

New standards for farmed salmon

Unprecedented partnership nets environmental results

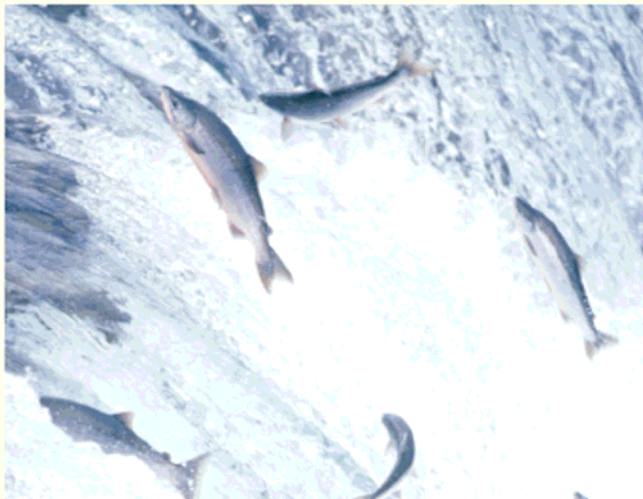
We're proud of this salmon. Ask us why!

Curious shoppers who saw this sign at Wegmans, an East Coast supermarket chain, learned that Wegmans has asked its farmed king salmon supplier to meet tough health and environmental standards, the result of an unprecedented partnership with Environmental Defense.

To bring healthier farmed salmon to dinner tables nationwide, we worked with Wegmans and leading food-service company Bon Appétit. Together, we developed purchasing standards for farmed salmon. "Environmental Defense identified the environmental goals, then found ways for us to meet them," says Jeanne Colleluori of Wegmans.

Consumption of farmed salmon worldwide continues to soar, but its popularity raises concerns both about contaminants like PCBs and the threat fish farming poses to marine ecosystems. While Alaskan wild salmon is still the best ecological choice for consumers, it is expensive and not always in season.

Our standards require fish farms to limit contaminants, reduce water pollution and lessen the chances of fish escaping and spreading disease and non-native genes to wild populations. The standards also encourage further innovations, such as the development of closed tank



Grant Helman Photo

Better fish farming practices reduce harm to wild salmon.

systems. "We've long encouraged industry to embrace such standards. Now we have a model," says Monterey Bay Aquarium Seafood Watch manager Jennifer Dianto.

To reform fish farming, we worked with corporate trend-setters. Wegmans ranked number one on *Fortune's* 2005 list of the "100 Best Companies to Work For." Bon Appétit serves top-echelon clients and is an environmental leader in its industry. It also partnered with us on a purchasing standard that reduced antibiotics use in livestock production.

Now we are urging others to improve their farmed seafood offerings. Consumers can help: "Ask the seafood manager at your grocery store to stock wild Alaskan salmon and to adopt tough environmental standards for the farmed salmon they sell," says our director of corporate partnerships Gwen Ruta.



More on the web: www.environmentaldefense.org/go/newsalmonstandards