



Coastal Alliance for Aquaculture Reform

## **For Immediate Release**

### **GIANT BANNER FLOATING IN THE SAN FRANCISCO BAY SENDS A MESSAGE TO SAFEWAY: STOP SELLING FARMED SALMON**

**November 6, 2007, San Francisco:** The Coastal Alliance for Aquaculture Reform<sup>1</sup> (CAAR) will deploy a huge floating banner at 10 am near Gas House Cove in San Francisco Bay condemning retail giant Safeway for its support of destructive salmon farming practices that threaten wild salmon and ocean ecosystems.

Framed by the Golden Gate bridge, the banner, reading “Safeway Farmed Salmon: Selling Extinction”, caps a Global Week of Action focusing on salmon farming’s myriad threats. The message highlights the need for Safeway to stop supporting open net-cage salmon farming, which is responsible for the spread of sea lice that kill wild salmon, contamination of marine ecosystems and for thousands of marine mammal deaths. The steps Safeway needs to take to address these issues will be hand delivered to the nearby Marina Safeway manager at 11:15 am.

“Safeway paints itself as a caring corporation yet it clings to the profits from a very marginal portion of overall sales rather than using its buying power to pressure farmed salmon suppliers to clean up their industry,” said Shauna MacKinnon of Canada’s Living Oceans Society, a CAAR member group. “Open net-cage operations worldwide are rife with problems. It is shocking that Safeway continues to sell farmed salmon when they are well aware of the devastating impacts.”

The salmon farming industry is dependent on an increasing amount of antibiotics and biocides in an attempt to control disease and parasite outbreaks. The use of open net-cages means both disease and chemical treatments are dispersed into the marine environment, threatening wild fish and other marine life.

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. The toll on marine mammals can also be heavy. In the spring of 2007, 51 California sea lions were found drowned in the nets at just one B.C. farm site.

“Salmon populations along both coasts of North America are disappearing rapidly, and aquaculture has become a big part of the problem,” said John Hocevar of Greenpeace USA. “It’s time for supermarkets like Safeway that sell a lot of farmed salmon to start being a part of the solution.”

Over 85% of Canadian farmed salmon is sold to US markets, with the majority of B.C. product going to California. CAAR is asking Pleasanton-based Safeway to stop selling farmed salmon from open net-cages and support the transition to more sustainable closed containment systems. California residents, Safeway staff and customers can help encourage Safeway to make a commitment to shift to closed containment by faxing CEO Stephen Burd and talking to their local Safeway manager.

#### **For more information contact:**

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Photos available at: <http://usaphoto.greenpeace.org/safewaysalmon/>

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<sup>1</sup> 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. [www.FarmedandDangerous.org](http://www.FarmedandDangerous.org)