



Giant Banner in San Francisco Bay Tells Safeway: Stop Selling Farmed Salmon

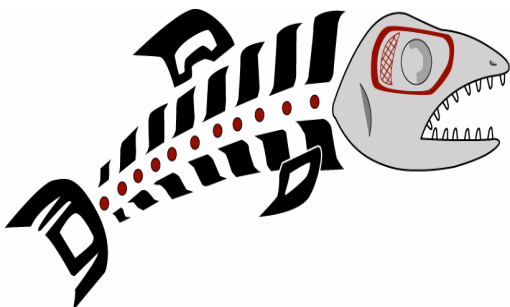
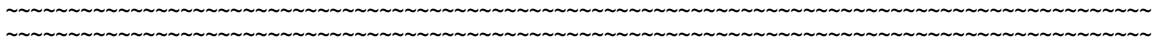
To keep the pressure on Safeway, CAAR joined forces with Greenpeace US and took our shared concerns about Safeway's farmed salmon sales to the water in the heart of San Francisco. Framed by the Golden Gate bridge, a floating banner over 30 feet in length that read "Safeway Farmed Salmon: Selling Extinction" was deployed in San Francisco Bay. The event hit close to home for Safeway as their corporate head office is located in nearby Pleasanton and one of their priciest locations, the Marina Safeway, is just steps away from the Bay.

The banner deployment was preceded by a visit to the Marina Safeway manager who was confronted with lab coat clad demonstrators delivering a package of steps Safeway needs to take to address the problems of open net-cage salmon farming. A commitment to shifting sourcing to closed containment product was at the top of the list. [View the slideshow of the day's events.](#)



As supporters of our campaign know, scientific evidence has shown that sea lice, which proliferate on salmon farms, can kill up to 95 percent of migrating juvenile salmon in areas near farms. And the body of scientific evidence linking sea lice from salmon farms to wild salmon mortality continues to grow. In British Columbia, where wild salmon outnumber the amount farmed, closed containment is the only strategy that can protect valuable wild stocks. This more sustainable technology also protects other marine life which is currently being degraded by business-as-usual open net-cage operations.

Photos from the day will be arriving in the mail boxes of Safeway executives and directors soon. CAAR is asking Safeway to ring in the New Year with a commitment to solutions for protecting wild salmon.



Global Week of Action Success

This year, activists and supporters delivered the message of salmon farming's impacts with more colour and hard hitting research than ever before - from demonstrators at Norwegian McDonalds where farmed salmon wraps are being debuted, to the release of [new global statistics](#) exposing the ongoing use of polluting chemicals and escapes from salmon farming operations around the world.

Thanks to the turn out of volunteers and support of allied organizations the events in three Canadian cities were a success. The Victoria "funeral procession" that ended at the main entrance of a Safeway was covered by TV and newspaper outlets. The Vancouver Safeway event was held on "Dia de los Muertos" - the Day of the Dead and included full size salmon skeletons reminding customers and passerby's of the toll salmon farming is taking on wild salmon. A giant grim reaper even stopped by, delivering the message that farmed salmon means death for marine life. Check out the [event slideshow](#).

The store events were further boosted by the broad base of supporters who joined the Global Week of Action electronically. Nearly a thousand faxes were sent directly to Safeway's CEO Stephen Burd and VP of Public Affairs, Brian Dowling. **Thank you.**

Your actions help keep this issue front and centre at the Safeway head office. Haven't sent your fax yet? [Send one here](#).

Unified Opposition to Organic Farmed Salmon Grows

More and more, eco-conscious consumers are choosing organic products that have less impact on the earth and provide better assurances for health and safety. Unfortunately, when it comes to farmed organic salmon, open net-cage practices are muddying the organic waters. In Canada and the United States, organic standards for fish such as salmon that are raised in open net cage and require wild fish in their diet have not been accepted national organic programs.

Forty-four environmental and consumer advocacy organizations (including CAAR) recently presented a joint letter to the US National Organic Standards Board requesting that farmed fish that rely on wild fish for feed and fish grown in open-net cages be excluded from organic standards. These types of aquaculture operations directly contradict the most fundamental tenets of organic principles. Fishmeal can contain mercury and PCBs and can come from overexploited species. Open pens cause pollution and aid in the spread of disease and parasites to wild stocks. To find out more, [read the full letter](#).



Open net-cage farmed salmon should not be sold as organic. So what is a green citizen to do? Don't buy farmed salmon from open net-cages, even if it is labeled organic. And ask restaurants and grocers to do the same!

[Read why US chefs Barton Seaver and Rick Moonen are saying no to organic farmed salmon.](#)

IN THE NEWS

Consumers go to California Supreme Court Demanding to Know 'Is it Wild or Farmed?'

Eleven California consumers are putting Bristol Farms, Costco, Safeway, Albertsons, Whole Foods Market and Trader Joe's in the hot seat for not clearly distinguishing farmed salmon from wild salmon.

Although federal and state laws require suppliers to clearly label salmon containing dye, officials from the Food and Drug Administration and the California Department of Public Health acknowledge that because of limited resources, they don't actively enforce the rule. Those involved in the lawsuit contend they should have the right to sue the markets to ensure better labeling on salmon when authorities fail to do so. We agree. [Read the full story.](#)

Jellyfish Attack

In a stunning case of oceans taking their own revenge, billions of jellyfish launched a spectacular attack on an Irish salmon farm last month. The dense pack of jellyfish—10 square miles wide and 35 feet deep—overwhelmed the fish in two net pens killing the entire farm stock of more than 100,000 fish.

The company's dozen workers tried to rescue the salmon, but their three boats struggled for hours to push their way through the mass of jellyfish. All the fish were dead or dying from stings and stress by the time the boats reached the pens. [Read the full story.](#)

Learn more at www.FarmedandDangerous.org

Get this from a friend? [Subscribe to our e-news here.](#)

If you would like to unsubscribe to this e-list [click here.](#)

