

Vital Choice Essay Contest Entries

On behalf of the entire Vital Choice family, I wish to express our heartfelt thanks to all essay contestants. The entries were thoughtful, creative, intelligent and humbling. Above all we think they are sound evidence that seafood *is* brain food! We hope you enjoy reading them as much as we did.

Randy Hartnell
Founder & President

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Patty Bartholome

My Lifesaver --Vital Choice became a Lifesaver for me.

I had a physical a few months ago and the Dr. gave me the bad results of my blood test. My cholesterol was 260. He said I had to go on medication immediately. I am currently 67 years of age and have never had to take any daily prescriptions so I did not take his decision lightly. I did not say OK!! I instead said--"Give me 3 months and let's see if I can do something about this!

I immediately bought books on what I should do to lower my cholesterol and after devouring this information I soon decided that Salmon and Blueberries were going to be a very important and constant part of my grocery list.

At first I tried to buy the salmon and blueberries at my local store but I didn't care for their type of salmon and they were often out of organic berries . I wasn't sure what to do but one day while visiting my daughter in Flagstaff, Arizona she brought out a bag of delicious blueberries from Vital Choice. I immediately asked if she had any literature on your company. After reading about your wonderful products---I immediately ordered bags of blueberries and two boxes of salmon steaks.

I starting eating a half of cup of blueberries with my oatmeal everyday and started eating the salmon steaks 2-3 times a week. Three months later I went back to the Dr. and he redid the blood tests. When I returned to his office to get the results of the test, he looked at me and said "OK, what did YOU do?" My cholesterol was now 190---down 70 points in three months. Needless to say --I was thrilled!!!

Of course, he was a bit taken back by this wonderful accomplishment of mine and told me this would be a hard diet to keep up for the rest of my life . I told him it would be easy to do and that he should try it himself as he had just started taking cholesterol meds himself. I hope he gave it a try but I'm sure doctors don't take to kindly to taking advice from their patients.

Not only has my health improved tremendously but the salmon and blueberries are marvelous and the quality can not be found anywhere else. Thank you Vital Choice for helping me to make a great decision in handling a problem that eventually turned out to be no problem---but instead turned out to be a wonderful life lasting change in my diet and a complete reversal of the high cholesterol.

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Ron Braybrook

What do you get an eighty-year-old for Christmas?

Every Thanksgiving our family, all eleven of us, choose names for a Christmas gift swap. In the past, I have been lucky and selected a male member of the family. This year I picked my mother-in-law's name. We have from Thanksgiving to Christmas Day to make our gift selections and can spend up to thirty dollars. Hmm! Where to begin?

The following week we received our Vital Choice flyer in the mail and my wife asked if we were going to order anything and suggested that Vital Choice products would make nice Christmas gifts. What a great idea! The last time we ordered canned salmon we had given one or two cans to my in-laws and they had loved it.

I immediately went on the internet and ordered six cans of salmon with the easy-open lids and sat back to await their arrival. About a week later they showed up in a white box, ready to be gift wrapped. Of course, when she received her gift, my mother-in-law was extremely pleased.

You can figure out the answer to the question by now. What do you get an eighty-year-old for Christmas? Vital Choice canned salmon of course.

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Patti Burleson

How The Munchkin (and the Munchkin's Mama) Munched

The Munchkin is hungry! So is the Munchkin's Mama! (That's me!) I quickly open a can of Vital Choice Wild Sockeye Salmon. So easy, with the pull-tab top. Into a bowl it goes, luscious red salmon, juice and all. A dollop of mayonnaise, then some chopped celery and a bit of pickle along with some onion bits. Smelling good! Almost ready! The Munchkin waits impatiently. Wait ... almost forgot the sunflower seeds, so I sprinkle a spoonful on the mixture. I stir it around while bagels are in the toaster, telling the Munchkin to get washed for lunch, because it's almost ready. Now, we're ready to eat, so quickly and so healthily. The Munchkin is oblivious of the health benefits of wild caught sockeye salmon, but the Munchkin's Mama knows that she is feeding the Munchkin (and herself) a delightfully healthy and nutritious lunch, complete with omega-3 fatty acids which are known to be so heart-healthy, and plenty of calcium for the bones of the Munchkin and the Munchkin's Mama!

I know, too, that Vital Choice can be trusted to provide us with the purest wild caught salmon from pristine Alaskan waters, AND at a very reasonable cost. Careful not to bore the Munchkin with details. I smile to myself as I think about the valuable nutrients we are consuming, along with the wonderfully delicious taste of wild red sockeye salmon. We spread our Vital Choice salmon salad on the bagels and chow down! The Munchkin and the Munchkin's Mama are now happy munchers!

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Diane Cabiness

After collapsing two years ago due to malaise fatigue, yeast overgrowth in my colon, and hypothyroidism, I started taking better care of my health...regular exercise program, healthier diet, natural hormones and purer water. I read about Vital Choices on Dr. Andrew Weil's website. I ordered the salmon filets and wild blueberries. Delicious. As I ate the salmon and munched on blueberries, I began to think clearer in time and my memory improved as well. I no longer needed two pots of coffee to energize me. My wellness did not happen overnight. I owe some of the good health I enjoy today because of the high quality of salmon I eat periodically along with the organic fruits, vegetables, meat and chicken. Now I am 58 years old and enjoy stronger stamina and a better out look on the ups and downs of my life. As a landscaper it is important to be able to draw on huge reserves of energy. Most people are amazed at my energy level when on a job. I certainly can recommend Vital Choice's salmon and blueberries for a healthy food choice.

The marinade recipe Vital Choices recommends is the best I ever had in my life. The flavor that is added to the salmon is dynamite. There is diabetes on my dad's side of the family. I feel it is important to make as many healthy food choices as possible. I found out a small portion of salmon feels me up more than catfish, tilapia and chicken. So from a calorie standpoint I end up consuming less calories and getting more satisfaction from the food and this means more energy. I often have to eat on the road but refuse to stop for junk food. I sometimes pack cold cooked salmon and fresh fruit that makes a tasty lunch.

Vital Choices is safer to eat than farm raised salmon (2 years ago some of the farm raised salmon I ate gave me a bellyache). I also like the fact that Vital Choices fishes in a sustainable matter which is important as I feel we are all caretakers on this earth and it is up to us to protect our resources.

Keep up the good work Vital Choices and I will keep recommending your products to my clientele.

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John J Ciulla

My wife and I have been huge fans of seafood in general and specifically salmon for it's rich hearty flavor as well as it's unique ability to stand up to a variety of recipes. As the saying goes, ignorance is bliss and most seafood purveyors stocked the farm raised version of salmon and other fish. After a period of enlightenment, the realization that many of the common varieties of our favorite fish may be harboring unwanted elements including high levels of mercury, we were determined to search out a better source. Once we discovered Vital Choice and tried one of the samplers including a variety of king and sockeye salmon fillets, as well as, smoked salmon, halibut fillets, beautiful blueberries, canned salmon and albacore tuna, well we were hooked! Yes, that pun was absolutely intended.

In all seriousness, the quality, freshness and flavor of these frozen and canned products surpassed our expectations and was the best we had ever experienced (and I'm not just saying that to win a contest). Aside from the quality and convenience, Vital Choice products provide us with the peace of mind achieved in knowing that we are not only nourishing our bodies with the highest quality source of omega-3 and other healthful nutrients but that we are doing so in a humane and environmentally conscious way. The pristine source, reliable service and environmentally responsible concept has made Vital Choice our primary supplier of heart healthy foods. I anxiously look forward to placing my next health enhancing order!

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Susan Eliason: First Place

Vital Choice: Aahh-fishally My New Favorite Energy Source

Snapp! went the lid off my first can of Vital Choice Alaskan Salmon. Onto my waiting plate it went, all 3.75 ounces, along with some freshly cleaned spinach and chopped red onion. “This is the day I embark on my voyage to better health,” I murmured to no one in particular as I squeezed a modest shot of Thousand Island dressing on the side and a squirt of lime over the whole thing for good measure. “Here’s to you, Andrew Weil,” I continued, raising a forkful of my piquant concoction in honor of the good doctor who greets me each day with his tip for better living. It took a while, but I finally got that he wants me to eat more salmon—real Alaskan salmon. The artificially colored, pen-bred, pellet-fed variety they try to bait me with at the warehouse store just doesn’t cut it any more. What happened after I finished my savory, guilt-free lunch surprised even me.

I graded papers, changed a tire
Cleaned my pantry, fixed the dryer;
Purged a closet, baked a squash
Dusted, vacuumed, did the wash—

Stopped a quarrel, made a call,
Helped a neighbor, cruised the mall,
Took apart the family room
Put it back, and then—*vroom, vroom*—

Sat in something of a quandary
Thinking, as I folded laundry,
“Every task is such a snap!
How come I don’t want a nap?”

Actually, it came as no surprise that my noon refueling selection had propelled me upstream with agility and stamina all afternoon and beyond. I’ve known for years that I feel much better when I include regular helpings of high-quality fish on the menu. Problem is, I’m a creature of convenience—and, till now, finding a grabbable single serving of tasty seafood has been anything but convenient.

And in a day when many Americans are drowning in fast food options that pack on fat and promote disease, what a treasure I’ve found in Vital Choice! Here’s a slowly and carefully produced but *quickly* accessed treat that not only delights the palate but also strengthens and streamlines my body. It’s aptly named, too. *Vital* contains both life-giving and essential connotations. *Choice* reflects my ability to select what I want—and who doesn’t love to choose?

It’s an hour until bed now, just enough time to tackle that disorganized basement and eliminate some of the debris that’s been floating around for so long down there. First, though, a final couplet in my poetic tribute to a delicious new source of joie de vivre:

*I’ve sailed through this day at the top of my voice;
And I’m still not done shouting—Ahoy, Vital Choice!*

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Kimberly Friddle

“Wow, what’s the difference between these two fish?”

When I graduated from college, I spent 10 years in the San Francisco Bay Area. I enjoyed the opportunity to visit the Monterey Bay Aquarium several times, which really opened my eyes about the plight of the world’s fisheries.

What a challenge! I’m an outdoorsy kind of person. I go hiking. I don’t litter. I recycle. I don’t put a lot of pesticides on my lawn. I buy organic when I can afford it. Generally, I try to be a good world citizen. And, I try to be healthy. All the news tells us lately that eating fish regularly is one of the healthiest things we can do for our bodies.

But wait – healthy for us? Or healthy for the world? Would you like a side of guilt with that fish? Take a look at the by-catch that comes along with a serving of Atlantic halibut.

In my current locale, access to top-quality, sustainably-produced seafood is limited. I try hard to be environmentally aware. I carry my Seafood Watch card everywhere (you can download yours from www.montereybayaquarium.org). This great little tool tells me whether the fish I am about to buy is overfished or farmed in a way that is dangerous to the environment. Almost always, I’ve noticed, the safest choices are from the Alaskan fisheries.

Most often, though, when I go to a restaurant and ask where the salmon is from, I get a funny look and an answer such as “the ocean, ma’am.” In the supermarket, I usually see Atlantic salmon, labeled “Farm-raised – for quality!” Yikes. I hope I’m not the only customer who knows the truth.

I recently saw some Alaskan sockeye salmon in my local market. Just for fun, I bought a couple of fillets and prepared them side by side with some Vital Choices salmon from my freezer. My husband has given me some grief in the past about the price I paid for my environmentally-friendly, flash-frozen salmon, so I was anxious to see if it was really worth the cost. I didn’t have long to wait! I hadn’t even taken a bite of my own meal before my husband exclaimed “Wow, what’s the difference between these two fish?”

Now, I know I sound like a commercial, but the skeptic is convinced. He has urged me to place another order.

I am so grateful that Vital Choice makes it easy to get good, healthy fish – guilt free! Thanks for all you do to help my family stay healthy and keep our oceans healthy too.

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Julie Genser, certified Holistic Health Counselor

The call of the wild.

Illness has been my great teacher these past seven years. If everything had gone smoothly, I would still be eating farmed fish, grain-fed meats, and pesticide-laden vegetables. Instead, I choose consciously every day—to nourish my cells with whole, organic foods, and animals that eat a species-appropriate diet. And I help create a world that lets nature take its course—rather than trying to control and master it at every turn.

GO FISH

When I first got sick, I was a self-described “flexible vegan,” eating mostly vegetables, tofu, and grains, with a couple fish or meat dishes each week. This changed in 1998, when I developed extensive food allergies almost overnight. It took me four years to pinpoint mercury poisoning as the major contributing factor to my growing list of symptoms.

In the meantime, I had enrolled in an alternative nutrition school, and eventually went on the Specific Carbohydrate Diet, for intestinal distress—overhauling my diet and cutting out all refined sugars, starchy vegetables, grains, and soy.

My body quickly told me that I needed to increase my animal protein—by a lot. I learned that mercury levels in wild salmon were considered among the safest. But that wasn't enough for me—when my grocer could not guarantee that his fresh wild Alaskan salmon was tested for mercury and PCBs, I switched to Vital Choice. I was eating six to twelve ounces of salmon daily, and wanted to be sure that I was not also consuming mercury—or antibiotics, pesticides, and GMOs. Vital Choice was the only company I could find that was making that claim, and backing it up with testing.

FISHING FOR COMPLIMENTS

What I didn't expect were the immediate benefits to skin and hair. The increase in EPA and DHA—essential omega-3 fatty acids—smoothed and moistened my skin from the inside with natural oils, and gave my hair a deep, healthy shine. Although I had stopped coloring my graying hair it seemed richer, and more vibrant. For a ‘sick’ person, I looked extremely well.

STUCK ON SALMON

I was thrilled when Vital Choice started offering their wild Alaskan salmon roe. I knew from my research in nutrition that Weston Price—a dentist who traveled the world in the 1930s, studying the effect of diet on health in primitive cultures—found that many Indian tribes considered fish eggs a sacred food. They fed this nutrient-rich delicacy to women (and men) six months prior to conception and throughout pregnancy to ensure a healthy birth. They knew from experience what we now know from science: during pregnancy, a mother's diet rich in omega-3 fatty acids helps in the development of a child's healthy eyes, brain and nervous system.

I am so grateful to Vital Choice, for giving me peace of mind as I support my health and the health of my future children—while letting that wild part of me feel connected to this land, and its peoples.

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Pamela Georges

Quotidian to Sapid

Or

How My Blueberry Muffins Went From Ordinary To Spectacular

"Roses are red, blueberries are blue, Sugar is sweet, but muffins are, too." "Red Rover, Red Rover, send Blueberry right over."

That is not exactly the way the children's chants go, but they should. Children would have changed the words if they had tasted Vital Choice Wild Organic Blueberries. My taste buds jumped for joy the very first time I tasted those nectarous mini indigo gems baked into my muffins.

My story does not begin with Vital Choice blueberries, however. Over the years, I have tried many other fresh and frozen blueberries. Some were the size of marbles. Some were "woody" tasting and full of twigs. Others were organic, but lacked that just picked, outdoorsy-fresh taste. Then I found Vital Choice blueberries. I tore open a bag and Hallelujah! I could immediately see the difference. One ample bite of my absolutely best ever, magnificent, mouth-watering, delicious, ambrosial homemade Coconut-Blueberry Muffins (with sprinkled Rapunzel® sugar baked crunchy on the top--YUM!) was all I needed to know that I had found blueberry Valhalla.

Vital Choice blueberries are the only blueberries good enough to go into my smashing muffins. When I set a plate of them on the table, one would swear to my legerdemain. I must be a magician, they disappear that fast.

Much of my time is spent in searching out the very best organic foods for my family. I cannot, no, I will not use just any old blueberries in my kudos-to-me muffins. Without Vital Choice blueberries, my exceptional muffins would be like all the blueberry muffins baked in the world: humdrum.

When it comes to blueberries, Vital Choice Wild Organic Blueberries are the very best. And the very best is what I want for my family.

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Jann Gest

One small easy open can rolls over the bottom of my lunch box. It doesn't look to be enough to satisfy my voracious appetite. The color is vivid red on the label but I expect a paler version awaits within. I've never looked forward to canned fish for lunch and despite having repeatedly voiced that sentiment, various brands of canned fish continue to make their debut about twice weekly. I sigh heavily, ready my fork and pop that lid.

Surprised and pleased I see a deep red within the can. The aroma is sweet and fresh, the taste full, robust, tender and flavorful. Each bite is delicious and though I would enjoy more, as I take in that last morsel my hunger is indeed satisfied. The future will see no other brand of canned fish in my lunch, from now on I look forward with happy anticipation to Vital Choice Seafood, a meal to savor.

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Sylvia Golby

I like the Vital choice salmon because of the fact that the wild salmon has the proper balance of omega-3s and omega -6s. It is important to me to know that the product is mercury and pesticide free. I use organic products and try to grow most of my own vegetables.

I would like to enclose one of my recipes.

- 7oz can of salmon 1/2 cup of grated carrots
- 1/4 ground cooked Soya,
- 2 tablespoons finely chopped onion
- Mix with 1 egg.
- Fry lightly in a small amount of oil.

My grandson asks for this every time he comes to see us.

The [e-mail] magazine has many great new features in every issue. I never know what good and/or bad news I will find. I have been trying to live healthy as I am fighting cancer try to eat well with lots of carrot juice and eating broccoli and cabbage.

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Julie Gorfain (2nd Place)

Vital Salmon, My Choice for Every Season
(And every Seasoning)

The World is a snow globe -- soft fat flakes drift toward evening on a late January afternoon, gathering in the hollows of angel wings on a snowy hillside. I start with Vital Choice canned salmon; add buttery fresh breadcrumbs, translucent bits of minced onion, a sprinkle of sea salt, a grind of pepper, and an egg with an organic pedigree. Sometimes I bless the mixture with fresh herbs, sometimes not. I sizzle the cakes gently to a golden brown. My favorite Sunday night supper.

Pale and tender green shoots, soft blue blossoms opening under gentle April rain. Wild asparagus stalked along a country road, a wild salmon filet simply roasted under shallots and feathery dill – a perfect pair for a romantic Spring dinner for the two of us.

Summer on a plate. Chilled Salmon straight from the can, spilled onto a tangle of baby greens – a squeeze of lemon, a scatter of tiny black olives. I add a crusty baguette and something sparkly to drink. We watch the sun set over the harbor from the side porch.

Bright yellow, russet, magenta, tawny gold leaves and the windblown fluff of milkweed seeds. Sumac, pumpkins, Bittersweet berries. The Autumn glint of salmon leaping through rainbows of cold spray, on their way upstream. Halloween treats, costumes and parties. We dip into spicy salmon mousse, festive and delicious.

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Nina Holly (3rd Place)

Vital Choice salmon saved my life not once but twice in the last couple of years! It was my first year at law school, and the stress was terrible. Between the looming exams, intimidating professors and intense competition for grades, I found myself utterly fatigued and frazzled. Like many of my female classmates, I reached for tasty carbohydrate snacks to energize and reward myself; chocolate chip cookies, Danish pastries and croissants were all on the daily menu. After a few weeks of this, my expanding waistline and my low energy levels were sad testimony to my poor eating habits. In addition to being stressed out, I was chubby and tired.

Luckily, my boyfriend, a long-time seafood lover and devoted Vital Choice fan, intervened. "Fish is brain food," he explained. He also tactfully mentioned that a well-balanced diet with lots of fish was helpful to people struggling with their weight (he wisely did not mention any names), as evidenced in popular diets such as the Perricone Prescription. The following week, he showed up at my apartment with an armful of salmon - lots of bright red cans and a few scrumptious-looking salmon filets. I was skeptical at first, knowing my deep love for bagels and donuts, but agreed to eat red salmon at least once per day as my boyfriend suggested. Fast forward through three months of Wild Choice salmon, I had lost my "freshman fifteen" and found I had mental and physical energy enough to spare! The best part was, I never got tired of eating red salmon - I still eat it daily and it shows.

The Vital Choice salmon saga was not yet over: later that year, a few of my classmates and I were in charge of cooking a fancy dinner at an end-of-term party hosted by one of our professors, who was known to be something of a gourmand. We had put together a lovely menu, but could not agree on the main course. I had advocated for a salmon dish (surprise!), but my suggestion was outvoted in favor of a Thai chicken meal. When the evening of the party arrived, I was helping set up the table, when I suddenly smelled something burning. I rushed into the kitchen, where the Thai chicken was turning black, and the person in charge was nowhere to be seen! There were only a couple of hours remaining, and the chicken was ruined. As luck would have it, my boyfriend stored a goodly-sized red salmon filet in the freezer that he had bought for another upcoming group dinner. I brushed the filet with some olive oil, added a few spices and quickly slipped it in the oven.

The dinner was a grand success - our discerning professor was delighted with the meal and complimented the cooking team on their efforts. The change from chicken to fish was only known by a few select individuals, and I believe that the meal turned out even better than it would have with the Thai chicken. (My boyfriend did have to buy another filet of red salmon, though.) Thank you, life-saving Vital Choice salmon!

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Suellen Hozman

ICHTHYOPHAGISTS UNITE!

Verbiage to describe the Vital Choice experience? Good luck. For me, the experience is visceral not verbal. I like who you are, what you offer and why you are. I'm a Vital Choice customer and proud of it. I have favorites. My royalty is King Salmon. I've tried the other salmons and my loyalty is firm. Salmon is a vital food item in my ongoing effort to triumph over genetic dice high cholesterol. Heart disease, high blood pressure and high cholesterol is rampant in my family. I'm happy to report that my lipid profile, blood pressure and heart are all fine. I'm living proof that diet matters. Although my blood pressure and heart have always been fine, my cholesterol used to be closer to 300 than 200. Truth is, I'm a recovering vegetarian. The gatherer only diet shot my cholesterol up. Fifteen years into the vegetarian program my body said, "Eat fish". So I did, and will continue to.

A special treat is Ikura caviar. Did I mention special? I use the Barefoot Contessa caviar dip recipe and find that people who say that they don't like caviar love yours. When I'm by myself, I just eat it plain - spoonfuls of joy.

Life is a gift and a responsibility. I like to put my money where my mouth is. You let us do that because you care about the environment and renewal. It's a great spin-off to get high quality food and help the environment at the same time. Bravo to you! Canned sardines recently hit my shelves, plain and spicy. Compared to the chain store variety, they look like they're on steroids. Don't get nervous on me, I know they're not. They're great for a quick protein snack hit when you're caught in your own fast lane.

Hospitality is what I feel when I call 1-800-608-4825. I place orders on the Internet but occasionally have a question. Your customer service is definitely non-digital. You can actually have an old fashioned analog conversation with people from an Internet company. You might want to market this concept.

Omega 3 levels soar in the Alaska sablefish. My family loves the smoked variety. Who knew this fish even existed? The smaller portion size means no leftovers.

Ichthyophagy, the practice of eating fish, is alive and well in my home thanks to Vital Choice. I used to search for fresh fillets layered on packed ice in the hopes that the fish would be fresh. Now, the search is only a click away. Choice products arrive miraculously frozen solid. It's a marketing triumph that fresh, environmentally supportive fish is best secured via the Internet. Go figure.

Ever consider idolatry? The Philistines did. Dagon was a favorite god. He was both man and fish. The symbol of a fish in human form represents fertility and life force. Works for me.

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Robin Hunt

Wild and Free

I once dreaded the thought of cooking a meal

Now it is so easy I just cut the seal

Out comes a fresh wild salmon filet

Or perhaps a halibut to sauté

The fish is so good

Flaky and moist

My red wine glass I must hoist

To honor the fish with such great taste

A pinch of garlic, dill, lemon and baste

My waistline is slimmer

And my skin such a shimmer

I love Vital Choice

And will shout with my voice

To say buy this wonderful fish

It is good for your heart

Your brain and skin

So I will order again and again

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Jo Anne Kauffman

“They sucked me in with the marketing and God am I grateful, or who knows if I would ever have even tried it.”

It was February 1st, and the clouds were hugging the earth like they do in Ohio in February. Just one sunny day per week would help, but Ohio must have angered Mother Nature sometime in the past, as the sun couldn't cut through today's cloud-cover. I parsed my email inbox so packed with spam you could taste the gel packing. My eyes scanned quickly like a rat after a crumb. Vital Choice- great! The subject line of the email reminded me my shipment of sockeye salmon should come any day. I also ordered the sablefish (for the second time) as a reward for the long hours I've been putting in on a major new account. Finally, I thought I would try the pre-cooked packages of sockeye for those days when I don't have time to breathe let alone cook.

Off on a tangent, I wondered if salmon could be addictive? I know the flash-smoked sablefish is addictive because I start slobbering while it's cooking. Who found this stuff and more importantly, why haven't I heard of it before that last Vital Choice email? They sucked me in with the marketing and God am I grateful, or who knows if I would ever have even tried it. Ok, back to salmon... I noticed how good I feel for hours after savoring bites of a perfectly cooked and seasoned filet. My skin gets bright and pink and my mood seems to lift. I've heard it is good for the heart..... Ok- I can afford to do a quick google to find out if salmon is addictive. AHA! I knew it!! Here it says salmon and the oils in salmon are shown to have alleviated symptoms of depression. Another link to Dr. Perricone says it makes your skin look better. I knew I wasn't crazy.

The cloying sound of the doorbell disrupted my musings and I shuffled the dogs into a room so as not to scare UPS. They are friendly dogs but I find almost everyone is afraid of dogs these days. Huh. “Hi there- Oh- my Vital Choice shipment! Thanks so much!” I could barely get the box unwrapped and I pre-heated the oven and furiously mixed up some Dijon and olive oil to slather over my fresh new babies. As I noticed how excited I was to dig into my new stash of succulent salmon, I realized I had stopped working a full hour ago (thank God I work from a home office) and had been thinking about nothing but fish for the past hour. Yes, I would say salmon is addictive.

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Doris Kelles

My introduction to Vital Choice came from my daughter. One of my favorite products are the frozen blueberries. I like them because they are organic and have no added sugar, which makes this product safe to eat. When I'm making a smoothie, I like to add the blueberries which makes for a very healthy drink. Whatever way I decide to prepare them, they will surely please the palette.

Now that I have taken care of the delicious blueberries, I will move on to the main course. For the main course, my choice would be the canned salmon. The salmon would make a great meal if you were having company for dinner. It is a very versatile product. I like to whip up a tasty casserole where I can add along with the salmon, some of my favorite vegetables, pasta and chopped tomatoes. The flavor is robust and filled with the nutrient packed fish oil that are important to maintain a healthy body. No matter what, it is sure to please the most fussy person. Last, but not least are the sardines. I enjoy the sardines because they are not loaded down with salt. Most people consume a lot of salt on a daily basis from many other products found on the grocers shelf.

To sum it up, everyday and everyway, whether it's blueberries, sardines or salmon, they all lead the way to better health.

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Susan Kindler

This essay was only supposed to be about my favorite Vital Choice product, but the quality of the people behind this wonderful company is what I thought about first... There is no other company like this one that devotes itself to providing such a wonderfully health-giving and delicious service, without ravaging the planet. You have spoiled me for any other salmon. That's right. When I'm in the supermarket and go down the canned salmon aisle, I actually turn up my nose and walk on. Now, I can say, "see 'ya later, store -bought sardines," because, you've got them, too! I feel like I've died and gone to heaven!

I never knew the difference between wild salmon and the store bought stuff, until I began reading your wonderful newsletters. Now, I wouldn't eat anything but Wild Alaskan Sockeye Salmon. I feel very sure that if more people knew the perils of eating farmed salmon, they would switch. Anyway, after reading all the testimonials written about your company and food, I was compelled to write my own. Even though I missed the deadline for the contest, I still wanted all of you at V.C. to know how much I appreciate you. You are number 1 in customer satisfaction and quality. Thank you, again and again!

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Michael Koch

The Sacredness of Salmon

Thanks to Vital Choice, over the past year I have come to gain a newfound appreciation for what I like to call the “sacredness of salmon.” Before I was introduced to vital choice salmon by one of my salmon-addicted friends, I had no regard, or any desire for the taste of any kind of fish. I called myself a “salmon agnostic.” That is, I didn’t believe in eating fish and I had convinced myself that I could receive all the health benefits of salmon from other sources. Well, this attitude was completely changed after I had a taste of my first Vital Choice sockeye filet. Never before had I been so quickly converted to something, much less a food that I had no interest in eating. But that delicious and succulent sockeye filet from Vital Choice was honestly the best tasting thing I had ever put in my mouth, and continues to be today.

I began ordering these filets like it was my job and salmon took on a whole new meaning, which I had never understood before. After familiarizing myself with the Vital Choice website and everything you guys were about, the widespread and astounding benefits of wild Alaskan salmon became a reality for me. This animal that I had once regarded as a slimy fish is now an essential element in my life. Wild Alaskan sockeye salmon from Vital Choice truly possesses a pure and sacred quality that no other food embodies.

After discovering the scrupulous process that goes into each and every Vital Choice product, from the time it is caught in the icy cold waters of Alaska, to the moment it is on my plate and ready to eat, I can feel confident that I am partaking in nothing but pure excellence. I mean it when I say that salmon has taken on a completely different significance for me. I now have a beautiful painting of a sockeye salmon above my fireplace. I now understand the importance of consuming wild Alaskan salmon versus farmed salmon. Because I adhere to a low-salt diet, Vital Choice’s No Salt Added Wild Red canned salmon allows me to enjoy all of the delicious goodness of sockeye salmon without the added sodium.

Ultimately, Vital Choice salmon has changed allowed me to achieve a higher quality of life and a love and appreciation for salmon. I now fully believe in the sacredness of salmon and I hope anyone who tries Vital Choice salmon can experience and cherish it to the degree that I have.

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Kimberly A. Konopa

“I can’t even order salmon in a restaurant anymore because I know I will be disappointed in anything less than my Vital Choice salmon.”

New Year’s resolution 2005...*get healthy!* Isn’t it everyone’s at some point in their lives? And salmon is all over the news as playing a key role with its Omega 3’s and antioxidant properties. But not just any farm–raised salmon (you may as well break a thermometer open in your mouth) it’s all about WILD SALMON! After trying several companies that claim to sell good wild salmon, I was finally referred to the best wild salmon on the market – VITAL CHOICE!

Now, and I take great pride in saying this, I am a Vital Choice salmon addict! Whether I am purchasing the filets or the salmon patties, it’s like Christmas morning on the days it arrives neatly packaged on my doorstep. I open it and take one look at the gorgeous vibrant orange color and my mouth instantly begins to water. Although the preparation is amazingly quick and easy, the taste (after using a variety of the recipes Vital Choice has to offer on the website) is beyond comparison! I can’t even order salmon in a restaurant anymore because I know I will be disappointed in anything less than my Vital Choice salmon.

So, as I now consider myself quite salmon savvy, I am passionate about spreading the word on Vital Choice wild salmon. I’ve “hooked” my parents, sisters and their spouses, co-workers and friends. Recently, when I watched my parent’s dog “Simba”, instead of the typical flowers for a ‘thank you’, they gave me Vital Choice salmon. I now refer to their dog as “Simba the Salmon dog” and signed up for another stint to watch her immediately!

As for my New Year’s resolution, I’ve not only gotten healthier with the help of Vital Choice salmon (I’ve lost 10 pounds, my skin, hair and nails look better than ever, and I am sure my heart is happy with the choice), but I’ve also been able to give the gift of good health by helping others around me to incorporate Vital Choice salmon into their lives. New Year’s resolution 2006 you ask? Buy stock in Vital Choice!

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Angela Krogen

“Why would you put such poison in your body if you would not allow dirty gasoline in your car?”

Vital Choice Wild Red Skinless and Boneless Salmon: It is a great way to start my day with a can of Salmon served on a bed of Romaine lettuce and alfalfa sprouts. It is very convenient since the only thing that you need to do is open the can and pour the liquid out, serve it and eat it. You can add your favorite salad dressing and Voila, there is a delicious and nutritious way to start a healthy and busy day. This breakfast may seem unusual but it provides essential fatty acids that are very important to my health. It also gives me full nutrition, and I feel energetic and satisfied throughout my day.

I like the fact that Vital Choice skinless and boneless salmon is safe from mercury and pesticides. This gives me peace of mind since much of the salmon that you buy in the market may be contaminated. Why would you put such poison in your body if you would not allow dirty gasoline in your car? Let us modify our old habits and exchange all those donuts and muffins for foods like Wild Red skinless and boneless salmon, that are rich in omega fats and nutrition, essential and beneficial to prevent diseases.

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Robert S. Litman R.Ph., C.Ph.

Each body is its own universe, and each universe has a constant battle going on between good and evil forces of nature. Each universe has a natural tendency toward entropy, disarray, and chaos. To fight these evil forces, energy must be put into each universe to organize, clean and purify the nature of each system. The evil forces we are up against have many names and in this narrative we may name it “LDL”, “Triglycerides”, and “Cholesterol”. The good forces also have many names and now we will refer to them as “Vital Choice Seafood”. Unlike other so called healthy defenders, like “Farmed Salmon,” Vital Choice Seafood has no excess baggage, no bad along with the good when protecting our fragile universe. Vital Choice Seafood is the desired champion to defend our vital systems, equipped with the Omega-3 fatty acids DHA and EPA to reduce inflammation, remove coronary plaque, and thin the blood. Omega-3 fatty acids have anti-inflammatory properties due to their ability to convert into anti-inflammatory prostaglandins.

Vital Choice Seafood, which is quite luscious with its succulent flavor, aroma, and texture, makes it the ideal nourishment for maintenance of a healthy universe. Delicious Alaskan Sockeye, Silver, and King Salmon, or perhaps Alaskan Halibut, Sablefish, or Tuna provides all the nutrients one needs to endure the day to day assault from oxidative stressors. Oxidative damage may occur from an onslaught of chemical pollutants found in the water we drink, the food we eat, and the air we breathe. The damage that occurs can shorten our existence by damaging the very fabric of our cellular structure. Protection is available and is only a mouth watering bite away. Once consumed the energy released from Vital Choice Seafood in the form of its HDL raising Omega-3-Fatty Acids, works swiftly to lower the amount of Triglycerides and LDLs, while raising the amount of HDLs, providing healthy fats to nourish the brain and cleanse the bloodstream which in turn reduces plaque formation. Amazingly delicious and nutritious, VCS may be the perfect food to protect our macrocosms. In a world where perfection in sustenance is hard to attain Vital Choice Seafood may be the answer we all have been looking for. Consume and delight in the culinary experience of universal invigoration.

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Robert Lynn

WILD ALASKAN SALMON: THE OTHER PINK MEAT

I had always heard that fish was "brain food." When I told my wife this, she insisted that I eat nothing else. Despite her mean-spirited sarcasm, I decided to add salmon to my diet, having read a bullet-pointed list accompanying an article on the best fish to eat. It's too bad that I couldn't be bothered with reading the entire article, or I would have discovered that not just any salmon would do.

I bought a salmon filet from my local grocery store, and prepared it according to a recipe I found in a cookbook left behind by the previous owners of my house. Sitting there, with the salmon on the plate in front of me, I thought, "Okay. This is where the rubber meets the road." Seconds later, after my first forkful, I thought, "Correction. This is where the rubber meets my mouth."

The salmon was tough. Not actually rubber-tough (I can be a bit hyperbolic), but tough, nonetheless. Did I overcook it? No. This stuff was much more expensive than our usual dinner-in-a-bag meals, so I was careful cooking it. What was the problem?

I headed to the Internet for answers. I quickly discovered that my grocer was stocking farm-raised salmon--mercury and PCB-filled, artificially colored, not-as-good-for-me-as-I-thought, farm-raised salmon.

Shocked and appalled (Okay, so I'm being hyperbolic again), I continued my online search, this time for safe, healthy, naturally colored salmon. And I found it at Vital Choice.

I slapped a filet on a piece of aluminum foil, doused it with lemon juice, and put it on my outdoor grill for ten minutes. The fact that it was twenty-seven degrees outside and my grill was set in six inches of snow didn't seem to bother me. I was going to eat healthy.

"Now, this is salmon!" I thought loudly [f.y.i. - My inner voice has a three octave range] as the first tender, juicy bite made me salivate like one of Pavlov's dogs. My wife loved it, too.

"That's it," I declared. "This is the only salmon

we will eat from now on." "Hmm," said my wife.
"You're getting smarter already."

I just smiled, knowing I was eating great-tasting,
healthy salmon, and that I would get to
any leftovers before she did.

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Dr. Elena Michaels

Dear Randy and the Vital Choice Crew,

I love the Vital Choice products. The salmon is the most gorgeous color of orange, and it's obvious that it is full of natural antioxidants and healthy fats. Even though it is sent frozen, it cooks easily and tastes as fresh as if it was just caught. This is the only salmon I have ever tasted that cooks well and tastes great, even though it has been frozen.

The berries are divine. I take a serving from the bag of frozen berries, and put it in a sandwich size zip-lock bag. I put it in a bowl with warm tap water, and by the time I put the rest of my breakfast on the table, those berries are thawed and ready for eating, giving me those awesome skin-nurturing antioxidants!

The smoked salmon with ground pepper on top, is a super great quick snack (I just ate some, as a matter of fact). I just slice off some of that spicy salmon, cut up some veggies, and instantly I have a super healthy snack.

The halibut cooks up soft and tender, and provides a quick and easy foundation for a healthy dinner. The pouches of pre-cooked salmon, are a delicious and convenient way to have high quality protein and great tasting salmon. This easy and quick method (just open the pouch), is great to have on hand when my schedule gets hectic and there is no time to leave the office for lunch.

I recommend the Vital Choice products to all of my clients. I have never found a better source of super high quality salmon, halibut, organic berries, and other products. Keep up the great work, and it's a wonderful thing to know that you are there, making these incredible products available!

Sincerely,

Dr. Elena Michaels
Santa Clarita, CA

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Alan Muskat

I was visiting family in Miami last winter when we all went to the zoo. The first thing I saw were the flamingoes. You know, the plastic ones really don't do them justice. Because flamingoes are not really pink. They're a cross between pink and orange. The plaque said their color comes from a diet high in carotenoids (as in carrots), the same compounds that make wild salmon red.

I teach and write about wild foods nutrition and I do a fair amount of research in the course of my work. More importantly, I recognize that what we evolved to eat before there were farms or stores is what we're still designed to eat now. I tried to tell my parents this when they said the benefits of fatty fish weren't proven and that furthermore, the doctor said to avoid fat.

Of course all that's changed now. Not my parents, mind you; just what the doctor is telling them. But again, our bodies haven't changed. They still love salmon. How is it that a food can be a powerful healing agent and yet unlike the drugs my folks are sold on be harmless? Whole, natural foods like salmon work because you're giving the body a full palette of what it needs to paint its picture of health. You can't just give it a gallon of hot pink. Only wholeness feeds health, because "health" means wholeness. When you start thinking this way, you no longer just look for omega-3s or carotenoids or any other fancy silver bullets. You see that it's not just a whole diet that counts, but a whole attitude and relationship to the world.

Isn't it ironic that with all our pollution having run off into the ocean we now must turn to it for our health? When I sat down to write this, I looked on your website to see what others were saying (that's not cheating: we're all in this together, remember). And of course practically everyone praised the quality and flavor of the fish and customer service (i.e., both are delightful). I won't repeat what's already said except that that this is the only frozen salmon I've had that tastes like fresh.

Given the long-overdue low-carb craze, I was surprised that no one mentioned that quality fish is a wonderfully convenient source of protein, one that many otherwise-vegetarians (like my girlfriend) are willing to eat. And it's far healthier than unfermented soy (as in tofu and processed soy foods, as opposed to tempeh and miso). I'm sending my family their first shipment of Vital Choice next week. I don't think their taste buds will lie!

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Diane Nielson

A few years ago, while slouched in front of the television watching our local PBS telethon, I became intrigued with one of the guests so much that I actually picked up the phone and donated. The guest was a Dr. Perricone and his subject matter was on anti-aging strategies. Throughout the course of the telethon, he would talk about some of the simple secrets, most of which I already knew except for one. Salmon.

This man preached to virtues of Salmon as a “wonder” food with so many benefits, that I jumped into my car that same night and hit the 24 hour Kroger. I proudly bought my first package of Salmon and took it home to feast on the fish that was supposed to turn back to hands of time. After slapping it on the grill and adding a little salt, pepper and lemon juice, I took a bite of it. All I kept thinking was how could this Doctor eat this stuff everyday? But, in the name of beauty, vanity and the Holy Grail, I managed to eat the entire filet.

This was the nastiest idea of nutrition that I had ever heard. Not to be outdone, I ventured back to the grocery store and bought Salmon from canned food section. The varieties offered ranged from dry and bland... to a can that when opened in my kitchen smelled so bad that my hungry Golden Retriever had to leave the kitchen!

On to Plan B. I figured all of the essential ingredients in Salmon should be available in pill form, so I set out to shop online to find a capsule formula. That's when I stumbled on to the Vital Choice website. I also saw Dr. Perricone's name on the site, so I figured this is probably where he buys his Salmon.

After the first order arrived, I was amazed at how wonderful the fish tasted! And after 90 days of eating a piece of Salmon everyday, I found absolutely stunning improvements in my skin, my hair and I never got sick. I also work outside all day in the hot Texas sun, and I don't ever get a sun burn.

However, I was getting sick of the daily serving of Salmon. Then I discovered your ground Salmon patties. With a little creativity, I began modifying many of my favorite recipes that called for ground beef; and replaced them with ground salmon. Soon I was having Tacos, Enchiladas, Casseroles, Soufflés, and Omelet's... all with a serving of salmon but worked into the dishes I loved to eat. Although I still enjoy the Salmon Burger topped with Old Bay spice, lettuce and tomatoes on whole grain bun.

It's been over two years now, and I've become another one of those Salmon fanatics. But the change that it's made in the way that I look and feel has made a believer out of me. Spread the word. Salmon really is a super food.

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Kim Pryor

Saved by the Salmon

Eight years ago I was a mess. My face had little red bumps all over it (rosacea) and I had no energy. I fell asleep at my computer in the afternoons. Taking a walk exhausted me.

When I gave up eating sugar most of the time, began eating organic food, and started taking supplements my rosacea disappeared most of the year. My energy returned by about 80 percent. Consequently, to say that eating right is important to me is an understatement.

I stumbled on Dr. Mercola's web site and Dr. Perricone's book, and realized I wasn't the only one who had made the connection between avoiding refined carbohydrates and skin health. And when I found Vital Choice through Dr. Mercola's web site, I was thrilled to know that I could treat myself to something I loved to eat without worrying that the health benefits would be canceled out by mercury contamination. Because I don't eat sugar, I'm always looking for healthy treats. Vital Choice Salmon is one of those delicious treats. Whenever I eat Vital Choice salmon filets or canned salmon I am in culinary heaven. Vital Choice blueberries are also one of life's true delicacies.

Traveling is hard for me, since most dishes served in restaurants feature two items that I avoid like the plague: wheat and sugar. So, whenever I travel, I take plenty of canned Vital Choice salmon with me. Last week, I stayed in a hotel and made a tasty spinach salad with canned salmon, apples and pecans.

The only thing stopping me from buying Vital Choice seafood more often is that by turning to alternative health practitioners over the past eight years and by purchasing lots of supplements, I accrued a credit card debt. However, that debt will be paid later this year. Then, I plan to treat myself far more often to the best-tasting salmon I've ever enjoyed. And the only debt I will owe then is to Vital Choice, for providing a healthy option in a world filled with unhealthy choices.

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Carol Purdy

Vital Choice seafood is awesome. I have Stage IV cancer and was advised by my nutritional counselor to eat three or four servings of fish per week for the Omega 3's. She provided a pretty limited list of fish and specified that they must be wild, not farmed, in order to avoid toxins and mercury.

This initiated my search for wild salmon, since the other recommended fish are not on the registry of things I prefer to eat. I found Vital Choice online, and wow! The prices are great, shipping is reasonable, the staff is helpful, and both the canned and fresh frozen are of gourmet quality.

A local health food store carries canned wild salmon. It is full of skin which I find distasteful, so it was a pleasant surprise to see that Vital Choice offers a canned wild salmon without bones or skin. It is superb!

At least three times per week I feast on Vital Choice salmon and am so appreciative of this wonderful company and the health benefits these products are offering me. I feel certain that living longer and healthier will be the result of consuming Vital Choice wild salmon. Thanks for opportunity to sing your praises!

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Colleen Remail

SALMON SUPREME!

I was introduced to Vital Choice Salmon through Dr. Perricone's books. Thinking about the degree to which he espouses the benefits of salmon, I decided to try to incorporate more salmon into my diet. I was familiar with the unhealthy side effects of farmed salmon and fish, and was intrigued by the idea of wild Alaskan salmon, which is pure and fresh.

I decided to try Vital Choice, and will never turn back now! The quality of the salmon from Vital Choice is unparalleled, and is unequivocally the best salmon I have ever had in my life! I have always been a salmon aficionado, and it is the only thing I ever order when dining out. That is, until I discovered Vital Choice! Now, there is not any salmon I have found that compares to the taste and quality of Vital Choice, and my days of ordering salmon in a restaurant are over! I'm spoiled by Vital Choice!

I started ordering from Vital Choice with the canned salmon and made wonderful veggie brown rice/barley casseroles. They were delicious, but then I stopped eating so many carbohydrates. I decided to try the salmon filets (the best-selling item), and became elated beyond words- I LOVE THEM! These filets are simply superb! I have the best rub that I put on them and then grill them on my indoor grill. Writing about them is making me very hungry for them! I need to order more right now!

I love the fact that something so delicious is also so good for my body. I also purchase the fish oil supplements and think they are the best fish oil supplements I have ever experienced. Trust me, I have tried many! They are so pure and natural that there is no fishy smell, aftertaste, or digestive difficulty.

The wonderful rub I put on my filets consists of: crushed dried rosemary, thyme, allspice, fresh lemon, kosher salt, and a sprinkle of sugar, and crushed almonds. It is so excellent! I can't wait to make it for my friends who appreciate salmon. I know they will never have tasted something as good as Vital Choice. I have already told my friends about Vital Choice- it's the only choice! Thank you and keep up the good work! I have to go order some more right now!

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Karyn Ruddy

Salmon, salmon
not always eggs and hammin'
Let's eat some fish
and then start jammin'

Our skin begins to glow
as our energy grows
and our weight normalizes
we can touch our toes!

I love having energy
I enjoy my clear thoughts
My heart is beating happily
Vital choice ~ a thumbs up!

You'll find famous people
eating lots of fish
and if you ask them nicely
they may share their favorite dish

There are many yummy fish recipes
created by man
or if you're like me
you'll eat it right out of the can

Just throw it in your lunch box
take one on the plane
if you haven't had your Omegas today
there's no one to blame

Such great tasting fish
with all their healthy fats
are truly satisfying
you may feel like running laps

More people are preparing meals
using the safest fish
as it can protect against illness
which is a common wish

Eating the healthiest fish
is truly a blessing
plus it's delicious in a salad
with a little bit of dressing

From athletes to business folk
they're getting lean and strong
and if you're eating healthy fish

you surely can't go wrong

Kids like the taste
of Vital Choice fish, too
and the calm energy it brings them
is really very cool

It's a vital choice to make
to decide to be healthy
and when we're in superior health
we truly feel wealthy

Go to Vital Choice
for the very best
you won't go hungry
and you'll be impressed

So, in conclusion,
here's what I have to say
Have *you* had your
Vital Choice fish today?

Vital Choice, Vital Choice
Let's all eat
There's nothing in this ditty
I need to repeat
Eat fish ~ Be your beautiful best!

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Jean Sinclair

I first became aware of Vital Choice Seafood by visiting the Mercola.com website. I am becoming increasingly aware that our food supply is becoming more and more contaminated and because I am fighting breast cancer for the third time and undergoing chemotherapy at this time, I know I needed to change what I put into my mouth. I love salmon and my husband loves halibut so your company gives us the best of both.

My husband and I were both surprised and delighted by the wonderful fresh taste of your fish and by the fact that my kitchen did not smell like fish after cooking it.

I have told two other friends about Vital Choice fish and they now combine their orders with mine and I will soon be adding another friends order to ours. Thank you for this wonderful source of delicious, fresh and safe fish.

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Amber Smith

Vital Choice Seafood is absolutely vital for my health and let me tell you why! For years I had been struggling with hypoglycemia (which is low blood sugar) and not knowing that I had it. I had horrible bouts of dizzy spells, low energy, needing to eat every few hours and of course craving, or more so put "needing" sugar to keep my energy up. No sooner would I have some sugary snack to sate my drop in blood sugar then I would get a quick spike in energy and then shortly afterwards a severe drop in blood sugar.

This vicious cycle went on for years and so did my waste line! I finally started to get involved in researching proper nutrition and overall health and well-being and that is when I discovered that I was hypoglycemic. Through my research I learned how to take care of myself and what to eat to take control of my blood sugar levels. After my research I decided I wanted to be in the health and wellness field. So I attended several universities and as of now I hold three college degrees all having to do with the health field and the management of it. Currently I am finishing up my second masters, in Sport Management.

With my knowledge and background I started researching organic and natural food products and that is when I came across Vital Choice Seafood. When I say that Vital Choice is absolutely vital for my health I truly know first hand just how important good food choices are! With Vital Choice's seafood selection everyone can go away happy, there are so many choices and all of which I am proud to say are top of the line and natural. Which means they care about where their seafood comes from and they too are concerned about your health and making good food choices. My personal favorite is their salmon and I am partial to their smoked salmon as well!

When I read up on Vital Choice Seafood I was so impressed that they too were knowledgeable about the dangerous effects that farming can have on fish and ultimately on the consumer who eats the fish. Nowadays there are not very many companies that truly care about the every day consumer's health like Vital Choice does! I have been enjoying Vital Choice's seafood products for quite some time now and my health has greatly improved! Instead of sugary snacks like I used to reach for I now reach for their canned salmon or canned tuna and eat them on the go with whole wheat crackers or whole wheat pita bread. I also reach for their organic berries! Their berries are so delicious and ripe and what is so wonderful about them is they are not packed in sugar or doused with dangerous and unhealthy preservatives like so many canned and processed goods are today.

Just recently I have been researching Dr. Perricone's Diet, and I know that it is important to be healthy from the inside out and Dr. Perricone stressed this concept also. If you eat Vital Choice's Seafood products and berries you will be following Dr. Perricone's Diet and you will achieve healthful radiance from the inside out and it will be evident in your skin and appearance and your over all health and well-being. Vital Choice even came out with Dr. Perricone Packages, that contain healthy berries and fish that are all natural and organic and are perfect for anyone either on the go or as gift packages for your loved ones who are following the Perricone Diet or are interested in taking care of themselves.

Vital Choice Seafood is my absolute first choice in Natural and Organic health food. I will forever be a customer and believer that Vital Choice Seafood is a vital part of my life!

Thank you Vital Choice for the opportunity to write this essay to let you know how given me the opportunity to help improve others health by recommending your products to them!

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Robyn Snyder

Thank you Vital Choice for coming to our rescue! What a unique thrill it was to find a company that sells both organically-grown berries and Alaskan salmon! Who would think to look for both those items in the same place?

My husband and I are in our mid-50's and we each need to lose 20-30 pounds that we gained since our mid-40's. My husband also has prostate problems and a family history of stroke, heart disease and cancer. I have a family history of asthma and heart disease.

I've done a lot of research on what we can do to improve our health and reduce our risk of falling victim to diseases we are genetically prone to getting. We really need the benefits offered by the omega 3's in your salmon and the antioxidant potential from eating organically grown berries, especially blueberries.

Although we were very happy to move back to my husband's 4-generation family farm, we now live in an area where no one carries Alaskan salmon, and organic produce is difficult to find. What a relief it was to find you on a link from Dr. Andrew Weil's website! He is one medical practitioner I trust completely.

We will use your frozen berries to make deliciously healthful fruit smoothies and other fruit concoctions all year long. We also eat at least two servings of salmon a week. I can't wait to try all of your products, now that I know how healthful and delicious they are! Thanks again.

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Jean Timberlake

Dear Vital Choice Family,

My first thought was NOT to enter this essay contest as I've always felt a bit awkward in sharing my inner most feelings with other people, especially those I do not know on a personal basis. But then, on second thought, I said – why not -- my story is quite simple and I believe one of hope that should be shared.

At 53 years young, I have lost both my mother and father to cancer, heart disease and diabetes. I am now watching with great sadness, my mother-in-law succumb to Alzheimer disease. As this terrible disease runs in my husband's family, several years ago I began researching and reading about this health issue in hopes of educating myself, my husband and daughter. Whatever it may take to help my husband of 33 years deter or prevent this disease, I know I have to try my best!

Daily exercise and eating healthy has played a major role in my life for some years now. On my quest to help my husband toward a healthier lifestyle, it has been very difficult to find good quality fish here in Richmond, Virginia, especially wild salmon. Thanks to subscribing to Dr. Andrew Weil's newsletter I learned of Vital Choice and what a wonderful discovery! For over two years now we have been ordering from Vital Choice and simply cannot find any fish that can compare to your wild salmon, halibut and other products we have tried. From the first time we opened a packet of salmon there was NO smell and the taste has been incredibly delicious. We are simply hooked and will continue to order from Vital Choice for many years to come. We continue to recommend you to our friends and the positive feedback we have received from them has been tremendously positive. By the way, these many friends that come visit our home and stay for dinner, usually request eating your delicious salmon!!

The bottom line on this story is to say THANK YOU so very much for providing an incredibly helpful company that offers pure, top quality fish! THANK YOU also for offering a website that not only provides wonderful products but helps continue to educate many people about the tremendous health benefits of wild salmon.

With every bite of salmon my husband and I take, we feel we're taking a step toward healing not only our minds but our bodies!! THANK YOU for providing this hope of better health!!

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Marina Waters

I grew up on the sea – Baltic Sea – in what is now Latvia. The advantage of living so close to water was that we had fish all the time: lunch, dinner and supper. I think I've had fish in every shape and form imaginable. From simple fish stew and fried fish, to more exotic and creative like pate, jellied fish, calamari shish kebobs and caviar. We had so much fish that we even used it as fertilizer for our garden – so even our tomatoes tasted like fish. And somehow my parents did not think I got enough fish so I had to drink fish oil to get more vitamin D – apparently there is not enough sun in Latvia and vitamin D deficiency is a problem. If you ever tasted fish oil or fishy tomatoes you would agree that as a kid fish was not my favorite thing.

But it all changed after I grew up and moved to United States. I long for fish now - especially because the recommendation is to only have one serving of fish a week. I was going through fish withdrawal. At least until one day I ordered 15 lbs of salmon, tuna and sablefish from Vital Choice. I could finally relate to my husband and kids how my childhood was. I was in heaven, and now my kids can make fun of fish omelets, fish soup, fish burgers, fish ice-cream/mousse. Hey, I was trying to convey my childhood memories. At least I did not make them drink fish oil straight! I hope when they grow up they will thank me for this experience. Actually I know they will be smarter and healthier with all this brain food – so they will at least be grateful for that.

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Alvin Weiss

Opening the package of Salmon my mother ordered for dinner, I was suddenly struck by the way this humble but delicious fish has impacted my family. Food has always been a taste-calendar of my life and some of my happiest memories are of Sunday morning sitting with my father over bagels and smoked Salmon. Over the salty smell of the food, my father would pass out vital life lessons or just quiz me on my spelling words. I still get that sense of security when I see salmon in the grocery store or arriving by mail. Eating salmon together was the way my father and I got to bond, to sagely sit together reeking of fish while we discussed the important things in life, like how to convince my mother to get ice cream for dessert.

As I got older and asked for dating advice, my father managed to use salmon as a means for his own sanity and security. "Well, men are a lot like bears. All they want is salmon. They stand by the river and try to grab them. Happily, the daddy salmon keeps those nasty bears away by locking his daughters in a convent....I mean, a dam." Although that metaphor didn't work, (sorry, Dad!), Salmon is still a symbol of how much my parents love me, and the important times we shared together as a family. Even though I am older now and rarely have time to just "hang out" with my parents, having the salmon available for shipping is another benefit. It's my parents' way of saying no matter how far I am, I am never too far for bonding and Sunday brunch. So Salmon is more than a food, it's part of the glue that binds my family together.

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Linda White

We the People. . .

...of the United States, in Order to form a more perfect future, establish longevity, insure lower cholesterol, provide for the common defense against the ravages of time, promote the general welfare, and secure the blessings of good health to ourselves and our posterity, do ordain and establish this Constitution for the Untied States of America's Consumers of Vital Choice Products.

Article I.

We are guaranteed, 100%, the enjoyment all products herein as sustainably harvested seafood from robust, well-regulated populations, which consist of Salmon, Halibut, Sablefish, Albacore, Tuna and Sardines and the subsequent Smoked Salmon, Lox and Red Caviar.

Article II.

We thrive on fresh-frozen Organic Blueberries, Strawberries and Red Raspberries, pesticide-free and loaded with antioxidants, fiber and heart-healthy nutrients.

Article III.

We rejoice in supplementing our lives with the omega-3 essential fatty acids in the rich red capsules of fish oil--purity and potency guaranteed.

Article IV.

We partner in preserving and protecting the environment and the blue planet by choosing quality and philosophy over farmed and over-fished.

Article V.

We hold all these products to be inviolable and essential in order to form a more perfect union with our minds, bodies and spirits.

Done in Convention by the Consent of this Customer present this Eleventh Day of March in the Year Two Thousand Five and I have hereunto subscribed my name.

Linda White

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