



Der Fliegenfischer article for Joachim Schuek: derfliegenfischer@yahoo.com

McFreddy the ‘Salmon Farming King’ - the saviour of the ‘King of Fish’?

- Fredriksen the fisherman calls for salmon farms to be moved to save wild salmon

Norwegian billionaire John Fredriksen¹ – the owner of the world’s largest salmon farming company, Marine Harvest² – may be poised to do the same for salmon farm cages as Orri Vigfusson of the North Atlantic Salmon Fund³ has done for salmon netting stations. Removing open net cages from migratory routes in fjords, lochs, loughs and bays could be the next step in the global effort to save wild salmon.

“Move Salmon Farms Out of the Fjords” was the ground-breaking headline in the Norwegian newspaper *Altaposten* in July⁴. In a rare and exclusive interview with *Altaposten* journalist Rune Østlyngen, passionate angler John Fredriksen (who was fishing on the Alta River in Norway at the time) expressed concern for the future of wild salmon and called for the relocation of salmon farms in areas home to wild salmon.

[PDF of Altaposten article published on 19th July 2007 – see attached files]

¹ http://en.wikipedia.org/wiki/John_Fredriksen

² http://en.wikipedia.org/wiki/Marine_Harvest

³ <http://flyfisherman.com/international/vigfussonwins/>

⁴ <http://www.altaposten.no/lokalt/nyheter/article97997.ece>



The Alta River is one of Norway's most famous rivers and home to some of the world's largest wild salmon. As well as Norway's richest man, John Fredriksen, the King of Norway also fishes on the Alta River⁵.



⁵ <http://www.aftenposten.no/english/local/article1392806.ece>

One wild salmon caught on the Alta River in July 2007 weighed 26 kg (57 lbs) – the largest in Norway this year⁶.



Fredriksen the Fisherman and Football Fan

John Fredriksen, who is ranked by Forbes as 104th richest person in the world⁷, certainly has the power to move the world's largest salmon farming company towards the protection of wild salmon. *Der Spiegel* reported last year that Fredriksen was rumoured to be interested in Liverpool FC⁸. In June 2007, the *BBC* reported that “Norwegian shipping billionaire John Fredriksen is understood to be one of the people interested in buying Tottenham”⁹. *The Sun* newspaper also reported that Fredriksen turned down an offer of £100 million from Chelsea FC owner Roman Abramovich for his Chelsea mansion in London¹⁰.

Fredriksen made his millions in the oil, gas and shipping sectors but in 2005 turned his attention to salmon farming when he acquired Pan Fish and subsequently seized control of the salmon farming operations of Stolt, Fjord Seafood and then Marine Harvest¹¹. Marine Harvest, despite ongoing production problems in Chile, is currently worth nearly \$4 billion according to *Reuters*¹².

The title of Fredriksen's biography – ‘Storeuly’¹³ – translates into English as ‘The Big Wolf’ and Fredriksen is now clearly is a big fish in the salmon farming world¹⁴.

⁶ <http://pub.tv2.no/nettavisen/friluftsliv/article1105464.ece>

⁷ http://www.forbes.com/lists/2007/10/07billionaires_John-Fredriksen_5E12.html

⁸ <http://www.spiegel.de/international/spiegel/0,1518,444999,00.html>

⁹ http://news.bbc.co.uk/sport1/hi/football/gossip_and_transfers/6729147.stm

¹⁰ <http://www.thesun.co.uk/article/0,,2-2005530469,00.html>

¹¹ <http://www.aftenposten.no/english/business/article1306044.ece>

¹² http://today.reuters.com/news/articleinvesting.aspx?view=CN&WTmodLOC=C3-News-3&symbol=MCD&storyID=2007-08-15T093905Z_01_L15164924_RTRIDST_0_MARINEHARVEST-RESULTS-UPDATE-3.XML&type=qcna

¹³ <http://www.haugenbok.no/visverk.cfm?va=1&cid=155510>

¹⁴ <http://www.vg.no/bilder/bildarkiv/1135317524.45911.jpg>



With an estimated wealth of \$7 billion, moving all Marine Harvest salmon farms away from wild salmon rivers would be a drop in the ocean to Mr Fredriksen. He was dubbed ‘McFreddy’ by the Norwegian press¹⁵ for his recent deal with McDonald’s¹⁶ to sell farmed salmon wraps¹⁷ - a deal which could generate NOK 4 billion (USD 660 million) in sales, according to the Norwegian financial newspaper *Dagens Naringsliv*¹⁸.



Making Waves in the Global Media:

Fredriksen’s interview in *Altaposten* in July was followed up by the media in Norway including *Dagens Naringsliv*¹⁹, *Firdaposten*²⁰, *Fiskaren*²¹, *TV2*²² and *Nettavisen*²³ as well as *Altaposten*²⁴. In August, the Scottish media also featured Fredriksen’s comments with

¹⁵ <http://e24.no/naeringsliv/article1833669.ece>

¹⁶ <http://www.aftenposten.no/english/business/article1835119.ece> and <http://www.na24.no/naeringsliv/article1287294.ece>

¹⁷ http://www.seafood-today.com/noticia.php?art_clave=2361

¹⁸ <http://www.aftenposten.no/english/business/article1835119.ece>

¹⁹ http://www.dn.no/forsiden/naringsliv/article1146226.ece?WT.mc_id=dn_tips_en_venn and <http://www.dn.no/forsiden/naringsliv/article1143560.ece>

²⁰ <http://www.firdaposten.no/lokalnytt/article2887662.ece>

²¹ <http://www.fiskaren.no/incoming/article140165.ece> and

<http://www.fiskaren.no/incoming/article140260.ece>

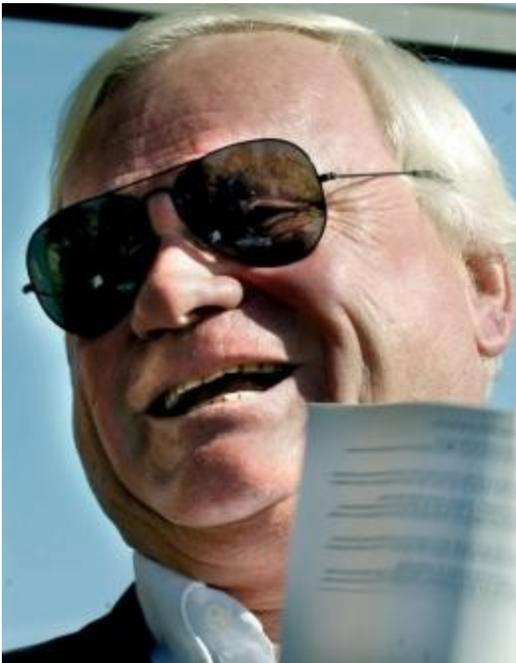
²² <http://pub.tv2.no/TV2/article1281033.ece>

²³ <http://www.nettavisen.no/innenriks/article1281033.ece>

articles in *The Daily Telegraph*²⁵, *The Herald*²⁶, *The Press & Journal*²⁷ and *Fish Update*²⁸. Fredriksen's comments also made waves on the Skeena River in British Columbia, Canada, where *Friends of Wild Salmon* is fighting to block Marine Harvest's expansion plans²⁹. In September, the Editorial Comment in *Trout & Salmon* magazine in the UK also featured Fredriksen's "unprecedented statement"³⁰ and the issue was covered by *The Guardian*³¹.

A letter applauding Fredriksen's comments was also sent to Marine Harvest by 33 fishing, tourist, community, First Nation and environmental groups in Norway, Canada, Scotland, Ireland, Iceland and the United States³². The letter, signed by respected groups such as the Atlantic Salmon Federation, the North Atlantic Salmon Fund, Trout Unlimited, the Federation of Irish Salmon and Sea Trout Anglers, the Norwegian River Owners Association and the Wilderness Tourism Association of British Columbia, stated:

"Wild salmon are essential to the economy and ecology of Norway, Scotland, Ireland and Canada. We urge Marine Harvest to follow Mr. Fredriksen's wise advice which would put a stop to salmon aquaculture impacts that kill wild salmon, sea trout and steelhead".



²⁴ <http://www.altaposten.no/lokalt/nyheter/article102118.ece> and <http://www.altaposten.no/lokalt/nyheter/article100176.ece>

²⁵ <http://www.telegraph.co.uk/earth/main.jhtml?xml=/earth/2007/08/28/easalm128.xml>

²⁶ <http://www.theherald.co.uk/news/other/display.var.1612700.0.0.php>

²⁷ <http://www.thisisnorthscotland.co.uk/displayNode.jsp?nodeId=149235&command=displayContent&sourceNode=149218&contentPK=18060840&moduleName=InternalSearch&formname=sidebarsearch>

²⁸ <http://www.fishupdate.com/news/fullstory.php/aid/8271>

²⁹ <http://friendsofwildsalmon.volcano.onenw.org/>

³⁰ <http://www.greatmagazines.co.uk/store/displaystore.asp?sid=315&custid=0>

³¹ <http://www.guardian.co.uk/environment/2007/sep/29/fishfarm>

³² http://www.puresalmon.org/documents/marine_harvest_ltr_070919.pdf

The Norwegian Hunters and Fishers Association also echoed such concerns in their own letter to Marine Harvest³³. The letter concluded:

“We look forward to commitments from Marine Harvest management in Norway. We would be pleased to participate in discussing a plan for removal of sites and other appropriate actions. This process should ideally begin with the sites that are the most poorly situated and cause the most harm. In a best-case scenario, it should include all sites in wild salmon rearing- and migration areas”.



Fredriksen the Fisherman – a bright spark for wild salmon

Fellow fishermen from the Norwegian Hunters and Fishers Association³⁴, the Norwegian Salmon River Owners Association³⁵, the Norwegian Salmon Association³⁶ as well as groups in Scotland³⁷, Ireland and Canada have inundated this wild salmon saviour-in-waiting with messages of support.

Geir Kjensmo, President of the Norwegian Salmon Association said:

³³ http://www.njff.no/index.php?file=article.html&object_id=44265

³⁴ http://www.njff.no/index.php?file=article.html&object_id=43399&block_page=&nav_expand_string=1124

³⁵ <http://www.lakseelver.no/Nyheter/2007/august/Steng%20Altafjorden%20for%20oppdrett.htm>

³⁶ <http://www.norwegian-salmon.com/salmon/extended.php?recID=224>

³⁷ <http://www.rafts.org.uk/news/default.asp?item=344>

“A hope is lit for the Atlantic wild salmon: John Fredriksen, the main shareholder of the world’s largest salmon farming company Marine Harvest, and passionate salmon fly fisherman, will prohibit salmon farms in fjords of salmon rivers. Fredriksen’s brave attitude, together with a growing concern among local people living by the fiords and salmon rivers, has lit a hope for all of us working to save the salmon”³⁸.



“The Norwegian Hunters and Fishers Association is very pleased with John Fredriksen’s statement in *Altaposten* where he says that there should be a ban on salmon farming in fjords with wild Atlantic salmon. Such a statement from a person like Fredriksen might break new ground for the future. Hopefully his company will follow it up with actions, and that other companies follow that example. This will be good for the wild salmon, but also for the salmon farming-industries reputation nationally and internationally,” said Øyvind Fjeldseth of the Norwegian Hunters and Fishers Association³⁹.

³⁸ <http://www.norwegian-salmon.com/salmon/extended.php?recID=224>

³⁹ http://www.njff.no/index.php?file=article.html&object_id=43627



Ivar Leinan, who represents River Owners on the Alta River (Alta Laksefiskeri Interessentskap⁴⁰) said:

“River Owners on the Alta River are very happy that Mr Fredriksen made the call to move salmon farms out of the fjords. We support his commitment and agree 100% with his desire to protect wild salmon. We are looking forward to the next steps from Marine Harvest to begin the removal process. The Alta River is one of Norway's best wild salmon rivers and deserves to be protected”.



Vidar Skiri of Rauma Elveeierlag⁴¹ (The Rauma River Owners Association) said in September 2007:

“The able and keen angler Fredriksen has now made a historic statement about moving salmon farms to help the wild salmon. He surely has the power to let Marine Harvest start and lead this vital process world wide. I wish Mr Fredriksen good luck!”

⁴⁰ http://www.nrk.no/nyheter/distrikt/troms_og_finnmark/1.919438

⁴¹ <http://www.rauma-fluefiske.com/Nyheter%202007/nyheter%20240707.html>



Vegard Heggem, River Owner on the Orkla⁴² and Board member of Elvene rundt Trondheimsfjorden⁴³ (the Rivers around the Trondheim fjord), said in September 2007:



“I’ve been aware of John Fredriksen’s passion for salmon fishing for many years. When I first heard the news about him investing in the salmon farming industry, I had a hope that he at some stage would address the serious threats that salmon farming pose on the wild populations of salmon. His comments in *Altaposten* is a very good sign. I have good hopes that he will follow up on this, and use his influence to make Marine Harvest act in order to protect the wild salmon”.

Manfred Raguse of The Norwegian Flyfishers Club⁴⁴ said in October 2007:

⁴² http://www.aunan.no/bin_proj/tp.entry

⁴³ <http://www.elvene.no/>

⁴⁴ <http://www.nfc-online.com/>



“The Norwegian Flyfishers Club welcomes the important statements made by John Fredriksen in *Altaposten*. We hope he might have the influence to allow Marine Harvest to lead the fish farming industry worldwide towards a new approach with regards to the protection of wild Atlantic salmon. It is important to avoid a waste of valuable time as the negative effects on the natural salmon stocks are already clearly evident. Relocating salmon farms in secure distances from migratory routes is the key to protecting wild salmon. The spread of sea lice and tame escapees from salmon farms are increasingly dangerous and need to be immediately minimized due to the risk of irreversible changes in the local stocks of wild Atlantic salmon in a situation of low numbers of wild spawners”.

“I have to congratulate John Fredriksen for his call to move salmon farms,” said Heidi Sørensen MP who was fishing with her family on the Alta River where Fredriksen made his ground-breaking comments⁴⁵. “If he really wants to protect the wild salmon he has quite a challenge before him in other countries. For many countries, such as Canada, do not have the same restrictions as Norway, in such cases he would have to go one step further than national regulations.”



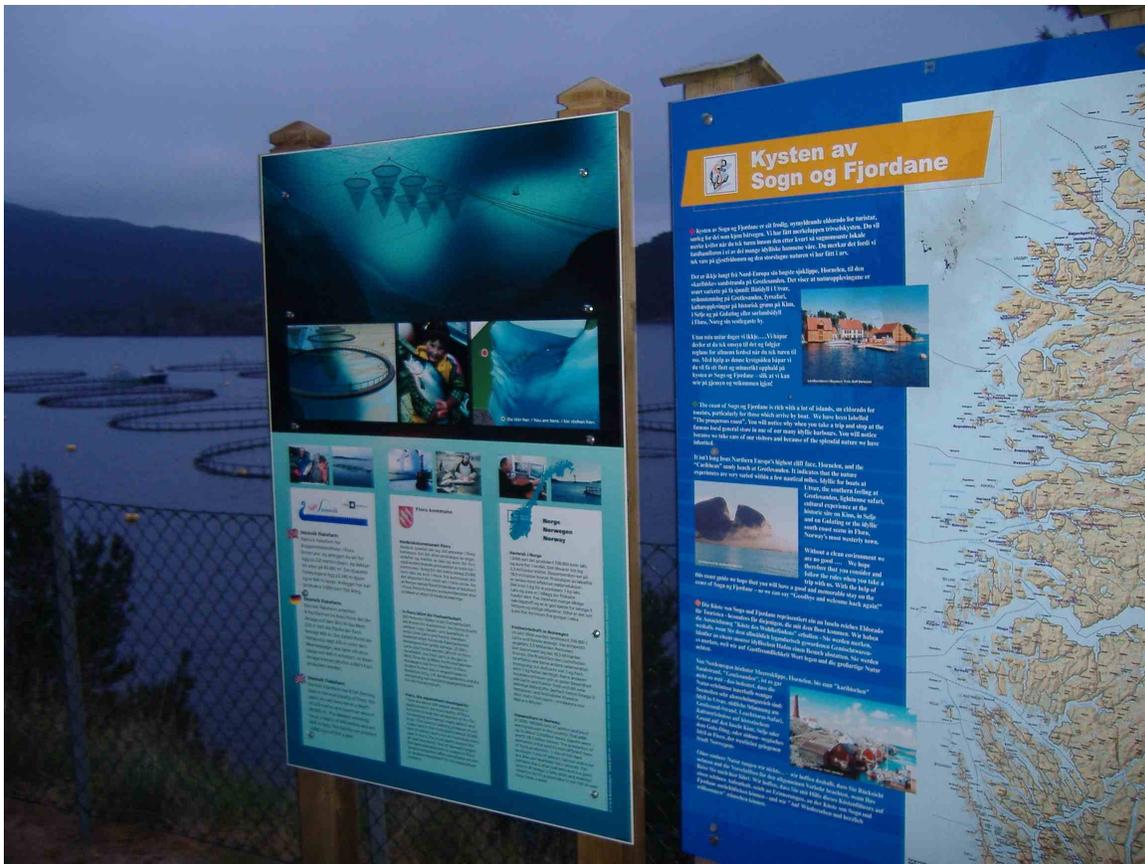
Fredriksen – a friend of wild salmon

Whilst football and fishing may be Fredriksen’s weekend recreational activities, the day to day impacts of his salmon farming business are something which Norway’s richest man⁴⁶ must care passionately about (especially when his business affects his fishing). In Norway, Mr Fredriksen referred in his interview with *Altaposten* to moving a salmon farm away from the Nausta River where he fishes every summer in Førdefjorden in Sogn og Fjordane⁴⁷.

⁴⁵ <http://www.nettavisen.no/innenriks/article1281033.ece>

⁴⁶ <http://www.aftenposten.no/english/business/article1120938.ece>

⁴⁷ http://www.njff.no/index.php?file=article.html&object_id=43399&block_page=&nav_expand_string=11



John Fredriksen has impressed local fishermen and river owners by funding habitat restoration and wild salmon protection work on the Nausta River since 2003⁴⁸. Nausta River Owners working together as the 'Nausta Vernegruppa' won an award in 2006 from Norges Naturvernforbun (Friends of the Earth Norway) for their excellent work in protecting the Nausta River⁴⁹. All that good work, however, will be wasted if out-migrating smolts are negatively impacted by sea lice from open net cage salmon farms.

⁴⁸ http://www.dn.no/forsiden/naringsliv/article1046252.ece?WT.svl=article_image

⁴⁹ <http://www.vassdragsvern.no/cgi-bin/naturvern/imaker?id=84654>



Scientists working in Norway⁵⁰ and in Canada⁵¹ have shown that sea lice from salmon farms can cause mortality levels of over 90% in migrating wild salmon populations. Sea lice problems in Norway are worse than ever during 2007⁵² with disease problems also reported in Hardangerfjord in particular during August 2007⁵³.

[Sea lice photos]

⁵⁰ http://bases.salmonchile.cl/salud/_privado/biblioteca/paper/areviewofthenorwegian.pdf

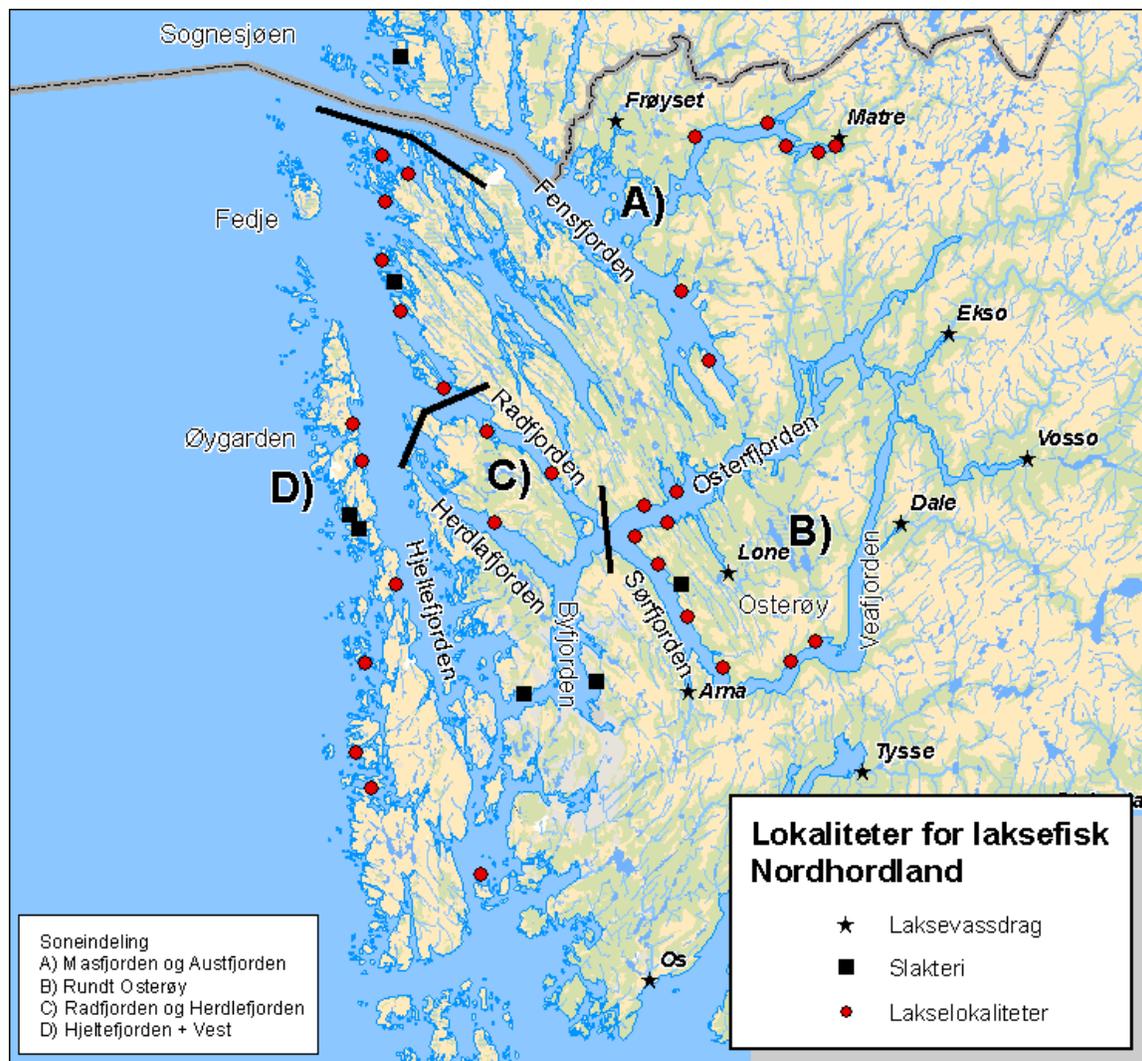
⁵¹ http://www.math.ualberta.ca/~mlewis/SeaLice/SeaLiceSept-06/PNAS_Press_Release_website.pdf

⁵² http://www.njff.no/index.php?file=article.html&object_id=42765 and <http://pub.tv2.no/nettavisen/friluftsliv/article1120377.ece>

⁵³ <http://www.bt.no/na24/article400785.ece>

“The worst part of Norway concerning sea lice on wild salmon and sea trout is by far the Hardangerfjord,” said Atle Kambestad, Freshwater Fish Manager at the County Governor of Hordaland. “But there are other parts of the county of Hordaland that is very bad too. This year it is a full disaster, in almost the whole county of Hordaland. The level of sea lice seems to be as high as in the worst years in the 90s. Our county is the worst sea lice-area in Norway. Of course, it is also one of the heaviest salmon farm areas too. And the Hardangerfjord⁵⁴ is by far the heaviest salmon farm fjord in the world. If Fredriksen’s call to move salmon farms is to be implemented in Norway, this would be a good place to start”.

In the River Vosso area for example, juvenile wild salmon migrating out to sea have to run the gauntlet past a series of sea lice infested salmon farms.



⁵⁴ <http://www.bt.no/na24/article395001.ece>

Sven Helge Pedersen of the Hardangerfjord Fisheries Association⁵⁵ said in August 2007:

“The wild salmon and sea trout is about to disappear in every river in Hardangerfjorden. This summer seems to be the worst ever for both salmon and sea trout. The only answer to this situation is a dramatic reduction in the biomass of farmed salmon. Mr. Fredriksen’s call to move salmon farms hopefully comes just in time to save wild Atlantic salmon populations in the whole of Norway”.



Mr Pedersen, a keen wild fisherman like Mr Fredriksen but who has given up fishing due to poor catches, pointed to the dramatic declines in catches of wild fish in the Granvin River which have coincided with the dramatic expansion of salmon farming in the Hardanger Fjord (as published in *Bergens Tidende* on 28th August 2007).

⁵⁵ <http://www.bt.no/na24/article370577.ece>



Mr Pedersen urged Mr Fredriksen to act now before it is too late:

“Last year the National Geographic Traveler Magazine designated Fjord Norway the world’s top unspoiled travel destination⁵⁶. Sadly, this is not true any longer. The fjords are about to die. The Hardangerfjord is so overexposed by the open net cage salmon farming industry poisoning the fjord with production wastes, toxins, escaped salmon and damaging the fantastic fjord views. To Mr. Fredriksen’s call to move salmon farms to protect wild salmon – please do it now as it’s almost too late”.

International Support:

Statements of support for Mr Fredriksen’s comments have flooded in from fishermen around the world.

“It is refreshing to hear such an unequivocal acknowledgment from one of the most important figures within salmon farming that the great majority of the marine farms are inappropriately located. We now eagerly await details of the industry’s plans to relocate

⁵⁶ <http://www.norway.org/News/archive/2004/Fjord+Norway.htm>

the farms,” commented Roger Brook, Chairman of the Rivers and Fisheries Trusts of Scotland⁵⁷.

Malcolm Windsor, Secretary of the North Atlantic Salmon Conservation Organization⁵⁸, said:

“John Fredriksen’s call to protect wild salmon is a timely one. Scientific research published over the last two decades has shown that locating salmon farms along migratory routes presents significant challenges to protecting wild salmon. The spread of sea lice and escapees from salmon farms are significant problems that need to be urgently addressed because of the risks of irreversible changes in the wild stocks. We all need to work together to find ways in which healthy wild salmon populations and profitable salmon farming operations can co-exist. The interactions between farmed and wild salmon can be damaging and need to be eliminated, not just reduced”.



Orri Vigfússon, Chairman of the North Atlantic Salmon Fund⁵⁹ and winner of the 2007 Goldman Environmental Prize for his work protecting wild Atlantic salmon⁶⁰, said in September 2007:

⁵⁷ <http://www.rafts.org.uk/news/default.asp?item=344>

⁵⁸ <http://www.nasco.int/>

⁵⁹ <http://www.nasfonline.org/aboutorri.htm>

⁶⁰ <http://www.goldmanprize.org/node/609>



“The North Atlantic Salmon Fund is very pleased that Mr Fredriksen has called on salmon farmers to move their farms out of wild salmon areas. The next logical step is for Marine Harvest and other companies to begin the process of removing salmon cages from the path of migratory wild salmon. Atlantic wild salmon need all the protection we can give them and it is vital that Mr Fredriksen and other stakeholders are on board”.

“John Fredriksen’s proposal to move salmon farms to protect wild salmon is a wake-up call and an acknowledgment of what fishermen have known for decades,” commented Colin Kirkpatrick of the Orkney Trout Fishing Association⁶¹ in September 2007 on reading the news in *Trout & Salmon* magazine. “Open net cage salmon farms and healthy wild fish populations are incompatible - it's as simple as that. We need now to extend protection not just to wild salmon but also to sea trout which scientists in Scotland and Ireland have shown are also decimated by sea lice from salmon farms. As owner of the world's largest salmon farming company and as a passionate angler John Fredriksen is uniquely placed to lead the way”.

⁶¹ http://www.orkneytroutfishing.co.uk/envirionment/e_annualreport.html

SPOT THE DIFFERENCE



BEFORE



AFTER

S&TA Newsletter/November 1998

“This statement from one of the most influential players in the salmon farming industry confirms what many of us have been telling the industry and its regulators for so many years and which the evidence now supports – namely, that some salmon farming may be located in sites which are incompatible with the sustainable management of healthy populations of wild salmon and sea trout. The challenge now is to identify these sensitive sites and to get them moved,” commented Andrew Wallace, Director of the Association of Salmon Fishery Boards and Policy Director of the Rivers and Fisheries Trusts of Scotland⁶².

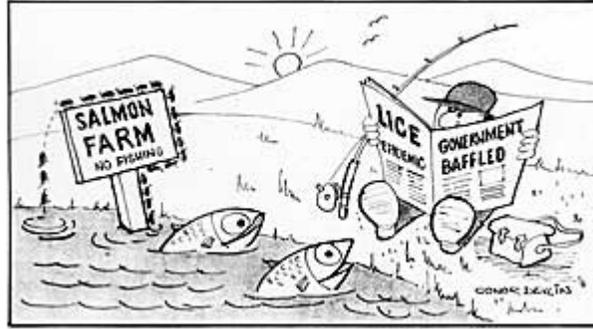
Michael Kennedy, Chairman of Save Our Sea Trout⁶³, said:

“Sea trout stocks on the West coast of Ireland have crashed since the advent of open sea cage salmon farming in the 1980s. Research published by Irish scientists has clearly shown how salmon farms can spread sea lice to wild sea trout and mass escapes threaten wild salmon. The science is already in — now it is time for action. John Fredriksen's call to move salmon farms is long overdue but very much welcomed here on the West coast of Ireland”⁶⁴.

⁶² <http://www.fishupdate.com/news/fullstory.php/aid/8271>

⁶³ <http://www.saveourseatroutrout.com/>

⁶⁴ http://www.farmedsalmonexposed.org/media_banning-pr.html



Simon Ashe, Fishery and Estate Manager at the Ballynahinch Castle Hotel⁶⁵, said:

“Wild salmon and sea trout stocks on the West coast of Ireland are the lifeblood of a vibrant tourist industry. Wild fish populations can bounce back if we remove the obstacles in their path — and that means not just removing drift nets but having better management and more sensitive locations for aquaculture farms. The call by John Fredriksen to move salmon farms out of wild salmon areas must now be acted upon not only by Marine Harvest but also by other salmon farming companies”⁶⁶.



Patrick O'Flaherty, Manager of the Ballynahinch Castle Hotel⁶⁷, said:

“Visitors come from the United States and all over the world to catch wild fish not escapees from salmon farms. The Ballynahinch Castle Hotel provides over sixty jobs in a remote area where jobs are scarce and boosts the rural economy. Protecting wild salmon and sea trout effectively promotes the tourist industry and the economy. As both a businessman and fisherman, John Fredriksen's comments must therefore be both respected and listened carefully to”⁶⁸.



⁶⁵ <http://www.ballynahinch-castle.com/fishing.htm>

⁶⁶ http://www.farmedsalmonexposed.org/media_banning-pr.html

⁶⁷ <http://www.ballynahinch-castle.com/fishing.htm>

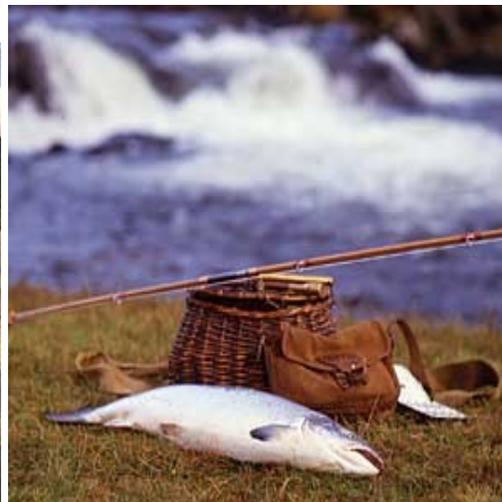
⁶⁸ http://www.farmedsalmonexposed.org/media_banning-pr.html

Frank Buckley of the Society for the Protection of Salmon and Sea Trout in Scotland, who in 2006 called on the Scottish Parliament to ensure greater protection for wild salmon from salmon farms⁶⁹, said in September 2007:

“Scotland's largest industry is tourism. It is essential that salmon farms are moved, hopefully with the co-operation of the salmon farming industry, away from wild salmon and sea trout migratory routes. This would help restore our stocks of wild salmon and sea trout and bring back our fishing tourism, which has severely declined over the past years”.

Peter Mantle, Managing Director of the Delphi Fishery on the West Coast of Ireland⁷⁰, said:

“For nearly 20 years the salmon farming industry has engaged in a deeply unpleasant programme of denial, obfuscation and distortion to deflect attention from the obvious environmental devastation wreaked by many salmon farms. That strategy was always destined to fail and the truth was sure to emerge over time - namely that the farms are massively destructive of wild fish and wreck the marine food chain. While Mr Fredriksen must be congratulated for smelling the strong coffee, it is high time that other industry leaders awoke to recognize the folly of their ostrich policies. Failure to do so will result in the slow but inevitable death of their industry through growing consumer rejection of its tainted product”.



Fredriksen's legacy to wild salmon?

Fredriksen's call augurs well for the protection of wild salmon and the future can be bright if Marine Harvest takes the appropriate steps to move salmon farms.

⁶⁹ <http://www.scottish.parliament.uk/business/petitions/docs/PE941.htm>

⁷⁰ <http://www.delphi-salmon.com/>



As both a fisherman and a salmon farm owner John Fredriksen is uniquely placed to offer a balanced view and we ignore his call to move salmon farms out of wild salmon areas at our peril. As a lasting legacy we all owe it to our children and children's children to protect wild salmon for future generations.

Speaking in September 2007, Hallgeir Langeland MP in the Norwegian Parliament⁷¹ said:

“We must move salmon farms to secure the life of the Atlantic salmon. Norway is home to a quarter of the world's wild Atlantic salmon and it is too precious a resource to lose”.

Finn Erlend Ødegård of Norske Lakseelver (The Norwegian Salmon River Owners Association) said in August 2007:

“Our fjords define our country. They are our heritage and ours to protect. A fellow fisherman, John Fredriksen, shares our love for fishing in our fjords, which are still home to the majestic wild Atlantic salmon. Like us, Mr. Fredriksen shares a sense of respect and responsibility for these fish. We applaud Mr. Fredriksen for his brave statement to move salmon farms. We applaud him as a businessman who arguably could make more money at the expense of harming wild salmon. We encourage him to lead this effort within Marine Harvest. And we encourage Marine Harvest to lead the farmed salmon industry. Norway's fjords and salmon are too precious to sacrifice”⁷².

⁷¹ <http://epos.stortinget.no/biografi.aspx?initialer=HHL>

⁷² <http://www.lakseelver.no/Nyheter/2007/august/Steng%20Altafjorden%20for%20oppdrett.htm>