**

**\*\*PRICES WILL BE TENTATIVELY SET BY WED., JUNE 4TH**

**WE LOOK FORWARD TO TALKING WITH YOU!!**



# TAKU RIVER REDS

## Wild Alaska Salmon

3152 PIONEER AVE.  
JUNEAU, AK 99801

PHONE:  
(808) 281-4090

FAX:  
(907) 463-3862

E-MAIL:  
WILDSALMON@TAKURR.NET

*We believe in a  
better way.*

IN 2008, OUR WEBSITE  
WILL GET A FACELIFT:

[WWW.TAKURR.NET](http://WWW.TAKURR.NET)



"I LOVE SOCKEYE THE  
BEST!" ~ MAIA, KIRK'S  
SALMON-SELLING NIECE.

## WHAT'S NEW FOR US...

- We now offer Alaska halibut upon request!
- We've partnered with Trout Unlimited and their *WhyWild* campaign. Through *WhyWild*, TU urges consumers to "Vote with their Fork" by purchasing—and thereby supporting—wild Alaska salmon and sustainable fisheries management.

- In April 2008, we began to work closely with the Juneau land-based custom processor, Alaska Seafood Co. (a certified kosher facility). The crew at ASC now helps us to fillet, freeze and smoke our salmon.

- TRR is a corporate subsidiary of Taku Renewable Resources,

Inc. (TRRi). A new arm of TRRi is "Fishermen's Daughters Biofuels."

- Tony Talbot, long-time Alaskan, chef, captain, and friend, has joined "The Taku Team." ☺



### NATURE WASTES NOTHING. NEITHER SHOULD WE.

- We strive to utilize all parts of each salmon—including those parts commonly viewed as "waste." One new product, "salmon tenderloin," is getting rave reviews.

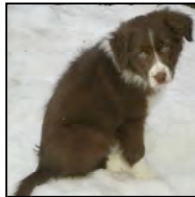
This versatile, boneless and lean meat we scoop from the fish backbone is easily sautéed and used in tacos, salads, eggs, soups, salmon cakes & more. Order salmon tenderloin today!

- Fishermen's Daughters Biofuels will begin a grants-funded study with Seattle-based GloCal Network Corporation to determine the feasibility of producing biodiesel from waste fish oil.

### OUR PETS – OUR INSPIRATION... TRR PET TREATS COMING SOON!



BOOJUM



CHOCO



BELLA



SADIE



BASCO

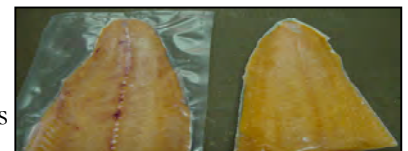
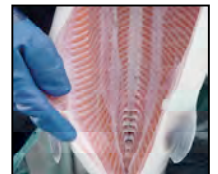
## WE ONLY OFFER PRESSURE - BLED SALMON

### WHAT IS PRESSURE - BLEEDING?

- Removal of *all* blood to prevent aerobic bacterial growth
- Performed by flushing saltwater through circulatory system
- Done after dressing & prior to uniform chilling in slush ice

### WHY PRESSURE - BLEED?

- To ensure the highest quality salmon
- To dramatically increase salmon shelf-life
- Aesthetics - good presentation drives food sales



Non-Pressure Bled      Pressure-Bled

### SOCKEYE (RED) SALMON...

- Southeast Alaskans' *favorite* wild salmon species.
- Possess an intense red, firm and moist flesh.
- Called "vegetarian salmon" as they filter-feed only plankton.
- Considered the "pinnacle of purity" as they contain virtually no contaminants.
- We catch Taku sockeye for TWO MONTHS, a timeframe unmatched elsewhere.