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Senator Jerry Ward
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Ward Bill Would Label Wild Fish for Consumers

(JUNEAU) – Sen. Jerry Ward (R-Kenai/Anchorage) introduced legislation today to allow wild salmon and halibut to be clearly labeled.

“We have all seen the beautiful displays of farmed salmon at fish counters or restaurants without realizing that the varying shades of pink and red were probably artificially created,” said Ward. “Almost all farmed salmon is colored with either canthaxanthin or astaxanthin to make it the colors consumers expect after seeing wild-caught salmon.”

Federal regulations require the declaration of the use of these chemicals at the retail level, but this information is rarely passed on to the consumer. In addition to coloring agents, farmed fish are often treated with antibiotics and other supplements as part of the farming process.

Senate Bill 208 would allow a person to sell or advertise wild-caught halibut or salmon as “wild,” “antibiotic-free,” “hormone-free,” and “dye-free.”

“It is important that people know exactly what might have been added to their fish,” said Ward. “With the new labeling standards, consumers looking for fish without additives can find them.”

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