

For Immediate Release

**WILD SALMON GHOSTS HAUNT SAFEWAY,
DEMAND HALT TO FARMED SALMON SALES**

November 1, 2007 – Vancouver, Winnipeg, Victoria:

The nine-member Coastal Alliance for Aquaculture Reform¹ (CAAR) and the Wilderness Committee² are honouring the spirits of B.C.'s dying wild salmon today as Day of the Dead (Dia de los Muertos) celebrations “haunt” Safeway stores in three Canadian cities.

The events, part of a Global Week of Action, highlight the need for the grocery giant to take responsibility for their continued support of open net-cage salmon farming, an industry whose practices are responsible for the spread of sea lice that kill wild salmon, contamination of marine ecosystems and marine mammal deaths.

“Safeway paints itself as a caring corporation yet it chooses to cling to the profits from a very marginal portion of their overall sales rather than using their buying power to pressure farmed salmon suppliers to clean up their industry,” said Catherine Stewart of Living Oceans Society, a CAAR member group. “Wild salmon are the backbone of our coastal communities. It is shocking that Safeway continues to invest in the destruction of this species and the way of life it supports.”

Activists in salmon skeleton costumes are converging in Vancouver, Victoria and Winnipeg. In Victoria, a funeral procession will lead to Safeway's doorstep. In Vancouver, a banner stating “Safeway Farmed Salmon: Profiting from Extinction” will greet customers as a “Safeway vampire” stalks the costumed protestors, mimicking a blood-sucking sea louse stalking wild salmon.

“Governments are failing our salmon and the Norwegian-owned aquaculture industry isn't going to fix the problem – it comes down to the retailers who are profiting from farmed salmon,” said Geoff Senichenko of the Wilderness Committee. “We're calling on Safeway to be the leader it claims to be and take a stand today by demanding a more sustainable product. Tell the industry you will stop selling farmed salmon until they improve their practices.”

The evidence that substantive action is needed continues to grow. This month, the latest peer-reviewed paper³ investigating the threat of sea lice to wild salmon illustrated, through mathematical modeling, that increasing sea lice exposure of juvenile pink salmon (often the case with aquaculture) can quickly lead to pink salmon population collapse.

Scientific findings such as this spurred the B.C. Special Committee on Sustainable Aquaculture to recommend a complete transition from open net-cage technology to closed containment systems within five years. Safeway's buying power could help jump start this transition.

The Day of the Dead events today are being held in coordination with allies in the US, Chile, Scotland and Norway who are taking part in the Global Week of Action to expose the impacts of salmon farming worldwide. Canadian groups will be on-site at Safeway stores handing out information to customers and encouraging shoppers to tell their Safeway store manager to stop supporting the open net-cage salmon farms and support an industry-wide transition to closed containment.

Vancouver: Thursday, November 1st
2315 West Fourth Ave. (at Vine St.)
11:00 a.m. to 2:00 p.m.

Victoria: Thursday, November 1st
Contact info below.

Winnipeg: Thursday, November 1st
River Ave. (at Osborne St.)
6:00 p.m. to 7:00 p.m.

For more information contact:

Catherine Stewart, Living Oceans Society, Vancouver: 604-916-6722
Geoff Senichenko, Wilderness Committee, Vancouver: 604-992-3099
Jessi Junkin, Wilderness Committee, Victoria: 250-388-9292

For Canadian actions and information visit:
www.FarmedandDangerous.org

For global actions and information visit:
www.FarmedSalmonExposed.org

¹ Formed in 2001, the Coastal Alliance for Aquaculture Reform is a coalition of nine conservation groups, First Nations and scientists working to ensure salmon farming in British Columbia is safe for wild salmon, marine ecosystems, coastal communities and human health.

² The Wilderness Committee was founded in BC in 1980, and is now the largest membership-based, citizen-funded wilderness preservation organization in Canada. We are passionate about saving wilderness and wildlife, and in all of our work we are inspired and informed by the wild places we seek to protect.

³ Kkrosek, M., A. Gottesfeld, B. Proctor, D. Rolston, C. Carr-Harris and M. A. Lewis. (2007) Effects of host migration, diversity and aquaculture on sea lice threats to Pacific salmon populations. *Proceedings of the Royal Society B*. doi:10.1098/rspb.2007.1122.