

## **Wild Salmon**

**Caught in seas and rivers**  
**Brighter body color**  
**Flesh is pink to dark orange**

*versus*

## **Farmed Salmon**

**Raised in hatcheries or cages**  
**Duller body color**  
**Flesh sometimes grey and**  
**must be dyed to be appealing**

## **Wild Salmon**

**Flees from predators**  
**Disperses when migrating**  
**Prefers bottom habitat**  
**Efficient forager**

*versus*

## **Farmed Salmon**

**Approaches predators**  
**Congregates when migrating**  
**Prefers surface habitat**  
**Inefficient forager**

Wild salmon look, behave,  
and taste differently  
from farmed salmon.  
They should not be treated  
as the same species.

# **Protect Wild Salmon**

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