

Press Update – 3 October 2012

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“Salmonella Outbreak”/“Activist Wins”/“Boaties Protest”/“Lynch Mob”



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NEW | Anti-salmon-farming activist wins B.C. court victory



An anti-salmon-farming activist has won another victory against the global aquaculture industry, but also has been harshly criticized by a B.C. Supreme Court justice.

LIVE BLOG CBC B.C.

VIDEO | B.C. premier: road funding, labour deal, no to private liquor distr. @CBCSmart @emilyreports @AyeshaBhatty #cbc cbc.sh
by CBC B.C. via twitter on 29 September 2012 at 04:26:39

Activist compares farmed salmon to cigarettes, and B.C. high court says 'fair comment.' cbc.sh #CBC
by CBC B.C. via twitter on 29 September 2012 at 04:24:30

Please find enclosed a press update (web-links are embedded in the headlines and the articles are available in full [online here](#)) including:

“[The Case of a Corporate Moron: How Cermaq Abused the Canadian Courts](#)” (Wild Salmon First, 3 October)

“[Costco pulls all Foppen products](#)” (3 October)

“[Norwegian Farmed Salmon: the Source of the Salmonella Outbreak?](#)” (Salmon Farming Kills, 3 October)

“[Defendant odious, but still wins suit](#)” (Times Colonist, 3 October)

“[Teaside experts study fish waste](#)” (NE Business/The Journal, 3 October)

“[King Salmon regrets giving offence](#)” (Marlborough Express, 3 October)

[“Port Gore landowner opposes second site”](#) (Marlborough Express, 3 October)

[“Nanaimo salmon farm nets \\$500,000 in funds”](#) (Nanaimo Daily News, 3 October)

[“Fish farms garner more and more support”](#) (HQ Comox Valley, 2 October)

[“An uncontrolled salmon farming industry”](#) (Bergens Tidende, 2 October)

[“Smoked salmon blamed for salmonella outbreak in the U.S., Netherlands”](#) (New York Daily News/Associated Press, 2 October)

[“Seier for Staniford/Victory for Staniford”](#) (NJFF, 2 October)

[“Editorial: Lippy MPs out of line”](#) (Marlborough Express, 2 October)

[“Fish farms added ‘risk’”](#) (Marlborough Express, 2 October)

[“Interislander won't back farms if ferry routes restricted”](#) (Marlborough Express, 2 October)

[“Hundreds sickened in Dutch-US salmonella outbreak”](#) (AFP, 1 October)

[“Costco supplier recalls batch of smoked salmon in Netherlands”](#) (Intrafish, 1 October)

[“Staniford vant over Cermaq”](#) (Norwegian Fish Farmer, 1 October)

[“Mainstream Canada vs. Don Staniford/GAAIA : DEFAMATORY: Yes; Malicious: Yes; Free Speech: Yes... BC Supreme Court Judgment disappoints Mainstream”](#) (Seafood Intelligence, 1 October)

[“Salmon farm opponents take protest to water”](#) (Nelson Mail, 1 October)

[“It will pollute the Marlborough Sounds”](#) (Fairfax New Zealand, 1 October)

[“Amoebic gill disease found in Orkney”](#) (Fish Farming Xpert, 1 October)

[“Protest flotilla 'a lynch mob’”](#) (Marlborough Express, 1 October)

[“Family adamant farms not wanted”](#) (Marlborough Express, 1 October)

[“Farm gains ‘small and uncertain’”](#) (Marlborough Express, 1 October)

[“New Zealand fish farm fight continues”](#) (Fish Farming Xpert, 1 October)

[“Government and salmon sector analyze production model”](#) (FIS, 1 October)

[“Stor seier for Don Staniford!/Great victory for Don Staniford!”](#) (Green Warriors of Norway, 30 September)

[“Cermaq tar dommen til etterretning”](#) (Intrafish, 30 September)

[“Staniford vant over Cermaq”](#) (Intrafish, 30 September)

[“Salmon farm protest won’t affect decision, says MP”](#) (Radio New Zealand, 30 September)

[“Scottish scientists on verge of creating designer salmon to beat disease”](#) (Scotland on Sunday, 30 September)

[“Global salmon glut hurts Tassal profits”](#) (ABC News, 30 September)

[“Word ‘pursue’ key in Jefferson fish farming letter”](#) (Peninsula Daily News, 30 September)

[“Score one for the enviros”](#) (The Vancouver Observer, 29 September)

[“Locals protest salmon farm expansion”](#) (3 News, 29 September)

[“Boaties protest new salmon farms”](#) (Marlborough Express, 29 September)

[“Flotilla protests salmon farm plan”](#) (Radio New Zealand, 29 September)

[“Aktivist vant mot norsk oppdrettsgigant/Activist Wins Against Norwegian Salmon Farming Giant”](#) (NRK, 29 September)

[“Judge lets fish farm activist off the hook”](#) (CTV News, 29 September)

[“Laksekriger og miljøaktivist vinder retsag i Canada”](#) (Redvildlaksen, 29 September)

[“Salmon-farming activist wins in court”](#) (The Canadian Press, 29 September)

[“Court dismisses salmon farming defamation suit”](#) (Times Colonist, 29 September)

[“Activist wins defamation case launched by salmon-farming company”](#) (The Canadian Press/Calgary Herald/Windsor Star/Ottawa Citizen/Montreal Gazette/Metro News/The Province, 29 September)

[“B.C. Supreme Court upholds right of anti-salmon farm activist to make defamatory remarks/”](#)
[“Court upholds salmon farm foe's right to make defamatory remarks”](#) (The Vancouver Sun/Times Colonist, 29 September)

[“Marine’s harvest on the increase as profits and production surge”](#) (The Scotsman, 29 September)

[“Leap of faith for salmon firm”](#) (The Mercury, 29 September)

[“Salmon farming expansion ‘stunning’”](#) (Otago Daily Times, 29 September)

[“Environmental activist wins major victory against the salmon farming industry”](#) (CTV News, 28 September)

[“Salmon-farming activist wins defamation case in B.C. court”](#) (The Province/Canadian Press, 28 September)

[“Activist claims found to be defamatory, malicious”](#) (Mainstream Canada, 28 September)

[“Sounds salmon farm expansion prompts teen to take action”](#) (Idealog, 28 September)

[“Flotilla protest 'desperate'”](#) (Nelson Mail, 28 September)

[“Fifth week”](#) (Marlborough Express, 28 September)

[“Salmon farms ravaged by disease”](#) (West Highland Free Press, 28 September)

[“Chilean salmon industry presents sanitary proposal”](#) (Fish Farming Xpert, 28 September)

[“Scientists, investors urge Obama to act on GM salmon”](#) (Intrafish, 28 September)

[“Probably a farmed salmon escape”](#) (Norwegian Hunters & Fishers Association, 27 September)

[“Collecting seafloor samples”](#) (Save Our Sound, 23 September)

Including from [The Times Colonist](#) (29 September):

"I am over the moon," Staniford said in an interview from Spain. The British-born activist was deported from Canada in May after overstaying his visa. Since then, he has spent most of his time in Norway campaigning. "This is a complete vindication and we are going full steam ahead. ... This will give momentum to the campaign against salmon farming all over the world," he said.

From [The Vancouver Sun](#) (28 September):

“In an emailed statement of response Friday, Staniford maintained his attack on the industry at full volume: "This judgment is a victory for free speech....The Norwegian Government's malicious attempt to abuse the Canadian courts to muzzle fair and honest criticism of Norwegian-owned salmon farming has back-fired spectacularly. Cermaq should now go back to Norway taking their disease-ridden salmon feedlots with them." The judgment described Mainstream as the second largest producer of farmed salmon in B.C. and a wholly-owned subsidiary of Cermaq, a Norwegian company and a world leader in salmon production owned 43.5 per cent by the Norwegian government.”

From Elena Edwards writing in [Wild Salmon First](#) (3 October):

“One need not read too far into the initial claims of plaintiff Cermaq/Mainstream Canada to realize that they were blowing smoke, just as Mr. Staniford had claimed the salmon farming industry is doing in his [“Smoke on the Water, Cancer on the Coast”](#) campaign. If you can see past the smokescreen, it appears the Norwegian salmon farming industry has abused the Canadian courts in an attempt to silence their most outspoken critic. Fortunately for justice, they failed in doing so.”

From [The Canadian Press](#) (29 September):

“Based on peer-reviewed science from the global salmon-farming industry, Staniford said the product "can contain cancer-causing chemicals and can carry an elevated cancer risk," noted Adair.”



“Court documents state a news release sent to media included four mock-cigarette packages, all modelled after the Marlboro brand, containing statements like, "Salmon Farming Kills," "Salmon Farming is Poison," "Salmon Farming is Toxic," and "Salmon Farming Seriously Damages Health.””

Read the judgment in full [online here](#)

Summary and Disposition

[202] Although I have concluded that Mr. Staniford’s statements are defamatory of Mainstream, I have concluded that he should succeed on his defence of fair comment. I have found that he was actuated by express malice towards Mainstream. However, I have found that he had an honest belief in the statements he made, and injuring Mainstream because of spite or animosity was not his dominant purpose in publishing the words in issue.

[203] In view of those findings, I do not intend to address damages or other remedies.

[204] The plaintiff’s action is, accordingly, dismissed.

[205] If counsel wish to make submissions on costs, they have leave to do so and should contact Scheduling to arrange a convenient date.

View the offending images online via ‘[Salmon Farming Kills](#)’ – including:



More details on the ‘Salmon Farming Kills’ lawsuit [online here](#)

Watch CTV News (28 September) on “[Environmental activist wins major victory against the salmon farming industry](#)”



From [The Times Colonist](#) (29 September):

“Staniford said he hopes Mainstream will not appeal. "If they choose to appeal, I think they are going to be shooting themselves in the foot for a second time," he said. Mainstream spokeswoman Laurie Jensen said the company is reviewing the ruling and considering its implications.”

From [Mainstream Canada](#) (28 September):

"Mainstream is disappointed with the decision of the court. The judge ruled that the activist's statements were defamatory and malicious and not based on fact, but because he truly believed them, our claim was dismissed," said Laurie Jensen, Mainstream Canada's Communications and Corporate Sustainability Manager. "We believe that people who say defamatory and malicious things should be held accountable. We took this action to protect

our employees and the company from further malicious attacks, and despite this decision we believe this was the right thing to do."

From lawyer Greg McDade commenting in [The Vancouver Sun](#) (29 September):



Greg McDade · Board of Directors at Vancity Credit Union

The big question here, which may not be the obvious first question asked, is not about fish-farming – thank you, Don – but is about the ability of a major corporation, Mainstream Canada, to misuse the court and legal systems, and their superior monetary resources, to suppress public debate. How dare they!

The sanction of 'court costs', which is a small portion of what lawyers like David Sutherland or any litigation cost, remains a much smaller, real drop in the bucket, to Mainstream, and is insufficient to prevent their behaviour. In fact, I bet they're chuckling, even now. If we don't prohibit these 'SLAPP's' – Strategic Lawsuits Against Public Participation – then democracy is at risk against large corporate interests which can afford to spend huge money on lawsuits, even if completely frivolous. Where corporations sue critics, and lose, there should be a mechanism to either throw out the litigation early, or force them to pay fair damages equivalent to the damage they've caused people like Don, who've risked everything. This is an issue of free speech – now resolved by the court – that people need to seize upon. The Judge in this case has made a proper, but courageous, decision, and if we just focus on Don's win, and not on the propriety of the original litigation, it will be lost.

And, in the end, when all the science is in, Don Staniford may well prove to have been right.

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From [Radio New Zealand](#) (29 September) on a flotilla protest:

“Organisers say a flotilla of more than 40 boats sailed to the King Salmon marine farm at Ruakaka Bay on Saturday to protest against the company's proposed development of eight new sites in the Marlborough Sounds. The Guardians of the Sounds group says if allowed to go ahead, the fish farm expansion will trigger a gold rush of applications that will be catastrophic for the Sounds.”

From [The Nelson Mail](#) (1 October):

“Opponents of new salmon farms in the Marlborough Sounds sang "you'll never know dear how much I love you, please don't take my sunshine away" on a hikoī to Waikawa Bay before joining a flotilla protest on Saturday. Waikawa man Buna Riwaka said protesters saw the Marlborough Sounds as their sunshine, providing happiness and life, and that New Zealand King Salmon's plans to build nine new farms would destroy that. "For generations the Queen Charlotte Sound and Tory Channel have been our Kai Moana basket," he said. "It's our responsibility to protect that for generations to come just as our ancestors did.”



From [The Marlborough Express](#) (29 September):

“Picton man Mr Beech said today’s floating protest was for people who missed their chance to oppose the application during King Salmon’s original 20-day submission period. A police boat accompanied the flotilla during the two-hour demonstration. Picton station sergeant Kris Payne said police weren’t there to stop people voicing their concerns. “Credit to the protesters. They wanted to get their message across in a peaceful way and we were happy with that.”

From [3 News](#) (29 September) reporting on the flotilla protest:

“What King Salmon want to do is put out the equivalent of I think 58,000 cows basically crapping and doing their thing in here,” says Greens MP Steffan Browning.

“We will not just roll over and allow you to take over our public common,” says Peter Beech. “You have a big fight on your hands.”



Watch [online here](#)

From Patrick Forbes writing in [Fairfax New Zealand](#) (1 October):

“The pristine waterways and natural beauty of the Marlborough Sounds are under attack. New Zealand King Salmon, a company controlled by Malaysian interests, is seeking to establish nine new salmon farms in the Sounds....New Zealand King Salmon, if its application succeeds, would be pouring an extra 43,000 tonnes of feed per year into the Sounds. Blood, meat and feather meal used in this feed are by-products of the Australian poultry, cattle, sheep and pig slaughter industries”

From [Radio New Zealand](#) (30 September):

“Nelson MP Nick Smith says a flotilla of more than 40 boats that took their protest against expanding salmon farms to the waters of the Marlborough Sounds won't make a difference....."In some ways it's not much more useful than a lynch mob outside a criminal court," he says. He says the judge and board can consider only information before the board, rather than any outside activities, such as the protest.”

From an Editorial – ‘Lippy MPs Out of Line’ - in [The Marlborough Express](#) (2 October) condemning the MPs comments:

“Lynching is an unlawful execution carried out by a mob, often by hanging, but also by burning at the stake or shooting, in order to punish an alleged transgressor, or to intimidate people. It is hardly an apt term to apply to a concerned group of law-abiding citizens who had gone to some lengths to ensure their protest was both peaceful and orderly. They had contacted the respective authorities, had a police escort and deployed a patrol vessel to ensure their flotilla was well behaved. The whole thing went off in a very orderly fashion - hardly the sort of behaviour you normally associate with a mob..... Saturday's protest was not staged by a mob, but by a group of voters who wanted to make a point about something they care deeply about. Top of the south MPs might want to bear this in mind next time they feel prompted to speak out.”

Watch a [video](#) of the filthy state of the sea-bed under salmon farms in New Zealand:

Dredging for seafloor samples at the Waihinau Bay salmon farm:



Our next stop; Forsyth farm, which is at the moment abandoned. When we sampled here the dredge sank into the seabed and when it surfaced there was a plume of black sludge following it. It didn't take long before the water around the boat went black. The stench was so bad it wouldn't come off our hands for days. There was no life here. This farm had been shifted several times due to having dangerous levels of Enrichment beneath it. This includes gas bubbles coming out from the sludge build-up. [Please say NO to nine more of these farms!](#)

More details via Save Our Sounds [online here](#)

From the [Marlborough Express](#) (1 October):

“King Salmon was among the most serious polluters of the Sounds, Mr Heal told the Environmental Protection Authority board of inquiry, which is considering the company's application to develop its proposed farms. If the board recommended the plan change and resource consents required, it could become the biggest polluter, he said..... Mr Heal said was astonished the board was considering an application which on pollution effects was equivalent to Fonterra double-parking intensive dairy farms on the surface of Queen Charlotte and Pelorus Sounds at double land-based stocking density. King Salmon proposed gradually increasing feed levels and fish numbers and called this adaptive management, he said. "This is simply an attempt to screw the scrum."

The world's largest and most effective online campaigning community for change

START A PETITION

Save our Sounds - no new salmon farms

Created by
Leona P.
New Zealand

To be delivered to:
Chairman of the Board of Inquiry, Environment Court Judge Gordon Whiting



10,307 signers. Let's reach 20,000

SIGN THIS PETITION

“The Marlborough Sounds is a beautiful place and there are many parts of it that remain unspoilt. The Maori and Pakeha heritage goes way back, and today thousands of visitors come to this area to experience the beauty and endemic wildlife. King Salmon's application is proposing to build nine new salmon farms, on top of their existing eight farms. Eight of their new farms are inside the Marine Farm Prohibited Zone. All the while King Salmon still can't explain why thousands of salmon died this year and had to be trucked away on a barge. This is the 'clean-green' country we love and are willing to fight for - say NO to further salmon farms. Join the fight!

ALREADY AN AVAAZ MEMBER?

Enter your email address and hit "Sign".

Email

SIGN

Sign the petition [online here](#)

From the [Peninsula Daily News](#) (30 September) reporting from Washington state in the US on debate on a ban for open-net pen salmon farming in Jefferson County:

“Fish farming can be done anywhere. It can be done on land,” Sullivan said. “You can do it a lot safer if you do it on land. . . . You wouldn't worry about viruses because you could kill the viruses before you release them into the water.”

From [FIS](#) (1 October) reporting from Chile:

“We can not produce everything we want because that would cause a collapse,” said Acotruch president, Julio Traub. The reason is that despite the regulations imposed as a result of the infectious salmon anemia (ISA) virus, "the situation is worrisome." "It is necessary to safeguard the health assets through differentiated regulations per species and regions in an efficient and sustainable way," Traub stressed.

From [Fish Farming Xpert](#) (28 September):

“María Eugenia Wagner, president of the Association of the Chilean Salmon Industry (SalmonChile) said that "this broad agreement of the entire salmon industry seeks first to protect the sanitary assets of the whole industry. A major concern is that as the production has grown the sanitary status has been damaged, which should be controlled promptly and efficiently".

Meanwhile, Julio Traub, president of the Association of Chilean Producers of Coho salmon and trout (Acotruch), stressed that "we urgently need a rule to easily control or sanction those players or farming sites that have shown poor sanitary performance. This agreement reflects

an important milestone of unity and joint efforts towards the sustainability of this sector," he concluded."

Support Alexandra Morton's testing for salmon diseases – please [donate online here now!](#)

The screenshot shows a GoFundMe page for the 'Salmon Disease Testing Fund'. The header includes the GoFundMe logo and navigation links for 'Help', 'Sign Up', and 'Donate'. The main title is 'Salmon Disease Testing' in a blue banner. Below this is a large image of a woman holding a salmon, with a 'Superstore' sign in the background. A table with columns for 'Pool # & Name', 'Location', 'Project Number (P#)', and 'Date of Collection' is visible in the bottom right of the image. To the right of the image, it says 'Created by Alexandra Morton' with 3021 friends and options to 'Contact' or 'Embed'. A text box contains the message: 'Last fall we began testing salmon in BC for European viruses spreading worldwide in Atlantic salmon farms, which import millions of eggs into places like BC an... more'. Below this are social media sharing options for 'gofundme.com/SalmonDisea', 'Like' (393), 'Pin it', 'Tweet' (52), and 'Email' (57). At the bottom, it shows 'Raised: \$36,500.00' and 'Goal: \$100,000.00' with a large blue 'DONATE!' button.

Sign a petition calling on supermarkets to stop selling disease-ridden farmed salmon – [sign online here!](#)

The screenshot shows a Change.org petition page. The header includes the Change.org logo, 'Start a Petition', 'Browse Petitions', 'Find', and 'Login or Sign Up'. The main image is a cartoon of a fish in a net with a speech bubble that says 'TELL THE WORLD WHAT'S HAPPENING HERE!'. Below the image, it says 'Petitioning CEO - Safeway' and the title 'COSTCO, Safeway & Loblaws: Please stop selling diseased farm salmon!'. To the right, it says 'Sign this petition with 14,018 supporters' and a progress bar showing '982 NEEDED'. Below this are input fields for 'First Name', 'Last Name', 'Email', and 'Postal Code' (with a dropdown menu set to 'Spain'). There is also a dropdown menu for 'Why is this important to you?'. At the bottom, there is a red 'SIGN' button, a checkbox for 'Display my signature publicly', and a note: 'By signing, you accept Change.org's terms of service and privacy policy.'

Best fishes,

Don

Remember - News updates are now archived and available in full – [online here!](#)

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Wild Salmon First, 3 October 2012

The Case of a Corporate Moron
- How Cermaq Abused the Canadian Courts

By Elena Edwards

Including:

“It is hard to say at which point during the 20 day trial of [Don Staniford vs Mainstream Canada](#) that lawyer David Wotherspoon, representing [Cermaq/Mainstream Canada](#) for [Fasken law firm](#), must have realized he had taken a case that could not be won.

When Mr. Wotherspoon first sent the letter to Don Staniford demanding an apology to his clients for statements in which the Norwegian salmon farming industry was named, he surely must have thought the threat of legal action would be enough to intimidate Staniford into retracting claims in GAAIA’s (Global Alliance Against Industrial Aquaculture) “[Salmon Farming Kills](#)” campaign.”

“One need not read too far into the initial claims of plaintiff Cermaq/Mainstream Canada to realize that they were blowing smoke, just as Mr. Staniford had claimed the salmon farming industry is doing in his “Smoke on the Water, Cancer on the Coast” campaign.



Do you still not believe that the salmon farming industry is blowing smoke up your ass?

Do you still fail to see through the smokescreen of Big Aquaculture?

If you can see past the smokescreen, it appears the Norwegian salmon farming industry has abused the Canadian courts in an attempt to silence their most outspoken critic. Fortunately for justice, they failed in doing so.”

“However much Justice Adair disliked defendant Don Staniford and his campaigning objectives, she could not deny that Mr. Staniford's intentions were honest and that it was his right to make statements about industrial salmon farming practices which are of public interest and backed by overwhelming scientific evidence.

Justice was served for freedom of speech and those campaigning against large destructive industries. As Don Staniford said following the win;

"This is a victory not just for Don Staniford against Mainstream Canada. This is a victory for environmental campaigners, social-justice campaigners across the world."



There are those who are sympathetic to corporations like Cermaq being subject to the campaigning efforts of concerned citizens. However much they might object, they cannot deny that on the final day of the 20 day trial the courtroom was filled with individuals who supported Staniford's efforts to rid the oceans of salmon farms. Justice was served in that every one of those individuals may rest assured that it is indeed fair comment to suggest that salmon farming kills.”

Read article in full online via:

<http://www.wildsalmonfirst.org/news-center/wild-salmon-first-blogs/63-staniford-wins-case-against-cermaq>

Intrafish, 3 October 2012



Costco pulls all Foppen products

US retail giant Costco is pulling smoked salmon products supplied by Dutch producer Foppen from its shelves in multiple countries over salmonella concerns.

 Drew Cherry

Published: 02 October 2012 11:35 PM

Updated: 03 October 2012 10:58 AM

The Kirkland Signature smoked Norwegian salmon two-pack and the Foppen smoked Atlantic salmon pieces have both been pulled across both the United States and as many as five other countries [after Foppen recalled 100,000 packages of smoked salmon products](#) supplied to buyers in the Netherlands, a Costco spokeswoman told [IntraFish](#).

The Dutch supplier learned of the potential contamination when hundreds fell ill with suspected salmonella across The Netherlands.

Costco carries two products produced by Foppen. The Foppen brand smoked salmon squares product is only sold in the United States, while Costco's Kirkland Signature private label product are carried in Canada, Mexico, Japan, Korea and Taiwan Costco locations.

Costco Vice President of Food Safety Craig Wilson told [IntraFish](#) Foppen products across all countries have indeed been pulled as "a precautionary measure."

No Costco product has tested positive for salmonella, though testing is continuing.

"So far, none of the fish sent to the US has come up positive," Wilson said.

In the United States, Costco customers that purchased the products between Sept. 1 – Oct. 1 received a pre-recorded phone call informing them of the product names and batch numbers (item numbers 7070 and 7859), and were told to return it to their Costco stores for full refunds, and to not eat any of the remaining products.

Wilson said customers in other countries received similar messages.

Costco has contacted some US-based smoked salmon suppliers to help fill the shortfall while Foppen tests its products over the next two weeks to ensure it is free from contamination.

The Kirkland Signature product is produced in the Netherlands, while the Foppen smoked salmon squares are produced in Foppen's Greece plant.

"They know one line in Greece is having an issue," Wilson said. The line number suspected of salmonella infection is what Foppen refers to as line No. 5., Wilson added. Costco's product is produced on line No. 1. "But it could very well be things are going to change."

Wilson could not comment on the size of the recall, but based on the volumes of the product carried in Costco, it is possible that the recall is the single largest smoked salmon recall ever, one source told [IntraFish](#). The Costco Atlantic smoked salmon contract is reportedly one of the largest single contracts in seafood.

<http://www.intrafish.com/global/news/article1356752.ece>

Subscribe to Intrafish via: <http://www.intrafish.com/subscription/>

Salmon Farming Kills, 3 October 2012

Norwegian Farmed Salmon: the Source of the Salmonella Outbreak?



YOSHIKAZU YSUNO/GETTY IMAGES

A chef slices Norwegian smoked salmon at a shop in Tokyo on April 21, 2010. Around 200 people in the Netherlands and over 100 people in the U.S. have been sickened by smoked salmon tainted with salmonella bacteria.

The mainstream media have shamefully missed two important questions in reporting on news on the smoked salmon salmonella outbreak:

- 1) Is the contaminated salmon farmed or wild?
- 2) Where was the contaminated salmon farmed (e.g. Norway or Scotland)?

At the least the photo (above) used by the [New York Daily News](#) (2 October) alerts readers to Norway.

"The Dutch National Institute for Public Health and the Environment said the salmon has been traced to Dutch company Foppen, which sells fish to many major Dutch supermarkets and to stores around the world, including the U.S.," reported [USA Today](#) (2 October).

"Company spokesman Bart de Vries said in the U.S. the company sells only to wholesaler Costco and that Costco would deal with any U.S. recall."



(Photo: Doug Kapustin, for USA TODAY)

6:11PM EST October 2, 2012 - THE HAGUE, Netherlands (AP) -- Smoked salmon tainted with salmonella bacteria has sickened people in between 50 and 85 cases in the United States, according to the Centers for Disease Control.

Hundreds of people in the Netherlands have been sickened as well, sparking a major recall, health authorities said Tuesday.

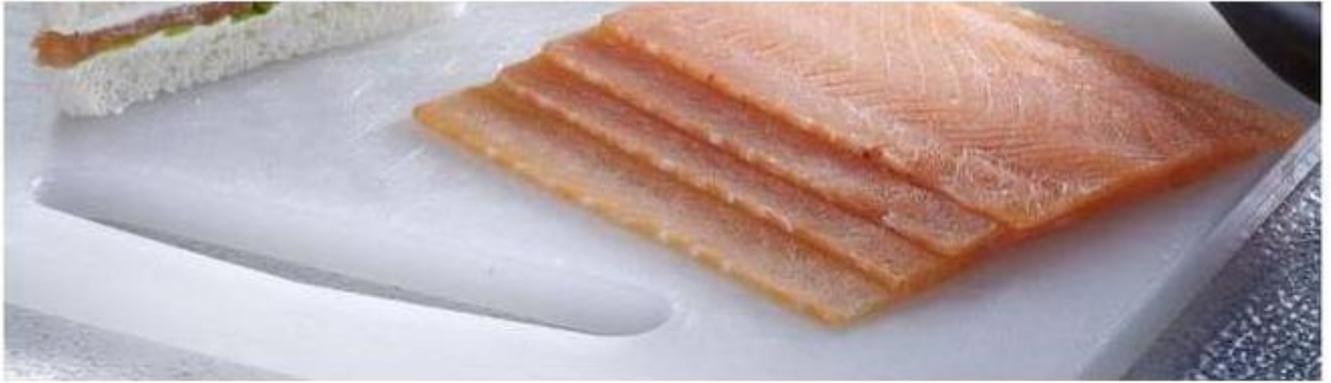
STORY HIGHLIGHTS

- In the U.S., Dutch company sells only to wholesaler Costco
- Hundreds, perhaps thousands have been sickened
- Tainted salmon traced to Dutch company Foppen

The Dutch National Institute for Public Health and the Environment said the salmon has been traced to Dutch company Foppen, which sells fish to many major Dutch supermarkets and to stores around the world, including the U.S.

Company spokesman Bart de Vries said in the U.S. the company sells only to wholesaler Costco and that Costco would deal with any U.S. recall.

Despite over 200 news articles in the [international media](#), there is no mention as to the origins of the salmon. However, the Norwegian trade publication [Intrafish](#) reported on Monday (1 October) that 90% of the salmon was farmed.



Costco supplier recalls batch of smoked salmon in Netherlands

Dutch processor Foppen -- which supplies Costco in the United States -- saw 100,000 packages of its smoked salmon products recalled from retail shelves following reports of salmonella.

 Rijuta Dey

Published: 01 October 2012 04:35 PM

Updated: 01 October 2012 07:03 PM

Dutch seafood processor Foppen Eel & Zalm, headquartered in Harderwijk, saw 100,000 packages of its smoked salmon products recalled after reports of it being infected with salmonella emerged.

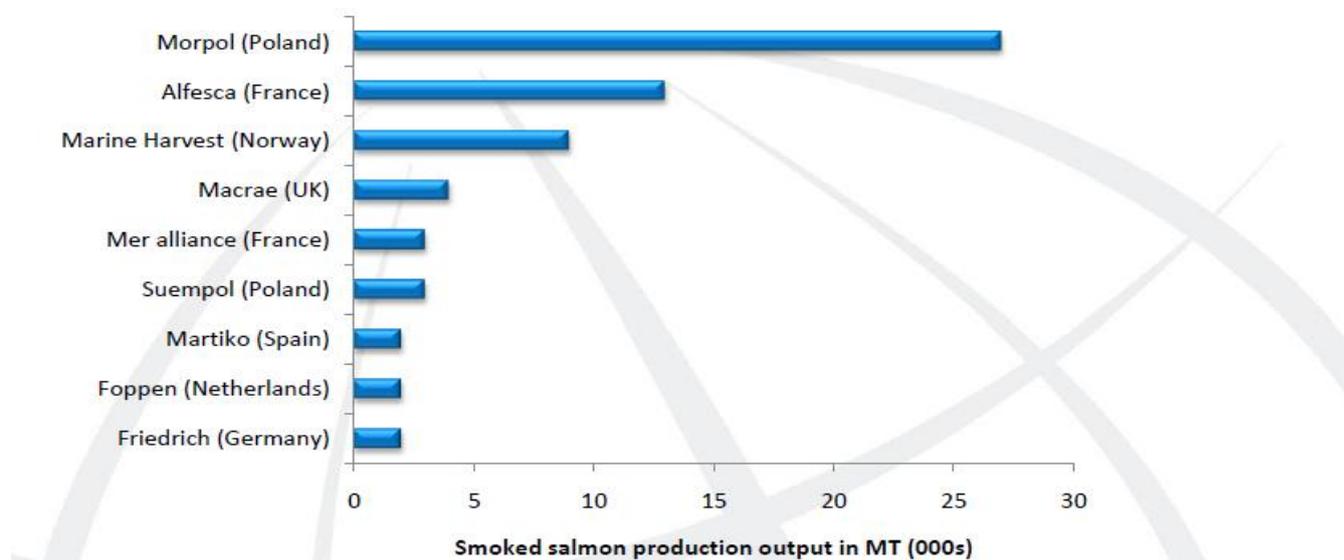
"Of the affected salmon, 90 percent was farmed," admitted a spokesperson for Foppen (the Dutch processor at the centre of the salmonella outbreak).

According to the world's largest salmon farming company, [Marine Harvest](#), Foppen is one of Europe's largest smoked salmon producers after salmon farming giants Morpol and Marine Harvest Norway:



5. Industry structure

European smoked salmon producers (2009)



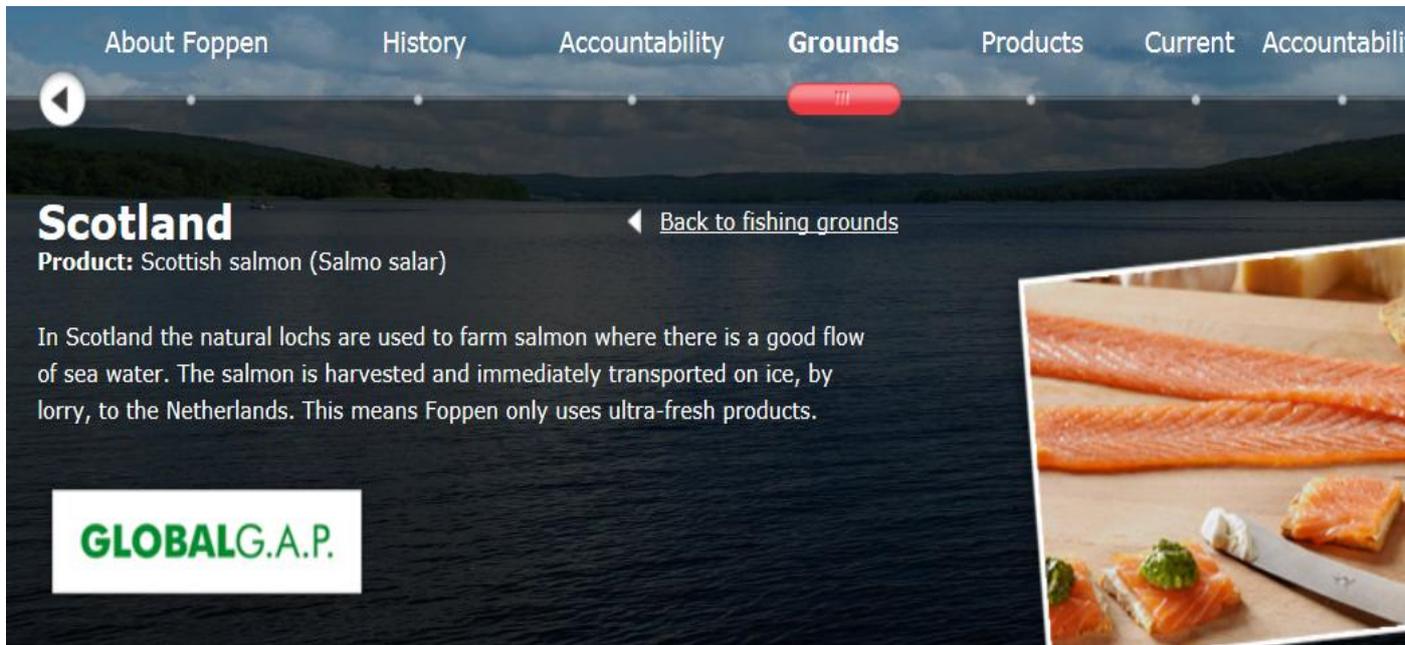
A closer look at Foppen's [web-site](#) reveals that the company sources farmed salmon from both Norway and Scotland:

The screenshot shows a navigation menu with 'About Foppen', 'History', 'Accountability', 'Grounds', 'Products', and 'Current'. The 'Grounds' section is active, displaying the following content:

- Norway** (with a 'Back to fishing grounds' link)
- Product:** Norwegian salmon (*Salmo salar*)
- Description:** In Norway the natural fjords are used to farm salmon where there is a good flow of sea water. The salmon is harvested and immediately transported on ice, by lorry, to the Netherlands. This means Foppen only uses ultra-fresh products.
- GLOBALG.A.P.** certification logo
- Image:** A photograph of fresh salmon fillets.

Foppen's Norwegian and Scottish farmed salmon comes stamped with the GlobalGap certification logo (see above in the left hand side). John Oosterhuis, a former quality assurance manager with Dutch retailer Albert Heijn (one of the supermarkets embroiled in

the salmonella outbreak), told [Intrafish](#) in 2007 that: "his company's salmon suppliers – Marine Harvest-owned processor Pieters and Dutch smokehouse Foppen – are selling only GLOBALG.A.P.-certified salmon to the retailer."



Foppen's [list](#) of salmon products are dominated by Norwegian farmed salmon:



The Food Poison Journal [reported](#) (2 October):

"In the Netherlands "some 200 people have fallen ill through contaminated salmon" while in the US about 100 people were infected "by the same type of Salmonella", said the National Institute for Public Health (RIVM) in the Netherlands.

"The real number of infected people is likely to be higher," the RIVM added in a statement, saying smoked salmon made by Dutch fish producer Foppen has been taken off the shelves and removed from storage fridges. Foppen supplies smoked salmon to major supermarket

chains including retail giant Albert Heijn, Dutch food and consumer watchdog [NVWA](#) said in a statement. It warned consumers not to eat any Foppen salmon already bought at supermarkets, which had been advised to take the product off their shelves.

“An international recall is being prepared,” the RIVM added, referring to salmon sold in the United States. The NVWA rang alarm bells Friday, issuing a recall and advising consumers not to eat smoked salmon produced by Foppen.

A partial list of recalled products can be found on the [Foppen website](#)."

One [recall notice](#) on Foppen's web-site states:

This information is intended for U.S. buyers of Foppen Norwegian Smoked Salmon Slices 12 Oz and Kirkland Signature Norwegian Imported Smoked Salmon 2 x 12 Oz.

As of now there are no health problems reported to Costco nor the manufacturer Foppen regarding salmonella by customers on products sold at Costco. Also there have been no positive testings for salmonella on the above mentioned products.

For any questions or concerns please send an email to recall@foppensalmon.com

Another [recall notice](#) is only in Dutch and lists various smoked salmon products at various supermarkets - including:

Albert Heijn:

AH gerookte zalmblokjes	EAN: 8710400130574
AH gerookte zalmfilet	EAN: 8710400383932
AH gerookte zalmsnippers	EAN: 8718265066915
AH sandwich zalmplakken	EAN: 8710400383956
AH warmgerookte zalm	Allen
AH zalmsalade	EAN: 8718265473072
Euro Shopper gerookte zalmfilet	EAN: 8712224125903
AH Excellent schotse zalmfilet	EAN: 8710400383970
AH Excellent seizoenszalm	EAN: 8718265473164
AH Excellent zalmhaasje gerookt	Allen
AH puur&eerlijk Sockeye zalm	EAN: 8710400628101

Aldi:

Gerookte zalmfilet 200 gram	EAN: 23066250 met nummer NL-6115EG en op achterzijde vermeldt: Foppen Paling en Zalm
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Hema:

Zalm getrancheerd 100 gram	Artikel nummer 27552001
Zalmplakken 100 gram	Artikel nummer 27552003

Makro:

Horeca Select Graved Lachs	EAN: 8711576082247
Foppen zalm 3 x 100 gram	EAN: 8712224140005
Aro zalm getrancheerd 200 gram	EAN: 8711576041671
Horeca select pcs zalmplakken	EAN: 8711576082285
Horeca select zalmsnippers	EAN: 8711576086474
Horeca select zalm langgesneden	EAN: 8711576082278
Toastzalm 283 gram Foppen	EAN: 8712224129314
Horeca select zalmslices	EAN: 8711576082261

"Until Foppen comes clean and reveals the source of the contaminated salmon, consumers should surely avoid farmed salmon like the plague," said Don Staniford of GAAIA.

"Norwegian farmed salmon leaves a nasty taste in the mouth and quite literally makes people sick. Consumers around the world should follow [Russia](#) and [China](#) in boycotting farmed Norwegian salmon."



For more information on salmonella, listeria and other problems associated with salmon farming read the report "[Fish Farmageddon: The Infectious Salmon Aquacalypse](#)" (August 2011) [online here](#)

Even people in Norway are falling out of love with Norwegian farmed salmon - watch a video from the Green Warriors of Norway ([online here](#))!

Norges Miljøvernforbunds videoarkiv



Read more about the health hazards of Norwegian farmed salmon and Norwegian salmon farming via a report from the Green Warriors of Norway - [online here](#)

<http://salmonfarmingkills.com/blog/norwegian-farmed-salmon-source-salmonella-outbreak>

Read more in the Norwegian financial media which cites Norwegian salmon:

<http://www.hegnar.no/bors/article706832.ece>

Times Colonist, 3 October 2012

Defendant odious, but still wins suit

Les Lyne

At the same time the libel trial of the century involving John Furlong was taking form last week, a defamation verdict was delivered on another case.

The decision on whether British environmental activist Don Staniford libelled a fish-farm company doesn't set a direct precedent for the case involving Furlong and the Georgia Straight. But it's still an intriguing read on a topic that will occupy the newspaper, the Olympic hero and the rest of B.C. for some time to come.

The verdict describes an antagonistic, self-appointed crusader who went to the rudest lengths possible to heap malicious scorn and suspicion on the company.

And he got away with it, on the grounds that he "had an honest belief in the statements he made, and injuring Mainstream [the company] because of spite or animosity was not his dominant purpose in publishing the words in issue."

Given what emerged during the trial, it goes down as a surprising win.

The activist and environmental campaigner has spent years attacking the fish-farm industry. When B.C. salmon farmers started advertising the benefits of their industry, Staniford countered with a sharp campaign of his own. "Salmon Farming Kills," was the header on a release that compared fish farms to Big Tobacco. The theme was that fish farming is toxic, it's poison and it "seriously damages health."

It included mock cigarette packages with fish farming transposed onto them, featuring the same health warnings about smoking applied to fish farming. Mainstream claimed defamation, arguing that Staniford was proclaiming that their business and products kill people, that it was knowingly selling a carcinogenic product and that "the salmon farming industry is as odious and dishonest as the tobacco industry."

Staniford denied that his messages were statements of fact, saying they were comment or opinion on matters of public interest.

He has been opposing fish farms for almost 20 years. He arrived on the B.C. scene in 2004 as a paid employee of Friends of Clayoquot Sound, campaigning against the organic certification of fish farms there. He sparked a libel suit there and left Canada a year later for another anti-fish-farm job.

He returned to B.C. in 2010 to continue the fight. The judgment gives a flavour of how Staniford conducts himself.

When Mainstream Canada - a Norwegian-owned outfit - demanded he take his website down, the service provider did so. But Staniford sent back a copy of one of his spoof cigarette packages, "with a picture of a fist with a raised middle finger."

Cross-examined about his belief farmed salmon elevates cancer risks, he admitted he was not aware of any research showing anyone had developed cancer from eating farmed salmon.

He relaunched the "Global Alliance Against Industrial Aquaculture" using an overseas provider, and on Facebook accused the Ahousaht First Nation of accepting "blood money" from a fish-farm company, with which it works.

Blogging during his own trial, he demeaned and mocked the physical appearance of three Mainstream witnesses. After the company objected and it was discussed in court, he repeated the comments in an interview posted to YouTube.

(He called one female witness "a fat-bottomed girl," then said she should be flattered by the reference.)

Justice Elaine Adair ruled that calling someone a killer and asserting a firm was knowingly selling toxic poison products is clearly defamatory. But she found his remarks to be comment, not statements of fact.

She said there are many problems with Staniford's credibility. There are examples where he twists facts to conform to his own view.

"Close-mindedness and deep prejudices make him an unreliable reporter of facts," she wrote.

"I have concluded that he will say almost anything to further his own agenda."

But fundamentally, his "prejudiced, exaggerated and obstinate" value judgments are based on his interpretations, she wrote, and he is entitled to them.

Staniford was deported last spring after overstaying his visitor's visa.

A sampling from Adair's conclusion: "Akin to a zealot ... incapable of conceding he might be wrong ... he believes his own press ... defensive, aggressively argumentative and insulting during cross-examination ... cruelly and publicly mocks people who have different points of view He is aiming to ridicule and humiliate people who do not agree with his views."

And yet, he won the case.

Anything can happen during a libel trial.

lleyne@timescolonist.com

<http://www.timescolonist.com/health/Defendant+odious+still+wins+suit/7336054/story.html>

NE Business/The Journal, 3 October 2012

Teeside experts study fish waste

by Iain Laing, The Journal

EXPERTS on Teesside are exploring whether fish excrement can be used to create saleable chemicals.

A project led by Redcar's Centre for Process Innovation (CPI), in partnership with Norway-based Marine Bioproducts AS (MB), is to examine the commercial viability of the processing of fish waste to produce chemicals for the use in fermentation products.

The project, known as MarineIB seeks to establish new supply chains for its high value chemicals, which aim to deliver a more cost-effective, biological solution with improved performance in the market place.

The process uses by-products of fishing and aquaculture produced from sustainable marine aquaculture from the Norwegian salmon processing industry.

Through its patented process – water and enzymes are added to fish raw material to solubilise proteins, release the oil and allow the removal of the bones.

CPI is carrying out a feasibility study hoping to advance the process to the next level.

In order to achieve this CPI has conducted growth trials and undertaken protein expression trials on a range of micro-organisms.

The Teesside centre has so far successfully demonstrated that this substance serves well as a growth medium for a variety of industrial biotech organisms, and is particularly good for yeasts.

Aside from the creation of a new range of bio-based products, the MB approach is to optimise the use of marine resources by utilising more of the by-products.

MB established a commercial operation based on the sale of pet and livestock feed – at the lower end of value chain, but has the potential to develop a marine peptone for the fermentation market – the higher end of the value chain.

There are currently around 800,000 tonnes of co-products generated from fisheries and aquaculture in Norway each year.

About 75% of this volume is exploited into low value products. Using advanced biotechnological processing methods; MB can increase the value of this stock of marine co-products by producing sustainable, consistent material to support the development of bio-based products.

In 2011 MB processed 30.000 million tonnes, increasing the capacity to 60.000 million tonnes in the new plant in Norway.

This project could also help to realise an integrated marine bio-refinery between Norway and the UK, seeking to maximise value from sustainable marine resources. Consortium partners are fully engaged with the UK fish/food processing industry in Grimsby.

<http://www.nebusiness.co.uk/business-news/latest-business-news/2012/10/03/teesside-experts-study-fish-waste-51140-31953377/>

Marlborough Express, 3 October 2012

King Salmon regrets giving offence

Penny Wardle

New Zealand King Salmon yesterday said sorry to the Ngati Koata iwi for ignoring their rights over Pelorus Sound.

Speaking in Maori, King Salmon lawyer James Gardner-Hopkins said the company apologised for overlooking the mana whenua (rights) of Ngati Koata and wanted a positive relationship with the iwi.

Ngati Koata board member and navigation specialist Hori Turi Elkington accepted the apology but wanted it in writing. For 10 years King Salmon had denied Pelorus Sound was part of its rohe (area) and that caused deep and maybe lasting offence, he said.

Mr Elkington was giving evidence for his iwi and whanau at an Environmental Protection Authority board of inquiry hearing of an application by King Salmon to develop nine new salmon farms in the Marlborough Sounds including five in the Waitata Reach of Pelorus Sound.

On Wednesday last week King Salmon withdrew a report titled Iwi Interests in the Marlborough Sounds by historian David Armstrong because of its failure to acknowledge Ngati Koata mana whenua in Pelorus Sound. On September 5, operations and contracts manager Mark Gillard said overlooking Ngati Koata status was an oversight that he regretted.

Mr Elkington said removal of the report meant the King Salmon application no longer covered consultation with Ngati Koata; the board of inquiry had a Resource Management Act duty to fix that.

Consultation had been "inside out, back to front and the wrong way around", Mr Elkington said.

King Salmon told iwi about its plans after identifying sites instead of asking what they thought.

Ngati Koata sought a 10-year rather than 35-year consent for King Salmon because it had seen the damage that could be done by existing farms, Mr Elkington said.

Ngati Koata lawyer Frank Hippolite said iwi boundaries were an extension of how far their mana went. In the old days battles were fought over the extent of mana and now iwi used litigation.

Defining boundaries was not about drawing lines on maps, Mr Hippolite said. Iwi had overlapping and concentric interests.

Cultural consultant Buddy Mikaere of Tauranga said discharging pollution into the Sounds damaged the mauri (spirit) of that water. The expert for Pelorus Wildlife Sanctuaries and Pelorus Sound residents was more comfortable with land-based fish-farming which trapped and treated wastewater before return.

Mr Mikaere rejected a proposed condition that suggested Ngati Koata be part of a kaitiaki reference group which he said would have no teeth if conditions were breached. He criticised King Salmon for consulting with iwi after selecting its sites.

However, Mr Gardner-Hopkins said in April this year the company wrote to Te Tau Ihu (top of the south) iwi asking them to identify areas of cultural interest in Outer Pelorus Sound, western Port Gore and in or near Tory Channel where it was investigating farm sites.

Only Ngati Apa and Ngati Koata replied.

Mr Mikaere said these were big areas and contact after the company had chosen sites was not consultation.

Mr Gardner-Hopkins said at this stage the company had not settled on sites so it was not fair to say consultation was after the fact.

The hearing was to move to the Waikawa marae in Picton for the rest of the week.

<http://www.stuff.co.nz/marlborough-express/news/7761917/King-Salmon-regrets-giving-offence>

Marlborough Express, 3 October 2012

Port Gore landowner opposes second site

New Zealand King Salmon already holds a consent to farm salmon in Port Gore where it has applied to develop a second site, Cliff Marchant told an Environmental Protection Authority hearing in Blenheim this week.

The Port Gore landowner is opposing an application by King Salmon to build nine new salmon farms in the Marlborough Sounds, especially one at Papatua in Port Gore where aquaculture is prohibited.

In August 2010, King Salmon was given consent to farm salmon at Melville Cove in Port Gore, Mr Marchant told the board of inquiry, which will decide whether King Salmon can build its proposed farms. Port Gore residents were consulted and no-one opposed the application, he said.

Salmon farming was intrusive and polluting, but he did not oppose the Melville Cove application because it was in a zone where aquaculture was allowed by Marlborough District Council.

He saw no reason why King Salmon could not have started full production at the site, Mr Marchant said. Yet, in its latest application, the company said the consent was relinquished because conditions were unworkable.

In his evidence, King Salmon operations manager Mark Gillard said, "Ngati Apa had taken over an appeal around this site", Mr Marchant said. However, last week Mr Marchant checked with the Environment Court which told him the appeal was in the name of King Salmon and Ngati Apa was not involved.

"Feigned ambivalence to the Melville Cove consent by King Salmon makes our efforts to accommodate them and uphold the plan look worthless," Mr Marchant said.

"It comes down to integrity which I am sure will once again prevail."

<http://www.stuff.co.nz/marlborough-express/news/7761879/Port-Gore-landowner-opposes-second-site>

Nanaimo Daily News, 3 October 2012

Nanaimo salmon farm nets \$500,000 in funds

By Darrell Bellaart

Nanaimo could become a centre for aquaculture technology, after a local company received federal and provincial grants worth \$532,500 to put toward a \$1.2-million trout farming operation.

The Nanaimo company Taste of B.C. has been planning its project, which could become a model for other fish farms in Canada, for more than three years.

By next fall, owners Janet and Steve Atkinson expect to more than double the provincial output of farmed steelhead salmon, or freshwater trout.

Fisheries Minister Keith Ashfield announced \$450,000 for the project on Tuesday. It was the largest of 11 grants totalling \$1.25 million for aquaculture projects from Bamfield to Campbell River.

The announcement was made from the Nanaimo company's construction site, where forms for a concrete slab are being assembled, and large tanks stand, ready to be moved into place.

"We'll be pouring concrete within two weeks," said Steve Atkinson, the company's president.

Taste of B.C., which also farms sturgeon, has several tanks of trout ready to be moved into the facility once construction is completed.

The finished facility will house 15 freshwater tanks, ranging in size from three to eight metres in diameter. It will produce 100 tonnes of fish annually.

Vancouver Island University is a partner in the project.

"This is an opportunity to be involved in a technology that is leading edge," said Don Tillaphaugh, director of the school's Centre for Shellfish Research. "It provides opportunities for our students to come and be trained in the most advanced aquaculture technology."

Nanaimo firm PR Aqua will provide engineering support worth approximately \$80,000 for the project.

\$800,000 FOR 10 OTHER PROJECTS

Ten other projects received funds through the Aquaculture Innovation and Market Access Program:

? Sable Fish Canada

(Saltspring Island), \$213,188 - An environmentally controlled transportation system for sablefish.

? B.C. Salmon Farmers

Association (Campbell River), \$49,995 - Information technology relevant to Fisheries and Oceans Canada's reporting requirements.

? Bees Islets Growers (Cortes

Island), \$49,865 - Cover floats in plastic, extending their lifespan and addressing pollution that can result from the breakdown of Styrofoam.

? Island Scallops Limited

(Qualicum Beach), \$70,000 - Nursery heating system to increase production and availability of domestic shellfish seed.

? Island Sea Farms (Saltspring

Island), \$175,000 - Duck deterrent system to reduce predation of farm-raised mussels.

? Nova Harvest Limited

(Bamfield), \$69,800 - Technologies for geoduck seed production using algae for feed.

? Nootka Sound Shellfish

(West Coast of Vancouver Island), \$32,842 - Protective barriers to counter sea otter predation of Manila clams.

? Aphrodite's Garden

(Pendrell Sound), \$55,000 - Equipment to produce single oyster seed using recycled plastic pails and wild oyster larvae.

? Mac's Oysters (Fanny Bay),

\$37,000 - Rack and tray insert to improve performance of a "floating upweller system" for oyster production.

? B.C. Shellfish Growers

Assoc. (Comox), \$55,125 - Improvement of Pacific shellfish industry's environmental code of practice.

Source: Fisheries and Oceans

<http://www.timescolonist.com/Nanaimo+salmon+farm+nets+funds/7336026/story.html>

HQ Comox Valley, 2 October 2012

Fish farms garner more and more support

By Carmen Weld
Campbell River

Fish farms are a hot topic right now and many politicians are being asked to voice their opinion for or against the industry.

Last week Campbell River Mayor Walter Jakeway and Liberal North Island MLA candidate Nick Facey went out on tour of a local salmon fish farms.

“The BC Salmon Farmers Association wants politicians to see how much care and responsibility we feel when we are farming out there. So when they come back and they talk about the economic benefits the industry provides to these communities they can also feel confident that it is not be with sacrifice to the environment. That we are doing both and we are doing both very well,” shared BC Salmon Farmer’s Communication Manager Colleen Dane on the dock after the tour.



Both Jakeway and Facey commented they were very impressed with the farm they visited, stating that it is a healthy, sustainable and economical option for food and jobs in BC and on North Vancouver Island.

But the industry it is not without its controversy, especially when it comes to environmental concerns, but Dane said even those opinions are changing.

“A couple years ago when I started this job you would hear a lot more about whether or not we should be doing aquaculture, and if we should be doing aquaculture in BC. Now I am finding more and more that the conversations we are having with the public is not whether or not we should be doing it, but how can we make sure we are doing it in the most responsible way,” said Dane.

“One of the most important parts is the amount of work that our industry puts into making sure that what we are doing is being done really well and being done responsibly,” added Dane. Which she said is not only important to the farmers but also British Columbians who care a lot about the ocean and our shared environment.

She also claimed on the farm tour that the industry in itself it’s a lot cleaner and more efficient than other protein farming, such as cattle.

“Cattle for example you would need to provide 8 kilograms of feed for 1 kilogram of meat, pork would be about 6 to 1, chicken about 2 to 1, and salmon right now are at 1.2 to 1 and some companies are even starting to beat that. So we are very close to becoming a net protein producer which is amazing when we talk about the future of food production and how we are going to be able to continue to feed the world,” said Dane.

She adds that in BC alone, aquaculture generates about \$800 million dollars a year of



economic activity.

<http://hqcomoxvalley.com/news/local/news/Local/12/10/02/Fish-farms-garner-more-and-more-support>

Bergens Tidende, 2 October 2012

An uncontrolled salmon farming industry

Over three years with government imposed freeze in growth, the Norwegian aquaculture industry increased as much as the total, Chilean salmon production. The decision has therefore been completely ineffective.

Olav Moberg,
Researcher, Department
For Biology at
University of Bergen

Over tre år med myndighetspålagt frys i veksten, har norsk oppdrettsindustri økt like mye som den totale, chilenske lakseproduksjon. Vedtaket har dermed vært helt uten effekt.

En ukontrollert oppdrettsindustri



FEIL MÅL: Årsaken til veksten er at myndighetene har hatt måltall på hvor mye fisk anleggene kan ha stående til enhver tid, heller enn på hvor mange tonn laks som skal produseres.

FOTO: FRED IVAR UTSI KLEMETSEN

In full [online here](#)

In BT (Bergens Tidende) 23.08 we read that Norwegian salmon production will reach the ceiling for this year. The article states that last year we produced one million tons of salmon, and probably will reach 1.2 million tonnes during the current year. This comes ahead of the government which this year will consider an increase in the Norwegian salmon farming in order to provide predictability and good conditions for the farming industry.

The increase in capacity has been long awaited in the industry since the government in the interests of environmental problems related to sea lice and escapes, in 2010 introduced a three-year freeze in growth. This has been seen as critical for an industry that gives the impression of "rotting on root" in the lack of opportunities for necessary growth through the increase in production. Particularly in connection with the introduction of new Hardangerfjord-regulations it has been argued to freeze the current MTB (maximum biomass) would virtually wipe out an industry and lead to a loss of 1,200 local jobs.

It is therefore with some astonishment one notices that during the period of suspension of capacity expansion, production has increased from 944,000 tons (2010) to an estimated 1.2 million tons this year. An increase of 256,000 tons. In a period of zero growth, we have increased production by almost 30 percent.

In 2009, production was approximately 850,000 tons, which shows that growth has been reasonably stable both before and after the freeze decision, and the total amounts to about 40 percent compared to 2009.

This increase is thus higher than the total Chilean production (2011), which is the world's second largest producer of farmed salmon. Norway has thus increased by more than a "Chile"

in this period. Now is not the point here though we have grown with a "Chile", "one Canada" or "a Scotland", but rather that it may seem as if it has been created the way for a very high production growth, despite the freeze decision .

The reason that this growth can happen, lies primarily in the fact that we have chosen a model where MTB has been target of production of salmon. Simply put, it means that a license does not have a cap on how many tons of salmon or salmon can produce, but rather a ceiling on how much it may have in the cages at any time. Thus, one can in principle put out a lot of fish, slaughter as the fish grow, or move fish between farms and concessions, for the entire time lying under the ceiling on a given license.

The real output per license can thus be as fast become 1100 tons as 780 tons 780 tonnes . Thus, potential output is high above stated MTB. In a situation where one has never failed to produce maximal MTB, there has been enormous growth potential, even without a formal increase in the number of licenses or the increase in MTB per license.

This raises two interesting questions

-Is it the case that industry mix MTB and production volume for political gain? In the political game MTB is often used to show that the industry does not get the necessary growth to develop themselves and their production volume. In relation to the companies annual results however, an impressive increase in production and earnings is shown. Voters, politicians and the man in the street is being deliberately drew to believe that production and MTB is the same, to demonstrate "a lack of political will" to allow increased growth in an important industry. This despite the fact that the industry thus had frames that has allowed for extraordinary growth in a zero growth period.

-Is the use of MTB as a measure value of output consistent with the government's desire to control an industry with major environmental challenges? It seems obvious that when over three years of growth stop can not prevent an already huge industry to grow by nearly 30 percent, the government is totally without options and tools to adjust production volume to environmental challenges.

Another interesting point in the article in BT, is that by reaching the production ceiling, we can expect a long-awaited and welcome price increase. Can we then also imagine that a reduction or freeze in real production volume would lead to more stable, higher prices? Currently, the industry seems to always focus on filling a hungry market through increased volume, rather than increasing the value per kilogram of salmon produced. One could imagine that when high volume increases the availability in the market, prices will increasingly be consumer-driven, while in a less saturated market price may be more producer-driven.

Is then truly immeasurable increase in volume the best, if not the only, way to expand an industry and secure jobs for the future? Is it possible that other steps could have helped to increase the earnings and value of the volume that is already produced? Today it seems that the volume growth is the only way one envisions to develop an industry towards higher value creation, which can be seen as anachronistic and less future targeted.

Salmoncera will continue to focus on man-made problem for salmon and sea trout, with the hope of change, so that a worrying stock development can be reversed. We are concerned that continued growth in the salmon farming industry will further increase the pressure on wild fish stocks as a result of lice, disease spread and farmed salmon escapes. One must remember that the authorities freeze growth came as a result of environmental concerns in relation to the 2009-level. Today we are already 40 percent over this. However, this knows our fisheries minister, Lisbeth Berg-Hansen, as well as in 2010, she must have known that decisions about

growth state would not have any real effect.

When the fisheries minister, exempt from public disclosure, has consulted professional institutions if there are grounds for even greater growth, we hope that she listens to the advice given.

[Translation thanks to Nils Kvistgaard]

OPPDRETT

Olav Moberg,
forsker, Institutt
for biologi ved
Universitetet i Bergen



I BERGENS TIDENDE 23.08. leser vi at norsk lakseproduksjon vil nå taket i år. I artikkelen fremgår det at vi i fjor produserte en million tonn laks, og sannsynligvis vil nå 1,2 millioner tonn i løpet av inneværende år. Dette kommer i forkant av at regjeringen i år skal vurdere en økning i norsk lakseoppdrett for å kunne gi forutsigbarhet og gode rammebetingelser for oppdrettsindustrien.

KAPASITETSØKNING HAR vært etterlenget i industrien siden regjeringen av hensyn til miljøproblemer relatert til lakselus og rømninger, i 2010 innførte tre års frys i veksten. Dette har vært oppfattet som kritisk for en næring som gir inntrykk av å «råtne på rot» i mangel på muligheter for nødvendig vekst gjennom økning i produksjon. Ikke minst i forbindelse med innføring av ny Hardangerfjordforskrift har det blitt hevdet at å fryse dagens MTB (maksimal tillatt biomasse), nærmest vil utradere en industri og føre til tap av 1200 lokale arbeidsplasser.

DET ER DERFOR MED en viss undring man merker seg at i perioden med stans i kapasitetsutvidelse har produksjonen økt fra 944.000 tonn (2010), til anslagsvis 1,2 millioner tonn i år. En økning på 256.000 tonn. I en nullvekstperiode har vi altså

økt produksjonen med nesten 30 prosent.

I 2009 var produksjonen på ca. 850.000 tonn, noe som synliggjør at veksten har vært rimelig stabil både før og etter frysevedtaket, og totalt utgjør ca. 40 prosent i forhold til 2009.

Denne økningen er dermed høyere enn den samlede chilenske produksjonen (2011), som er verdens nest største produsent av oppdrettslaks. Norge har altså økt med mer enn «en Chile» i denne perioden. Nå er ikke poenget her om vi har vokst med «en Chile», «en Canada» eller «en Scotland», men snarere at det kan virke som om det har vært lagt godt til rette for en svært høy produksjonsvekst, til tross for frysevedtaket.

ÅRSAKEN TIL AT denne veksten kan skje, ligger primært i at vi har valgt en modell hvor MTB

Det kan virke som om det har vært lagt godt til rette for en svært høy produksjonsvekst

har vært måltallet i produksjonen av laks. Enkelt forklart betyr det at en konsesjon ikke har et tak på hvor mange laks eller tonn laks den kan produsere, men snarere et tak på hvor mye den kan ha stående på ethvert tidspunkt. Altså kan man i prinsippet sette ut nye fisk, slakte etter hvert som fisken vokser, eller flytte fisk mellom lokaliteter og konsesjoner, for hele tiden ligge oppunder taket på en gitt konsesjon.

Den reelle produksjonen pr. konsesjon kan dermed like fort være 1100 som 780 tonn. Altså ligger produksjonspotensialet høyt over oppgitt MTB. I en situasjon hvor man aldri har klart å produsere maksimal MTB har vekstpotensialet vært enormt, selv uten formell økning i antall

konsesjoner eller økning i MTB pr. konsesjon.

DETTE REISER TO interessante spørsmål.

■ Er det slik at industrien bevisst blander MTB og produksjonsvolum for politisk vinning? I det politiske spillet brukes gjerne MTB for å vise til at næringen ikke får den nødvendige veksten for å utvikle seg selv og produksjonsvolumet. I forhold til selskapenes årsresultater vises det likevel til en imponerende økning i produksjon og inntjening. Velgere, politikere og mannen i gaten blir bevisst henledet til å tro at produksjon og MTB er det samme, for å synliggjøre «en manglende politisk vilje» til å tillate økt vekst i en viktig distriktsnæring. Dette til tross for at næringen altså har hatt rammer som har gitt rom for en eventyrlig vekst i nullvekst perioden.

■ Er bruk av MTB som måltall for produksjon forenlig med regjeringens ønske om å kunne styre en industri med store miljøutfordringer? Det virker åpenbart at når man over tre år med vekststopp ikke kan hindre en allerede enorm industri i å vokse med nesten 30 prosent, sitter myndighetene helt uten muligheter og verktøy for å tilpasse produksjonsvolumet til miljøutfordringene.

ET ANNET INTERESSANT poeng i artikkelen i BT, er at ved å nå produksjonstaket, kan vi forvente en etterlenget og kjærkommen prisøkning. Kan man da også tenke seg at en reduksjon eller reell frys i produksjonsvolumet ville sikret mer stabile, høyere priser? For øyeblikket synes industrien til enhver tid å fokusere på å fylle et sultent marked gjennom økt volum, heller enn å øke verdien pr.

kilo produsert laks. Man kan kanskje tenke seg at når høye volum øker tilgjengeligheten i markedene, vil prisene i større grad være forbrukerstyrt, mens i et mindre mettet marked kan prisen være noe mer produsentstyrt.

ER DA VIRKELIG grenseløs volumøkning den beste, for ikke å si den eneste, måten å utvikle en industri og sikre inntjening og arbeidsplasser for fremtiden? Kan det tenkes at andre grep kunne bidratt til å øke inntjening og verdi av det volumet som allerede produseres? I dag virker det som om volumvekst er den eneste måten man ser for seg for å utvikle en industri mot høyere verdiskapning, noe som kan fremstå som bakstrevsk og lite fremtidsrettet.

SALMONCAMERA vil fortsette å rette søkelyset på menneskeskapte problem for laks og sjørørret, med håp om endring, slik at en bekymringsfull bestandsutvikling kan reverseres. Vi er redd for at videre vekst i oppdrettsindustrien ytterligere vil øke presset på villfiskbestandene som følge av lus, sykdomsspredning og rømming. Man må huske på at myndighetens vekstfrys kom som følge av miljøhensyn i forhold til 2009-nivå. I dag er vi allerede 40 prosent over dette. Men dette vet vår fiskeriminister, Lisbeth Berg Hansen, like godt som hun i 2010 må ha visst at vedtak om vekststopp ikke ville ha noen reell effekt.

NÅR FISKERIMINISTEREN nå, unnatt offentlig, har rådspurt faglige instanser om det finnes grunnlag for en enda større vekst, får vi håpe at hun lytter til de råd som blir gitt.

Online (in Norwegian) via <http://www.njff.no/portal/pls/portal/docs/1/65289029.PDF>

New York Daily News/Associated Press, 2 October 2012

Smoked salmon blamed for salmonella outbreak in the U.S., Netherlands

The salmon has been traced to Dutch company Foppen, which sells fish to many major Dutch supermarkets and to stores around the world, including the United States, the National Institute for Public Health and the Environment said.



YOSHIKAZU YSUNO/GETTY IMAGES

A chef slices Norwegian smoked salmon at a shop in Tokyo on April 21, 2010. Around 200 people in the Netherlands and over 100 people in the U.S. have been sickened by smoked salmon tainted with salmonella bacteria.

THE HAGUE, Netherlands — Smoked salmon tainted with salmonella bacteria has sickened hundreds of people in the Netherlands and the United States, sparking a major recall, health authorities said Tuesday.

The National Institute for Public Health and the Environment said the salmon has been traced to Dutch company Foppen, which sells fish to many major Dutch supermarkets and to stores around the world, including the United States.

The institute said in a statement that around 200 people - and likely more - in the Netherlands and more than 100 people in the United States have been sickened.

Foppen also estimated the number of infections was higher.

Company spokesman Bart de Vries said that since the company set up a public information phone line two days ago, some 1,400 people had called and around 350 of the callers "reported symptoms consistent with a salmonella infection."

Those infected by the salmonella bacteria can suffer symptoms including fever, vomiting and diarrhea.

De Vries said that in the United States the company sells only to wholesaler Costco and that Costco would deal with any U.S. recall. It was not immediately clear how much contaminated fish had been sold in America. A message left at Costco's headquarters before office hours was not immediately returned.

Roel Vincken of the Dutch Food and Consumer Product Safety Authority, which carried out tests confirming the salmonella outbreak, said he had no information on a U.S. recall.

De Vries said the company did not believe contaminated fish had been sold to any other countries.

Foppen, which processes fish in the Netherlands and at a factory in Greece, is investigating the cause of the outbreak.

"The investigation into the cause is under way and has been narrowed down to one production line at one factory (in Greece)," De Vries told The Associated Press. "We can't yet say what the cause of the infection was."

Foppen has halted all production of smoked salmon until the investigation is completed, he added.

<http://www.nydailynews.com/life-style/health/smoked-salmon-blamed-salmonella-outbreak-u-s-netherlands-article-1.1172681>

Norges Jeger- og Fiskerforbund (Norwegian Hunters & Fishers Association), 2 October 2012

Seier for Staniford



Foto: Åsgeir Størdal

Lakseaktivisten Don Staniford har lenge vært en torn i øyet for oppdrettsnæringa. Nå har han vunnet en viktig seier for ytringsfriheta etter at norskeide Mainstream Canada prøvde å stanse ham gjennom det canadiske rettsapparatet.

– Jeg er langt oppe og føler dette som en bekreftelse: Hele veien visste jeg at Cermaq var på bærtur. Dette er en seier, men ikke bare for meg mot Mainstream Canada. Dette er en seier for aksjonister som slåss for miljøet og sosial rettferdighet over hele verden, sier Staniford i en reaksjon på dommen.

Bråket starta da Staniford og hans aksjonsgruppe publiserte bilder som ligner helseadvarslene man finner på sigarettpakkene. Men istedenfor "Røyking dreper", hadde plakatene påskrifter som «Salmon Farming Kills», «Silent Spring of the Sea» og «Smoke on the Water, Cancer on the coast».

- Ikke til hovedhensikt å skade

Mainstream Canada - som er det nest største oppdrettselskapet i Canada og er eid av den norske stat gjennom Cermaq, mente kampanjen var ærekrenkende og misvisende. De prøvde derfor å stanse Staniford med rettsvesenets hjelp. 16. januar starta den månedslange rettssaken i Supreme Court of British Columbia, og nå har altså dommen falt:

- Sjøl om jeg har konkludert med at hans uttalelser er ærekrenkende, har jeg konkludert med at han bør få fortsette sin kamp. Han har oppriktig tro på sine uttalelser, og hovedhensikten med uttalelsene hans var ikke å skade Mainstream. I lys av dette, er saksøkers påstand avvist, fastslår dommer Elaine Adair ifølge [Stanifords blogg](#).

Skuffelse hos Mainstream

Mainstream Canadas talskvinne Laurie Jensen, sier selskapet er skuffa og kaller dommen opprørende.

– Det er for tidlig å si om vi skal anke dommen, men vi kommer nå til å ha en grundig gjennomgang med våre advokater, sier Jensen ifølge [NRK Sápmi](#).

Konsernsjef Jon Hindar i Cermaq sier imidlertid at de tar dommen til etterretning, og at det viktigste for Cermaq har vært å slå fast at Stanifords uttalelser var injurierende.

http://www.njff.no/portal/page/portal/njff/nyhet?element_id=184446024&displaypage=TRUE

Marlborough Express, 2 October 2012

Editorial: Lippy MPs out of line

Intemperate language from politicians is frowned upon by Speaker of the House of Representatives Lockwood Smith. In fact, MPs can get themselves ejected from Parliament for hurling abuse.

So it was something of a surprise to hear two National Party MPs describing citizens, many from Marlborough, as a "lynch mob". Kaikoura MP Colin King, who generally gives the appearance of being a mild-mannered man, joined Nelson MP Nick Smith in bandying about the phrase at the weekend as concerned citizens manned a flotilla protest against NZ King Salmon's application to set up new salmon farms in the Marlborough Sounds.

Perhaps Mr King was being egged on by Dr Smith, who has a reputation for being outspoken. However, the use of the term "lynch mob" was most inappropriate. Lynching is an unlawful execution carried out by a mob, often by hanging, but also by burning at the stake or shooting, in order to punish an alleged transgressor, or to intimidate people. It is hardly an apt term to apply to a concerned group of law-abiding citizens who had gone to some lengths to ensure their protest was both peaceful and orderly. They had contacted the respective authorities, had a police escort and deployed a patrol vessel to ensure their flotilla was well behaved. The whole thing went off in a very orderly fashion - hardly the sort of behaviour you normally associate with a mob.

However, Dr Smith did get one thing right in the statement he made about the protest. He said it would not influence the decision by Environmental Protection Authority Judge Gordon Whiting and the independent board of inquiry that is considering the King Salmon application. Even if Guardians of the Sounds had managed to assemble the hoped - for 100 boats, at the end of the day their efforts would be in vain. As Dr Smith rightly points out, the board of inquiry's decision will be based on science and the quality of evidence presented by those both for and against more salmon farms in the Sounds.

However, that doesn't excuse the MPs' outburst. Saturday's protest was not staged by a mob, but by a group of voters who wanted to make a point about something they care deeply about. Top of the south MPs might want to bear this in mind next time they feel prompted to speak out.

<http://www.stuff.co.nz/marlborough-express/opinion/7756140/Editorial-Lippy-MPs-out-of-line>

Marlborough Express, 2 October 2012

Fish farms added 'risk'

Cathie Bell

Tory Channel was a dangerous place and putting more salmon farms there would add to the danger, Marlborough harbourmaster Alex van Wijngaarden said yesterday.

He accepted that there were headlands and submerged rocks closer to the Cook Strait ferry routes than two of the proposed farms King Salmon has applied to set up in Tory Channel would. However, he said their addition would add extra danger to the route, which he did not think should be done because of the risk to recreational boaties.

In fine weather, moving between marine farms and the shoreline to avoid ferries wasn't a problem. But when the weather was not fine, the capability of the person in charge of the vessel was an unknown quantity, he said.

"We have to provide for a variety of skills, from the sublime to the ridiculous, and I can assure you, we see them all."

Under cross-examination, Mr van Wijngaarden was asked why the locations of many marine farms were not marked on charts of the Marlborough Sounds.

He said information on new marine farms was sent to Maritime New Zealand, who sent the information on to Land Information NZ, who produced the charts. It was not in his power to make them mark the charts, and in some cases it was possible that doing so would overlay other hazards on the chart and cause clutter. "There is a warning on the top of the chart and title to warn people that not all farms are charted and they need to take due caution."

He said salmon farms in Tory Channel had been marked on charts, and if King Salmon's application was approved, he would ask for the new farms to be marked on charts as well.

<http://www.stuff.co.nz/marlborough-express/news/7756142/Fish-farms-added-risk>

Marlborough Express, 2 October 2012

Interislander won't back farms if ferry routes restricted

Cathie Bell

If approving more salmon farms meant imposing restrictions on ferry operations, then King Salmon's application should be turned down, Interislander general manager Thomas Davis said yesterday.

Mr Davis and Interislander's lawyer James Winchester, from Simpson Grierson in Wellington, expressed concerns about suggestions by Marlborough harbourmaster Alex van Wijngaarden that speed restrictions might be required in Tory Channel if two salmon farms were approved and set up alongside the ferry routes.

Mr Winchester said speed controls on the National Transport Route (through Tory Channel and part of the Queen Charlotte Sound) in the Marlborough Sounds were critical to Interislander's operation.

He said Interislander supported sustainable economic development in the Marlborough Sounds and considered King Salmon's proposal would have positive effects on Marlborough's economy.

"Interislander is satisfied that King Salmon's proposal, if approved, will not affect its operations or present unacceptable navigational risks or hazards (including for other vessels in the Sounds). This view is based on the expertise and significant operational experience of its masters who navigate ferries through the Sounds in all conditions and who understand the environment and the interaction of their vessels with other users (including recreational boaties and marine farms)."

Mr Winchester said despite that, if the board of inquiry found the proposed Tory Channel farms would present navigational issues that could potentially impact on Interislander's operation, "Interislander's long standing and nationally important use of the National Transport Route must be given priority".

Mr Davis said if conditions were imposed on Interislander as a result of the board of inquiry process, he would find that "unacceptable".

Mr van Wijngaarden said under cross-examination that his comments should not be taken as something considered lightly. There would be checks and balances.

"It's not something done with a rush of blood to the head. It would be done carefully, with consultation. I wouldn't just get up one morning and impose restrictions."

Such measures would only be taken if the farms were approved and set up and then "events" took place on a regular basis that required direct action to remedy.

"It may or may not require speed restrictions, it may or may not require particular route to be taken. I'm trying not to get hung up on speed restrictions. It could be other decisions taken."

Navigational safety would be the prime consideration, but the economic impact on operators would also be considered.

He agreed there had been no reported cases of a collision between a salmon farm and a ferry. There had been one incident when a farm had broken free of its moorings and drifted, but then the channel had been closed, preventing any incidents.

He confirmed to board of inquiry member Michael Briggs that there had been complaints of damage to salmon farms from ferry wash.

<http://www.stuff.co.nz/marlborough-express/news/7755772/Interislander-won-t-back-farms-if-ferry-routes-restricted>

AFP, 1 October 2012

Hundreds sickened in Dutch-US salmonella outbreak



Most people infected with salmonella develop diarrhoea, fever and abdominal cramps 12 to 72 hours after infection (AFP/File, Yoshikazu Tsuno)

THE HAGUE — Hundreds of consumers in the Netherlands and the United States have been sickened by salmonella after eating smoked salmon produced at a Dutch fish factory, health authorities said Monday.

In the Netherlands "some 200 people have fallen ill through contaminated salmon" while in the US about 100 people were infected "by the same type of salmonella", said the National Institute for Public Health (RIVM) in the Netherlands.

"The real number of infected people (is) likely to be higher," the RIVM added in a statement, saying smoked salmon made by Dutch fish producer Foppen has been taken off the shelves and removed from storage fridges.

Foppen supplies smoked salmon to major supermarket chains including retail giant Albert Heijn, Dutch food and consumer watchdog NVWA said in a statement.

It warned consumers not to eat any Foppen salmon already bought at supermarkets, which had been advised to take the product off their shelves.

"An international recall is being prepared," the RIVM added, referring to salmon sold in the United States.

The NVWA rang alarm bells Friday, issuing a recall and advising consumers not to eat smoked salmon produced by Foppen.

Most people infected with salmonella develop diarrhoea, fever and abdominal cramps 12 to 72 hours after infection, according to the Atlanta-based Centers for Disease Control's (CDC) website.

The illness usually lasts four to seven days and most people recover without treatment. However in some, diarrhoea may be so severe that the patient needs to be hospitalised, the CDC said.

A California-based company in April issued a recall of 58,828 pounds (26,683 kilograms) of a ground fish product known as "tuna scrape," imported to the United States from India, after a salmonella outbreak sickened 116 people.

http://www.google.com/hostednews/afp/article/ALeqM5ijMOW9cZQiCq02_S-oK_MtFhjVkg?docId=CNG.4f566a1bee1ffb2806d0dacbf247b94d.171

Read more about salmonella and listeria contamination problems in salmon farming via '[Fish Farmageddon: The Infectious Salmon Aquacalypse](#)'



Intrafish, 1 October 2012



Costco supplier recalls batch of smoked salmon in Netherlands

Dutch processor Foppen -- which supplies Costco in the United States -- saw 100,000 packages of its smoked salmon products recalled from retail shelves following reports of salmonella.

 Rijuta Dey

Published: 01 October 2012 04:35 PM

Updated: 01 October 2012 07:03 PM

Dutch seafood processor Foppen Eel & Zalm, headquartered in Harderwijk, saw 100,000 packages of its smoked salmon products recalled after reports of it being infected with salmonella emerged.

Retailers were asked to withdraw the salmon from the shelves -- packages with the numbers 41A82EC EL-EN-6115EG on them.

The Netherlands Food and Consumer Product Safety Authority (NVeW) said Friday the affected fish, sold at retailers such as Albert Heijn, Aldi, Makro, HEMA, Coop, Spar, Boni, DekaMarkt as well as supplied to wholesalers and fishmongers, had been ordered to be taken off the shelves.

It took a few weeks for the disease to be spotted, as salmonella is not easily detectable, a spokesperson at NVeW told **IntraFish**.

There were reports of some people falling ill after consuming the affected salmon, allegedly in a restaurant, after which a public health inquiry determined the cause was salmonella-infected smoked salmon, the spokesperson said.

The recall started on Friday and was completed by Saturday, a spokesperson at Foppen told **IntraFish**.

"Of the affected salmon, 90 percent was farmed and the rest were wild, of Alaskan and Canadian origin," he said.

"A study of salmonella infection lasts at least two days," Foppen said in a press statement. "We now have the first results, but that is not enough to draw conclusions from. We err on the side of caution and have taken all products from the shelves."

With three production sites -- two in Harderwijk and one in Greece -- Foppen, a family business founded in 1918, processes eel, salmon and value-added seafood.

It is the sole supplier to Costco in the United States, the largest seller of the smoked salmon in the country.

Costco's Curtis Adam told **IntraFish** the company is in the process of gathering information on the situation, but that at this stage they were trying to get more information, adding, "It doesn't look like it was fish that we use."

Foppen's main markets are major retailers, industry and catering companies throughout Europe, Asia and the United States.

Salmonella is an intestinal bacteria transmitted through feces which ends up in the environment and in the food chain. The first symptoms -- that occur within 12 to 48 hours after eating contaminated food -- include fever, diarrhea, nausea, vomiting, abdominal cramps and headaches.

A complete list of the products recalled and the retailers affected can be seen [here](#).

<http://www.intrafish.com/global/news/article1356690.ece>

Subscribe to Intrafish via: <http://www.intrafish.com/subscription/>

Norwegian Fish Farmer, 1 October 2012

Staniford vant over Cermaq



Oppdrettsoppportunisten Don Stanifords vant mot norskeide Mainstream Canada i ærenkrenkelsesaken i British Columbia.

Det var TV2 som meldte om dette i helgen.

Påstandene som Staniford frontet om at å spise laks er tilsvarende like farlig som å røyke tobakk ble av Mainstream Canada, Cermaqs datterselskap, oppfattet som injurierende.

– Dette er en seier både for miljøet og for de som aksjonerer mot gigantiske giftige oppdrettsanlegg rundt i verden var Stanifords reaksjon fra Spania, da han hørte dommen. Det melder [NRK Finnmark](#).

Intrafish sin engelskspråklige nettsiden har gjengitt saken der det heter at Staniford slipper straff på grunn av at man oppfatter uttalelsene hans som ærlige, uten at han direkte ville skade Mainstream.

Laurie Jensen, IR-ansvarlig for Mainstreams, kommenterer at "Vi gjennomførte dette søksmålet for å beskytte våre ansatte og selskapet fra flere kommende skadelige angrep, og på tross av dommen i saken mener vi at dette var det rette å gjøre"

Den tidligere utgaven av denne saken med tittel "Cermaq vant over Staniford" var feil og er nå endret.

http://www.kyst.no/?page_id=120&article_id=95914

Seafood Intelligence, 1 October 2012

Mainstream Canada vs. Don Staniford/GAAIA : DEFAMATORY: Yes; Malicious: Yes; Free Speech: Yes... BC Supreme Court Judgment disappoints Mainstream

A decision was delivered Friday (Sept. 28) in the defamation trial brought by Cermaq-owned Mainstream Canada against anti-salmon farm activist Don Staniford and the Global Alliance Against Industrial Aquaculture (GAAIA) campaign.

The trial, which began on January 16, 2012 and concluded on February 10, 2012 in the Supreme Court of British Columbia, was initiated by Mainstream in response to a "prolonged and malicious attack" on the reputation of the company and its employees, Mainstream said in a statement.

"Although I have concluded that Mr. Staniford's statements are defamatory of Mainstream, I have concluded that he should succeed on his defence of fair comment," concluded Madam Justice Adair in her judgment. *"I have found that he was actuated by express malice towards Mainstream. However, I have found that he had an honest belief in the statements he made, and injuring Mainstream because of spite or animosity was not his dominant purpose in publishing the words in issue."*

Mainstream said it is currently reviewing the ruling and considering its full implications; while a presumably elated Mr Staniford is feeling vindicated in his 'free speech' defence-line, as reported upon in the Canadian media.

“Mainstream is disappointed with the decision of the court. The judge ruled that the activist’s statements were defamatory and malicious and not based on fact, but because he truly believed them, our claim was dismissed,” commented Laurie Jensen, Mainstream Canada’s Communications and Corporate Sustainability Manager. *“We believe that people who say defamatory and malicious things should be held accountable. We took this action to protect our employees and the company from further malicious attacks, and despite this decision we believe this was the right thing to do.”*

Meanwhile, Mr Staniford was quoted as saying he will return to Canada as soon as he's allowed on March 1, 2013 and is planning a lecture tour around B.C.

More details below....

Read in full via: www.seafoodintelligence.com (subscription only)

Nelson Mail, 1 October 2012

Salmon farm opponents take protest to water

Opponents of new salmon farms in the Marlborough Sounds sang "you'll never know dear how much I love you, please don't take my sunshine away" on a hikoī to Waikawa Bay before joining a flotilla protest on Saturday.

Waikawa man Buna Riwaka said protesters saw the Marlborough Sounds as their sunshine, providing happiness and life, and that New Zealand King Salmon's plans to build nine new farms would destroy that.

"For generations the Queen Charlotte Sound and Tory Channel have been our Kai Moana basket," he said. "It's our responsibility to protect that for generations to come just as our ancestors did."

About 60 people - escorted by police - made the march from Waikawa Marae to Waikawa Bay foreshore.

Organisers of the flotilla, Guardians of the Sounds, deployed their own patrol vessels to ensure a peaceful demonstration on the water.

A police boat also accompanied the flotilla during the two-hour demonstration.

Guardians of the Sounds chairman Peter Beech said the group did not want protesters boarding existing New Zealand King Salmon farms or shouting abuse at farm workers. About 40 boats gathered at the company's original salmon farm at Ruakaka Bay around 11am before going across to proposed farm sites at Kaitapeha and Rua o Moko at the entrance to Tory Channel.

Organisers had originally wanted 100 boats but Mr Beech said he was happy with the turnout.

"That's a lot of boats to have milling around in one place," he said. "We had a message to get across and we achieved that without any nonsense."

King Salmon has applied to the Environmental Protection Authority for a private plan change and resource consents so it can farm fish at nine new sites in the Marlborough Sounds, including eight where aquaculture is prohibited by the Marlborough District Council.

An EPA board of inquiry has heard five weeks of submissions for and against the proposed sites in what is expected to be an eight-week hearing in Blenheim.

Picton man Mr Beech said Saturday's floating protest was for people who missed their chance to oppose the application during King Salmon's original 20-day submission period.

Picton station sergeant Kris Payne praised protesters for their conduct. "They wanted to get their message across in a peaceful way and we were happy with that."

King Salmon chief executive Grant Rosewarne said the 40-strong flotilla showed a lack of support for the protest. The farms would create 370 sustainable, high-value jobs in Marlborough, he said.

<http://www.stuff.co.nz/nelson-mail/news/7752372/Salmon-farm-opponents-take-protest-to-water>

Fairfax New Zealand, 1 October 2012

'It will pollute the Marlborough Sounds'

Patrick Forbes



PHILIP CAPPER

PRISTINE BEAUTY: The proposal for new salmon farms would create pollution in the otherwise pristine Sounds, says Patrick Forbes.

OPINION: The pristine waterways and natural beauty of the Marlborough Sounds are under attack. New Zealand King Salmon, a company controlled by Malaysian interests, is seeking to establish nine new salmon farms in the Sounds. It is applying to place eight of these farms in areas where Marlborough District Council has specifically prohibited aquaculture.

NZKS is essentially seeking sole occupancy of a public space at no cost to itself.

While much is made of the pollution of our waterways through dairy farming, little or nothing is said about marine pollution through aquaculture. Dr Ian Henderson, a lecturer at Massey University, estimates that the new farms would create the same level of nitrogen as 50,000 dairy cows. This will exacerbate the [eutrophication](#) of the Sounds, leading to an increase in algal blooms, which could do great harm to the mussel farming industry and fishing.

NZKS, if its application succeeds, would be pouring an extra 43,000 tonnes of feed per year into the Sounds. Blood, meat and feather meal used in this feed are by-products of the Australian poultry, cattle, sheep and pig slaughter industries. Oil from poultry glands is increasingly replacing fish oil in the feed. Fish are fed astaxanthin to give their flesh a pink colour.

The combination of uneaten feed and concentrated fish faeces destroys the benthos - life on the bottom of waterways - directly beneath the farms and for some distance around them. In essence all that live under a farm are some faeces eating worms. The benthos at the site of a previous farm has not recovered despite the farm's having been moved some eight years ago.

Uneaten feed attracts sharks and other predators. Farms also attract large flocks of seagulls creating visual and noise pollution, as do the lights used at night to maximise fish productivity. The lights also have the potential to attract baitfish into the cages where they become feed for the salmon to the detriment of wild fish stocks.

The proposed sites also have the potential to create navigational issues, particularly in Tory Channel.

Dolphins can be and have been trapped in the predator netting that surrounds the salmon cages, leading to their deaths.

Marlborough Sounds is also the home of the New Zealand King Shag, an endangered species. They roost only in the Sounds, and at last count 687 birds remained. Their numbers may be further reduced by their being trapped by the proposed farms.

By seeking to place farms in areas where such activity is prohibited, NZKS is helping to create uncertainty in terms of land value. Those relying on the district plan when looking to buy property will have no assurance that a salmon farm would not be built directly in front of them, thus harming their view and resale value.

Tourism operators will also be hurt. NZKS has suggested that a tourism operation could be built around salmon farming but was forced to concede that in 25 years this had yet to happen.

I find it ironic that New Zealanders are debating water ownership and the pollution of rivers and streams particularly by the dairy industry and yet here in the Sounds we have a foreign-controlled company seeking exclusive water rights, at no cost, while at the same time proposing to create a great deal of pollution in an otherwise pristine environment.

Submissions for and against the proposal are being heard by the Environmental Protection Agency in Blenheim, and the Marlborough Express is doing a fine job of keeping local people informed of progress. What a pity that the national press seems to be ignoring the issue!

In anticipation of some comments, I am not a "greenie", sandal-wearing hippy, "nimby" or anything else, but am rather a local who has taken the trouble to do a little investigation.

Related Links

[Salmon farm seabed sludge fouls hearing](#)

[King Salmon rejection could hit port](#)

[Boaties protest new salmon farms](#)

<http://www.stuff.co.nz/stuff-nation/7749907/It-will-pollute-the-Marlborough-Sounds>

Fish Farming Xpert, 1 October 2012

Amoebic gill disease found in Orkney

UK: An infectious salmon disease has struck some of Orkney's fish farms.

A Scottish government spokesman said that the Fish Health Inspectorate had received reports of increased farmed fish mortalities on farms in Orkney, BBC News reports

Amoebic Gill Disease is reported to be causing mortality at sites around the coastline.

It is understood that a treatment was being applied to the affected stock and the dead fish were being removed from cages.

Amoebic gill disease (AGD) is a gill disorder found in marine fish, but primarily affecting salmon.

The disease is well known in Tasmania, Australia, where it costs the industry up to A\$230M a year, the organisms favour the warmer conditions found there. However in recent years the disease has been a growing problem in Ireland, and has also been identified in France, Norway, USA, Canada and most recently Scotland.

http://fishfarmingxpert.com/index.php?page_id=76&article_id=95908

Marlborough Express, 1 October 2012

Protest flotilla 'a lynch mob'

Cathie Bell

The Government's top of the South MPs have condemned a flotilla protest against NZ King Salmon as "a lynch mob".

Kaikoura MP Colin King said Saturday's flotilla against King Salmon's application to set up new salmon farms in the Marlborough Sounds was "a bad look".

"The people who are against the situation feel good, but it won't influence anything. They're trying to get publicity."

He said he'd been talking with Nelson MP Nick Smith earlier that day and they both felt it was "similar to an old-fashioned court case and having a lynch mob outside".

Mr King said his position was that he expected "a positive outcome, a quality outcome".

"At the end of the day, the sky is not going to fall in. We have to balance within a context of what's sustainable economically and environmentally.

"We live in a modified environment. People believe it's sacrosanct, but we've been modifying it for some time."

As local MP, he "certainly" understood that people in this community had a view. "It's very much part of the process. As soon as you step off the plane in Wellington, everyone else has got a different view."

He said that if Marlborough was going to keep saying no to economic development, people needed to have consideration to the long-term economic prospects of the region and come up with some alternatives.

Dr Smith put out a statement saying the planned flotilla was "misguided and ill-timed".

He said people were being misled into believing the protest will influence the decision by Environment Court Judge Gordon Whiting and the independent board of inquiry.

"I would be equally critical if King Salmon and other marine farming supporters organised and funded a protest at this time, arguing for the jobs and economic growth from the proposal. We should be letting the Board of Inquiry make a well-informed decision without undue pressure from either side of the argument."

He said the decision over NZ King Salmon's marine farming application was incredibly important to both Nelson and Marlborough from an economic and environmental perspective.

"We need more jobs and exports to secure a prosperous future but we also need to carefully manage environmental jewels like the Marlborough Sounds to protect our great lifestyle.

"The region's interests are best served by a decision based on sound science rather than slick slogans, and on the quality of the evidence rather than the noise of the protest."

Related Links: [Flotilla gathers to 'save Sounds'](#)

<http://www.stuff.co.nz/marlborough-express/news/7751212/Protest-flotilla-a-lynch-mob>

Marlborough Express, 1 October 2012

Family adamant farms not wanted

Penny Wardle

Arapawa Island property owners, Jamie and Kathryn Halstead, remain opposed to New Zealand King Salmon plans to build two salmon farms in Queen Charlotte Sound, despite the company offering to shift cages so they were not visible from inside their holiday home.

Mr Halstead told the Environmental Protection Authority hearing in Blenheim on Friday that proposed salmon farms at Kaitapeha and Ruaomoko at the entrance to Tory Channel would ruin his family's enjoyment of the property.

Mr Halstead agreed with King Salmon's lawyer, James Gardner-Hopkins, that King Salmon's offer to shift the farms meant they would not be visible from inside the house.

However, they could be seen from 10 metres beyond the outside deck.

"You don't go to the Sounds to be imprisoned between the bach and the jetty, you use the whole property," Mr Halstead said.

The family enjoyed walking around the 40-hectare property they bought in 2007, Mr Halstead said. A picnic spot with a view over the Sounds, the beach, the rocky coastline and the jetty all overlooked the proposed farms which would also reduce people's enjoyment of fishing and boating in the area.

When building the holiday home, he had to install an expensive sewage treatment system to make sure the Sounds were not polluted, Mr Halstead said.

"I am disappointed the same is not required of King Salmon."

Tides in the area washed rubbish into the bay including fish bins and lids from King Salmon's existing Ruaomoko farm, Mr Halstead said. The problem was likely to increase if the new farms were built.

Other worries included noise, light and faeces from seagulls attracted to salmon farms accumulating on the roof where his family collected their drinking water.

Mr Halstead told the board of inquiry, which will decide whether the farms can be built, that he bought the property after being assured by the Marlborough District Council that it was in an area where aquaculture was prohibited.

He did not see why King Salmon should be allowed to interfere with his family's quiet enjoyment of their property when they specifically sought land where there was no threat of industrial-type uses of the sea seen nearby.

Mike Hardy-Jones, lawyer for the Halstead family, said the property bordered a Conservation Department scenic reserve on Kaitapeha Peninsula. Landscape architects who gave evidence to the board agreed this entire peninsula was an outstanding natural landscape, with the exception of King Salmon expert Frank Boffa who rated the northern side as less significant.

This reversed his opinion in 2009, when a draft Boffa Miskell Marlborough landscape study for the Marlborough District Council described the entire peninsula as outstanding.

Its status was downgraded in a later version.

Mr Hardy-Jones told the hearing that Mr Boffa did not recognise the combined effect of two structures side-by-side and that he had failed to consider values like remoteness, the natural noise of wind, water and birds, tranquillity and the natural character of the land and seascape.

<http://www.stuff.co.nz/marlborough-express/news/7751267/Family-adamant-farms-not-wanted>

Marlborough Express, 1 October 2012

Farm gains 'small and uncertain'

Penny Wardle

Lawyer Warwick Heal pulled together his case against nine new salmon farms in the Marlborough Sounds, in Blenheim on Friday.

Mr Heal weighed up evidence showing small and uncertain gains but certain and significant damage to the environment, if New Zealand King Salmon's application to expand in the Sounds is successful.

His opening submission represented about 1000 members of opposition group Sustain Our Sounds, environmental watchdog group Friends of Nelson Haven and Tasman Bay and the Nelson Underwater Club.

King Salmon was among the most serious polluters of the Sounds, Mr Heal told the Environmental Protection Authority board of inquiry, which is considering the company's application to develop its proposed farms. If the board recommended the plan change and resource consents required, it could become the biggest polluter, he said.

King Salmon focused on the 11-hectare surface area of its farms. However it wanted more than 200ha of the Sounds where aquaculture was prohibited to be rezoned for its farms and an even greater area could be damaged by sedimentation. Mr Heal said the Resource Management Act prohibited contaminants from being released to water if they produced conspicuous oil or grease films, scums or foams, or floatable or suspended materials.

Judge Gordon Whiting told Mr Heal since no-one cross-examined experts on the size of particles released from salmon farms and how conspicuous they were, this made it difficult for the board to ask questions.

"He who asserts must prove," Judge Whiting said.

Mr Heal questioned the independence of evidence provided by King Salmon. "Those of us who participate in resource management cases . . . know full well that evidence can be 'bought' from experts," he said. This was contrary to the code of practice but happened all the same.

For example, Cawthron scientist Nigel Keeley said King Salmon could not farm to a lesser pollution threshold beneath its farms because this would require cutting fish production when he should have focused on ecological evidence.

Mr Heal said was astonished the board was considering an application which on pollution effects was equivalent to Fonterra double-parking intensive dairy farms on the surface of Queen Charlotte and Pelorus Sounds at double land-based stocking density.

King Salmon proposed gradually increasing feed levels and fish numbers and called this adaptive management, he said. "This is simply an attempt to screw the scrum."

At existing farms, King Salmon had used adaptive management as a licence to pollute to the maximum permissible and beyond, he said.

The board should insist that conditions would require consents to be cancelled if effects were unacceptable or could not be compensated for, he said.

Evidence from King Salmon expert Douglas Fairgray, which several experts had agreed was over-inflated, said the Marlborough economy would benefit by 3 per cent and Nelson by 2 per cent if the company increased production to the maximum planned.

"It constitutes a sad day for this country when [this contribution] to two of the smallest regional economics in the country is considered to be a matter in the national interest," Mr Heal said.

<http://www.stuff.co.nz/marlborough-express/news/7751213/Farm-gains-small-and-uncertain>

Fish Farming Xpert, 1 October 2012

New Zealand fish farm fights continues

Canada: British Columbian salmon farmers are following the development with interest as they are awaiting the findings of another governmental inquiry that is holding up industry expansion

Opinion

Odd Grydeland

In its pursuit of nine new salmon farms in the Marlborough Sounds area, NZ King Salmon is facing the same litany of arguments heard in places like Canada, where the general population is totally ignorant about the real happenings around a salmon farm. The same goes for many of the participants of a public hearing taking place in Blenheim, New Zealand these days. One of the groups actively opposing the new farms is the Tasman and Sounds Recreational Fishers Association, whose president Martyn Barlow said to the Environmental Protection Authority board of inquiry hearing that “*setting up new salmon farms in the Marlborough Sounds would have significant negative impacts on wild fish stocks, especially blue cod*”. Commercial fish harvesters operating in salmon farming country in Canada knows that fishing for prawns is better near salmon farms, and wild salmon and halibut are routinely caught off salmon farm cages. Lobster fishing on Canada’s East Coast has never been better in areas where farms are located.

Even the Marlborough Girls' College's EnviroCouncil members are against New Zealand King Salmon's application, according to the **Marlborough Express**, “*with Year 13 environmental prefect and EnviroCouncil member Ruby McIntosh said they had been reading, researching and building their knowledge for the submission since April*”. According to the paper, “*The salmon farms would have a detrimental effect on the local tourism industry and economy, Ruby said. She labelled the sustainability of the expansion as questionable, "educated guesswork"*”.

But in British Columbia, tours of salmon farms have become a popular activity for visiting tourists, and in New Zealand, other Sound operators see fish farms as a boon, according to another article in the same paper by writer **Penny Wardle**;

Salmon has more to offer a tourism business than mussels, Marlborough Travel managing director Chris Godsiff told an Environmental Protection Authority hearing in Blenheim on Tuesday. Mr Godsiff told the board of inquiry hearing the New Zealand King Salmon application to build nine new salmon farms in the Marlborough Sounds that he planned to start salmon tours early this summer. "Visitors are very keen on interactive tourism such as feeding fish, especially when you can bundle it with a cooking demonstration or cooking school through to a seafood restaurant," Mr Godsiff said.

For eight months his company had worked with King Salmon on a proposed salmon-farming tour in Queen Charlotte Sound. Details were being finalised including moving a 50-seat launch from Pelorus Sound to Picton. Tourists would be taken to the existing Ruakaka farm near the Bay of Many Coves in Queen Charlotte Sound, Mr Godsiff said. He was keen to add state-of-the art new sites at Kaitapeha and Ruaomoko, with especially-built platforms for visitors.

Marlborough Travel grew out of his family's mussel-farming business, Mr Godsiff said. Visitors to the wharf had often asked about mussel farming and whether they could come out the next day. "The 4.30am start sorted most of them out," he said. He introduced a user-friendly departure time and soon had two departures a day for a three-hour cruise to a mussel farm.

Eco-tourism business operator Brian Plaisier, of Tui Nature Reserve in Pelorus Sound, asked Mr Godsiff why salmon tourism took so long to start when the first farm was permitted for visitors in 1983. Mr Godsiff said the industry was perhaps trying to get on its feet in those days and tourism was not part of its core business. Later on, it was able to add more benefits.

The Plaisiers could enjoy the best of both worlds with their ecotourism business, Mr Godsiff said. "Instead of seeing the negative side of the salmon industry you could turn it into a positive."

http://fishfarmingxpert.com/index.php?page_id=76&article_id=95900

Fisheries Information Service, 1 October 2012



Undersecretary of Fisheries Pablo Galilea stressed the relevance of having gathered all the trades and businesses of the sector. (Photo: Subpesca)

Government and salmon sector analyze production model



CHILE

Monday, October 01, 2012, 00:30 (GMT + 9)

The production model of the salmon industry, the guidelines and adjustments that should be implemented in the long term in this important economic sector were the main topics discussed at a recent seminar organized by the [Undersecretariat of Fisheries and Aquaculture](#) (Subpesca).

The meeting, held in Los Lagos Region, was attended by nearly 100 representatives of the salmon companies operating in Chile.

"It was an insightful day arising as part of salmon discussions, which were private- public resorts established in 2011," Subpesca head, Pablo Galilea, mentioned.

The head of Subpesca Aquaculture Division, José Miguel Burgos, opened the seminar with a discussion of the production model of salmon farming, then giving way to the private sector's view.

The [Trade Association of Coho and Trout Producers](#) (Acotruch), Salmon and Trout Association of Magallanes AG and the [Association of Chilean Salmon Industry AG](#) (SalmonChile) presented their visions from the union perspective.

In addition, the event was attended by the representatives of the companies [AquaChile](#), [Salmones Multiexport](#), [Australis Seafoods](#), Piscícola Entre Rios, [Salmones Ice Val](#), Salmones Antártica and the [University of Chile](#).

The salmon farming industry representatives also submitted a joint proposal with regard to the regulations governing the densities in farms.

Galilea promised to review the document with Minister of Economy, Pablo Longueira, and to offer an official view on the matter to the sector on Monday.

"One of the commitments was to resume permanent and continuous assessment of the production model and of the development of the industry, allowing us to slowly readapt the regulatory bodies to the dynamics of the activity," said the Undersecretary of Fisheries.

"Being able to gather all the unions and companies is a fact that has long not seen, reflecting the renewed spirit of the industry to meet the challenges," he added.

At the seminar, the deputy director of the [National Aquaculture and Fisheries Services](#) (Sernapesca), German Iglesias, spoke about the health situation of Chilean salmon farming, and analyzed the strengths and weaknesses of the administration.

Acotruch president, Julio Traub, took advantage of the meeting to consider the need to impose limits on this activity.

"We can not produce everything we want" because that would cause a collapse, he said. The reason is that despite the regulations imposed as a result of the infectious salmon anemia (ISA) virus, "the situation is worrisome."

"It is necessary to safeguard the health assets through differentiated regulations per species and regions in an efficient and sustainable way," Traub stressed.

Related article:

[- Salmon industry advocates health risk reduction](#)

By Analia Murias
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www.fis.com

<http://fis.com/fis/worldnews/worldnews.asp?monthyear=10-2012&day=1&id=55751&l=e&country=0&special=aquaculture&ndb=1&df=0>

Green Warriors of Norway, 30 September 2012

Stor seier for Don Staniford!

Fredag 28 september ble en stor seiersdag for Don Staniford, og for alle som aksjonerer mot lakseoppdrettsnæringen verden rundt. Norskeide oppdrettsgiganten Mainstream Canada, datterselskapet til Cermaq, saksøkte Staniford for kritiske kommentarer rettet mot lakseoppdrett. Men sannheten og ytringsfriheten lar seg ikke kneble, og Staniford vant saken! Aksjonisten er for tiden ansatt i Norges Miljøvernforbund, og planlegger å komme tilbake til Norge i neste måned. Cermaq har virkelig fått problemet hjem til deres eget land!



Kommentarene Staniford ble saksøkt for inneholdt blant annet slagord som "Farming Salmon Kills Like Smoking", "Salmon Farming is Poison," "Salmon Farming is Toxic" og "Salmon Farming Seriously Damages Health" trykket på bilder som ligner sigarettpakker. Dersom Cermaq hadde vunnet, ville disse slagordene blitt forbudt og krevd fjernet fra internett.



Cermaq forsøkte med søksmålet å kneble Staniford og tvinge motstandere av lakseoppdrett til stillhet. Dersom han hadde tapt saken, ville det ikke bare vært et tungt slag for ytringsfriheten, men Staniford selv ville risikert fengsel og bot på over en million kroner. "This is a victory not just for Don Staniford against Mainstream Canada. This is a victory for environmental campaigners, social-justice campaigners across the world," jubler Staniford. Seieren betyr at aksjonister står fritt til å sammenligne den giftige oppdrettsnæringen med tobakksindustrien.

NMF er partnere i Stanifords koalisjon, Global Alliance Against Industrial Aquaculture, og driver felles kampanje mot oppdrettsnæringen. Etter 1. Mars 2013 planlegger Kurt Oddekalv og Don Staniford en turné rundt i Canada for å holde foredrag om oppdrettsnæringen.

NMF gratulerer Don Staniford og alle som støtter laksekampanjen verden rundt med denne viktige seieren!

Les mer om saken i nyhetene verden rundt:

- [Global Alliance against Industrial Aquaculture](#)
- [Don Staniford sin blogg](#)
- [NRK: Aktivist vant mot norsk oppdrettsgigant](#)
- [TV2 nyhetene: Don kjemper mot norsk lakseoppdrett](#)
- [The Vancouver Sun](#)
- [Brandon Sun](#)
- [Montreal Gazette](#)
- [Winnipeg Free Press](#)

<http://www.nmf.no/default.aspx?pageId=14&articleId=2941&news=1>

Read also “[Salmon Champion Staniford Wins Defamation Judgment in Vancouver Court](#)”
(Pacific Free Press, 30 September)

Intrafish, 30 September 2012



Cermaq konsernsjef Jon Hindar. (Foto: Bent-Are Jensen)

Cermaq tar dommen til etterretning

- Det viktigste for oss var å slå fast at Stanifords påstander var injurierende, sier konsernsjef Jon Hindar i Cermaq.

 Bent-Are Jensen

Publisert: 30 september 2012 10:12 PM

Oppdatert: 30 september 2012 10:14 PM

Overfor IntraFish legger han til at konsernet tar dommen til etterretning.

I fjor gikk Cermaq's datterselskap Mainstream Canada til sak mot aktivisten Don Staniford. Han er én av laksenæringas argeste motstandere.

Selskapet opplevde påstander han offentlig har kommet med mot lakseoppdrett som grove og injurierende. Han mener blant annet at det å spise oppdrettslaks er sammenliknbart med skadene man pådrar seg med å røyke tobakk.

Fredag var dommen klar. Den kanadiske dommeren er enig med Mainstream i at Stanifords påstander er injurierende.

Han blir likevel ikke dømt fordi dommeren mener at Staniford ærlig tror på påstandene.

<http://www.intrafish.no/norsk/nyheter/article1356662.ece>

Intrafish, 30 September 2012



Don Staniford er klar til innsats for Norges Miljøvernforbund og Kurt Oddekalv. (Foto: Joar Grindheim)

Staniford vant over Cermaq

TV2-nyhetene fredag kveld melder at Don Staniford har vunnet rettsaken mot Cermaq i Canada.

Publisert: 28 september 2012 10:11 PM

Oppdatert: 30 september 2012 10:13 PM

IntraFish.com melder at dommeren har avvist Cermaqs datterselskap Mainstreams sak mot Staniford.

En høyesterettsdommer i British Columbia finner oppdrettsmotstanderens uttalelser ærekrenkende, men ikke motivert av trass eller fiendskap.

Du kan lese hva intrafish' engelskspråklige nettsted skriver, nedenfor:

<http://www.intrafish.com/global/news/article1356644.ece>

Judge dismisses Mainstream's case against Staniford

Anti-salmon farming activists' statements found defamatory but not motivated by spite or animosity.

A Supreme Court of British Columbia judge dismissed Mainstream Canada's defamation claim against Don Staniford on Friday, putting an end to a case that has stretched on since last March.

"Although I have concluded that Mr. Staniford's statements are defamatory of Mainstream, I have concluded that he should succeed on his defence of fair comment," wrote Madam Justice Adair in her judgement. "I have found that he was actuated by express malice towards Mainstream."

Yet these findings were not enough to rule in favor of Mainstream, she said.

"I have found that he had an honest belief in the statements he made, and injuring Mainstream because of spite or animosity was not his dominant purpose in publishing the words in issue," she said.

Mainstream Canada is currently reviewing the ruling and considering its full implications.

"We believe that people who say defamatory and malicious things should be held accountable," Laurie Jensen, Mainstream Canada's Communications and Corporate Sustainability Manager. "We took this action to protect our employees and the company from further malicious attacks, and despite this decision we believe this was the right thing to do."

<http://www.intrafish.no/norsk/nyheter/article1356647.ece>

Radio New Zealand, 30 September 2012

Salmon farm protest won't affect decision, says MP

Nelson MP Nick Smith says a flotilla of more than 40 boats that took their protest against expanding salmon farms to the waters of the Marlborough Sounds won't make a difference.

King Salmon is proposing the development of eight new sites in the Sounds.

The flotilla, organised by the group Guardians of the Sounds, sailed to the King Salmon marine farm at Ruakaka Bay on Saturday.

The group says the fish farm expansion would trigger a gold rush of applications that will be catastrophic for the Sounds, and says locals are also worried about pollution of the waters.

Dr Smith says it was inappropriate to be expressing a view when evidence is still being heard by the Environmental Protection Authority.

"In some ways it's not much more useful than a lynch mob outside a criminal court," he says. He says the judge and board can consider only information before the board, rather than any outside activities, such as the protest.

<http://www.radionz.co.nz/news/national/116985/salmon-farm-protest-won't-affect-decision,-says-mp>

Scotland on Sunday, 30 September 2012

Scottish scientists on verge of creating designer salmon to beat disease



Dr Alan Tinch of Landcatch Natural Selection. Picture: John Ross

By FRANK URQUHART

SCOTTISH scientists are on the verge of creating a disease-free super salmon that could revolutionise the fish-farming industry across the world.

The scientists claim they are close to identifying the specific genes within Atlantic salmon that determine how susceptible individual fish are to a range of devastating diseases and infestations.

They are now planning to market the first salmon eggs, developed from the genetic discoveries, before the end of next year. Their work could be a major breakthrough for the £500-million-a-year fish farming sector, which spends huge sums fighting the effects of sea lice infestation and fatal diseases such as IPN (Infectious Pancreatic Necrosis).

The Argyll-based company is also planning to use the same technology in future to improve the quality of farmed salmon, including the colour, fat content and omega 3 levels thought to have an effect on human health.

Dr Alan Tinch, director of genetics at Landcatch Natural Selection, said the research team had already narrowed down the search for disease resistance to some 100 possible genes from the 30,000 genes they had first examined.

“We are closing in on the target gene all the time,” he said. “The analogy is that we used to know what country the gene was in. We now know the house and the street that the gene is in – but we don’t know which room it is in yet.

“Every step that we take in the search for this gene gets us a little bit closer, and one day we will have that ‘Eureka moment’ that says this is the gene that is causing that particular effect for that particular disease. It could happen tomorrow, in three months or in a year’s time.”

Tinch said Landcatch, in collaboration with scientists at the Roslin Institute in Edinburgh, Glasgow University and the Stirling Institute of Aquaculture, had developed genetics technology used in human medical research and cattle breeding to address the needs of the salmon industry.

The company had developed innovative techniques to analyse rapidly the variations in DNA sequences, which would help scientists locate a range of genes associated with disease. Although the specific target genes had yet to be pinpointed, Landcatch was using the information they had gathered over two years of research to begin breeding salmon eggs and smolts for improved resistance to disease. The company is planning to market the first eggs, developed from the disease resistance research, by 2014.

Neil Manchester, the general manager of Landcatch, declared: “The missing genes are like our Holy Grail and finding them will have widespread positive implications. Breeding fish that are resistant to lice and disease will be an incredible achievement and a major commercial breakthrough for aquaculture.”

Dr John Webster, technical director of the Scottish Salmon Producers’ Organisation, said: “We are always very supportive of research and development to help the industry further underpin its long-term sustainability and ability to develop. We look forward to hearing how the project develops and what findings may be taken from it.”

Mike Russell, the Scottish Education Minister and the local MSP for Argyll and Bute, said: “I am very pleased to see an Argyll-based company at the forefront of important research that should have strong commercial and environmental benefit.”

Juvenile fish largely immune to infestations and disease will be a major boon for an industry that is expected to grow in importance globally over the next 20 years as global warming devastates agricultural crops. Aquaculture now accounts for nearly 50 per cent of the world’s food fish.

In Scotland, salmon farming is a major industry on the west coast. Almost one million fresh salmon meals are eaten every day in the UK, and salmon are Scotland’s largest food export.

However, farmed salmon are susceptible to infestations of parasitic sea lice that cause considerable stress to fish and major economic losses to the industry as well having an effect on wild salmon and sea trout stocks.

Fish that could tolerate sea lice infestation – it is known that resistance is inherited – would be a major benefit to an industry that is forced to spend huge sums every year on chemical treatments.

IPN is a highly contagious viral disease that also poses a major threat to Atlantic salmon. According to the Scottish Government, there has been a substantial number of deaths in young farmed salmon in Scottish waters in recent years.

furquhart@scotlandonsunday.com

<http://www.scotsman.com/news/environment/scottish-scientists-on-verge-of-creating-designer-salmon-to-beat-disease-1-2555853>

ABC News, 30 September 2012

Global salmon glut hurts Tassal profits



Photo: [One of the 25,000 atlantic salmon which escaped from a Tasmanian fish farm before Christmas 2007](#) (Cate Grant: ABC news)

Tasmanian salmon company Tassal has warned a global salmon glut that's hurt its profits is unlikely to improve in the next two years.

Tassal has confirmed its profit for the year to June was \$28m, down seven per-cent on the previous financial year.

Tassal Chief Executive Mark Ryan says an over supply of salmon from Chile and Norway pushed its export sales down by 21 per cent, a drop of nearly \$7m. He says he doesn't expect the volatile export prices will improve in the next 24 months.

The company is now focussed on further increasing its Australian sales.

Tassal was also affected by the warmer than usual waters in south-east Tasmania, an increase in seal attacks on salmon pens, and amoebic gill disease.

The company says it's started a selective breeding program to combat the disease.

<http://www.abc.net.au/news/2012-09-30/global-salmon-glut-hurts-tassal-profits/4287934?section=tas>

Peninsula Daily News, 30 September 2012

Word 'pursue' key in Jefferson fish farming letter

By Leah Leach

PORT TOWNSEND — The key to understanding the direction that Jefferson County is taking in regard to net pen aquaculture lies in how one defines the word “pursue.”

The three county commissioners said in a letter to the state Department of Ecology last week that they had “made the difficult choice to pursue the 'adopt with a conditional use' approach to allowing for in-water finfish aquaculture in our [Shoreline Management Program].”

Ecology officials interpreted that to mean that the commissioners had opted for a conditional-use permit process — one of three options Ecology had suggested — to evaluate net pen fish farms, said Curt Hart, Ecology spokesman, on Friday.

The letter dated Monday means that the commissioners “will go ahead and adopt conditional-use permit criteria,” Hart said. “They will go ahead with the conditional permit process.”

But all three commissioners said that wasn't their intent when they approved the wording Monday.

“We have not OK'd fish farming,” said Commissioner David Sullivan. “We have not made a decision that it will be under a conditional-use permit.

“Pursue' is the key word in there,” he added.

“We are pursuing considering it but have not decided to do it.”

County staff is developing proposed criteria for a possible conditional-use permit process, and both staff and commissioners plan to discuss the issue with experts to get more information about potential effects of fish farming on wild salmon in particular, as well as other concerns.

“To me, 'pursue' means we are looking at that,” said Commissioner Phil Johnson, who has adamantly opposed in-water fish farming.

“It was really clear in our meeting [Monday] that we said we were going to pursue, travel down a particular way,” Johnson said.

“We did not make a definite decision. . . . I made it very clear that I did not make a definitive decision.”

Hart said the next step would be for Ecology to understand what the county's decision is.

“If we didn't understand this correctly from this letter, then we have a duty and an obligation to work with the county to understand what their intent is going to be,” Hart said.

All three commissioners said that they had no intention of deceiving the state.

Instead they wanted to let the state know the county is still working on it.

Commissioners said they felt they faced a deadline and wanted to let Ecology know they want to continue to negotiate.

Ted Sturdevant, director of Ecology, had asked commissioners in an Aug. 31 letter to “provide us with your decision on the county's path forward by Oct. 1.”

“We were up against a wall,” said Commissioner John Austin, chairman of the board of county commissioners.

He and other commissioners say they fear that the state will take over rule-making for the shoreline master program update.

If that happens, Austin said, “the work that had been done by the county would potentially be lost and the county then would be presented with a shoreline master plan that had been crafted by DOE and wouldn't necessarily reflect what we thought was in the best interest of the county.”

Ecology has said it cannot take over only part of a plan. If it took over rule-making, it would take over all of it.

Said Johnson: “I feel like we've got an Ecology gun to our head.”

Hart said that Ecology has no hard and fast set deadline.

“Under state law, we could take over rule-making,” Hart said.

“Do we want to? Absolutely not. We want to make sure these are local processes, locally tailored.

“We want to reach agreement,” Hart emphasized.

“We're so close, we think we can come up with a solution.”

Net pen aquaculture is the final sticking point in the proposed update of the county's shoreline master program, which was originally sent to Ecology for approval in November 2010.

Ecology approved most of it in February 2011 except for a proposed ban of all fin-fish

aquaculture, which raises fish such as Atlantic salmon in pens.

Ecology ruled that the county did not have the authority to forbid net pens.

And that point is non-negotiable, Hart said.

“What we want to do here, we want to have a shoreline master program for Jefferson County that is locally-driven and in compliance with state law,” Hart said.

“An outright prohibition on net pens doesn't comply with state law,” or with federal law, he added.

Commissioners disagree with Ecology's interpretation of the law, which is that marine net pen aquaculture is one of the water-dependent uses that must be balanced with others in shoreline management programs,

“Fish farming can be done anywhere. It can be done on land,” Sullivan said.

“You can do it a lot safer if you do it on land. . . . You wouldn't worry about viruses because you could kill the viruses before you release them into the water.”

Commissioners also point to Ecology's 2008 approval of a net pen aquaculture ban in Whatcom County's plan.

That was the first county shoreline program to be approved under new guidelines, Hart said.

“At that point, we didn't understand the significance of a ban on net pen aquaculture,” Hart said.

“The bottom line for Whatcom county is, we missed it. We made a mistake.”

When that county's plan is updated in 2014, “we will help the county reevaluate its current language regarding net pens in its shoreline master program,” Hart said.

Hart said that a conditional use permit approach would give Jefferson County “the power to evaluate proposals and set conditions for approval and denial of proposals.

“It doesn't suppose that a net pen aquaculture proposal would be approved or denied,” he said.

Hart said that Ecology would continue to work with Jefferson County.

“The next step is to make sure we have lines of communication open between the county and Ecology so we understand what the next step is going to be,” he said.

“The process is a partnership.”

Managing Editor/News Leah Leach can be reached at 360-417-3531 or at leah.leach@peninsuladailynews.com.

<http://www.peninsuladailynews.com/article/20120930/NEWS/309309988/word-pursue-key-in-jefferson-fish-farming-letter>

The Vancouver Observer, 29 September 2012

Score one for the enviros

[Jenny Uechi](#)



Photo sourced from Politicsoftheplate.com

Activist **Don Staniford** won a major legal battle for anti-salmon farming activists on Friday, Justice Elaine Adair dismissed a defamation case launched by the salmon-farming company Mainstream Canada, a subsidiary of Norwegian company Cermaq.

Staniford was sued for defamation over a 2011 campaign by the [Global Alliance Against Industrial Aquaculture](#) (GAAIA) that included images of cigarette-like packages and statements such as "Salmon Farming Seriously Damages Health".

"I am over the proverbial moon and feel extremely vindicated," Staniford told [CBC](#). "This is a victory not just for Don Staniford against Mainstream Canada. This is a victory for environmental campaigners, social-justice campaigners across the world."

The ruling by Adair summarized:

"Although I have concluded that Mr. Staniford's statements are defamatory of Mainstream, I have concluded that he should succeed on his defence of fair comment. I have found that he was actuated by express malice toward Mainstream. However, I have found that he had an honest belief in the statements he made, and injuring Mainstream because of spite or

animosity was not the dominant purpose in publishing the words in issue [...] the plaintiff's action is, accordingly, dismissed."

Mainstream Canada spokesperson said the company will review the ruling, but noted it was too early to say whether it will appeal.

Staniford said will be returning to Canada as soon as he's allowed on March 1, 2013, and is planning a lecture tour around B.C. with Kurt Oddekalv, the leader of the Green Warriors of Norway.

<http://www.vancouverobserver.com/politics/score-one-enviros>

Read more via "[Don Staniford wins defamation case](#)" and "[Salmon Activist Staniford Vindicated in Vancouver Court](#)"

3 News, 29 September 2012

Locals protest salmon farm expansion



Sat, 29 Sep 2012 6:06p.m.



Around 35 boats sailed to King Salmon's Ruakaka Bay operation, close to some of the proposed nine new farms

Video



Tags

- › Marlborough Sounds
- › Salmon
- › King Salmon

By Adam Ray

Former Environment Minister and Nelson MP Nick Smith says a protest flotilla against salmon farming in the Marlborough Sounds is a desperate move. About 35 boats took to the Sounds today to highlight opposition to both expansion plans by King Salmon and the Government's handling of the issue.

“What King Salmon want to do is put out the equivalent of I think 58,000 cows basically crapping and doing their thing in here,” says Greens MP Steffan Browning.

Around 35 boats sailed to King Salmon's Ruakaka Bay operation, close to some of the proposed nine new farms.

Protesters are also angry the final decision will be made by an Environmental Protection Agency board, rather than the local council. The Government used the EPA after saying the salmon farm expansion was nationally significant.

“People are free to protest, but it looks desperate and disorganised,” says Mr Smith.

He says the protesters serve no purpose while the board was hearing evidence. But the flotilla organiser says Mr Smith and other Government figures hijacked the process.

“We will not just roll over and allow you to take over our public common,” says Peter Beech. “You have a big fight on your hands.”

Mr Beech had hoped for 100 boats today, but says there is strong local opposition to King Salmon. The company's chief executive disagrees and says most residents back the expansion.

“One of the reasons is that we can create 370 sustainable, high-paying jobs,” says Grant Rosewarne.

The EPA's independent board of inquiry will decide whether it supports or opposes King Salmon by the end of the year.



<http://www.3news.co.nz/Locals-protest-salmon-farm-expansion/tabid/421/articleID/270953/Default.aspx>

Watch video report [online here](#)

The Marlborough Express, 29 September 2012

Boaties protest new salmon farms

Ian Bell



EMMA ALLEN/Fairfax NZ

PEACEFUL PROTEST: Opponents of new salmon farms in the Marlborough Sounds took to the waters themselves on Saturday.

Opponents of new salmon farms in the Marlborough Sounds deployed their own patrol vessels in a protest flotilla today.

Guardians of the Sounds chairman Peter Beech said people wanted to show their opposition to King Salmon's application to build nine more fish farms in the Marlborough Sounds with a peaceful demonstration.

The group did not want protesters boarding existing New Zealand King Salmon farms or shouting abuse at farm workers.

About 40 boats gathered at the company's original salmon farm at Ruakaka Bay around 11 am before going across to proposed farm sites at Kaitapeha and Rua o Moko at the entrance to Tory Channel.

Organisers had originally wanted 100 boats but Mr Beech said he was happy with the turnout.

“That's a lot of boats to have milling around in one place,” he said. “We had a message to get across and we achieved that without any nonsense. There's nothing to be gained by yelling and screaming.”

Protesters had earlier assembled at the Waikawa Marae and marched to Waikawa Bay foreshore before taking to the water.

King Salmon has applied to the Environmental Protection Authority (EPA) for a private plan change and resource consents so it can farm fish at nine new sites in the Marlborough Sounds, including eight where aquaculture is prohibited by the Marlborough District Council.

An EPA board of inquiry has heard five weeks of submissions for and against the proposed sites in what is expected to be an eight-week hearing in Blenheim.

Picton man Mr Beech said today's floating protest was for people who missed their chance to oppose the application during King Salmon's original 20-day submission period.

A police boat accompanied the flotilla during the two-hour demonstration.

Picton station sergeant Kris Payne said police weren't there to stop people voicing their concerns.

“Credit to the protesters. They wanted to get their message across in a peaceful way and we were happy with that.”

New Zealand King Salmon chief executive Grant Rosewarne said the 40-strong flotilla showed a lack of support for the protest.

The new farms would create 370 sustainable, high-value jobs in Marlborough, Mr Rosewarne said.

“A lot of other areas would appreciate that same opportunity.”

<http://www.stuff.co.nz/environment/7747873/Boaties-protest-new-salmon-farms>

Radio New Zealand, 29 September 2012

Flotilla protests salmon farm plan

Organisers say a flotilla of more than 40 boats sailed to the King Salmon marine farm at Ruakaka Bay on Saturday to protest against the company's proposed development of eight new sites in the Marlborough Sounds.

The Guardians of the Sounds group says if allowed to go ahead, the fish farm expansion will trigger a gold rush of applications that will be catastrophic for the Sounds.

Chairperson Peter Beech says locals have been left out of consultation over the proposal and the protest is aimed at the Government, the Ministry of Fisheries and local MP Nick Smith.

Mr Beech says Sounds residents want the Government to understand their strong opposition to their neighbourhood being turned into an industrialised zone.

Locals are also very worried about pollution of the waters by so many farms, he says.

<http://www.radionz.co.nz/news/national/116954/protest-flotilla-heading-to-king-salmon-plant>

NRK, 29 September 2012

Aktivist vant mot norsk oppdrettsgigant (Activist Wins Against Norwegian Salmon Farming Giant)



- En stor seier for miljøet, sier Staniford fra Spania.

Lakseaktivisten Don Staniford vant mot den norske oppdrettsgiganten Mainstream Canada.

- Liv Inger Somby liv.inger.somby@nrk.no

Aktivisten Staniford vant ærekrenkelsesrettssaken mot Mainstream Canada i British Columbia Supreme Court.

– Dette er en seier både for miljøet og for de som aksjonerer mot gigantiske giftige oppdrettsanlegg rundt i verden var Stanifords reaksjon fra Spania, da han hørte dommen.



Til [CBS News](#) sier Staniford at han er så takknemlig og lettet.

Mainstream Canada er Cermaqs datterselskap i Canada. De hevder Staniford har publisert ærekrenkende og feilaktige uttalelser om selskapet med titler som «The Salmon Farming Kills Campaign», «Silent Spring of the Sea» og «Smoke on the Water, Cancer on the coast».

Vurderer å anke dommen

Mainstream Canadas talskvinne, Laurie Jensen, sier selskapet er skuffet og kaller dommen opprørende.

– Det er for tidlig å si om vi skal anke dommen, men vi kommer nå til å ha en grundig gjennomgang med våre advokater, sier Jensen til CBS News.

10 siste fra NRK Sápmi



[Staniford vant i høyestrett](#)

http://www.nrk.no/kanal/nrk_sapmi/1.8340654

CTV News, 29 September 2012

Judge lets fish farm activist off the hook



In this October 2008 file photo, Atlantic salmon swim in a fish farm pen (AP Photo/Robert F. Bukaty and Jason Leighton, File).

The province's second-largest salmon farming company says it's too early to commit to an appeal after losing a defamation case against a British-born activist.

Mainstream Canada took Don Staniford to court over a 2011 campaign that included images of cigarette-like packages and statements such as Salmon Farming Kills Like Smoking.

But Justice Elaine Adair ruled in Staniford's favour, saying while his statements were defamatory and he was motivated by malice, the activist believed what he published and animosity wasn't his dominant purpose.

Laurie Jensen of Mainstream Canada said she's disappointed with the ruling, but defended the company's lawsuit, saying it had to stand up for its workers.

Related Stories

[Fish farm critics win major court victory](#)

<http://bc.ctvnews.ca/judge-lets-fish-farm-activist-off-the-hook-1.976921>

Redvildlaksen, 29 September 2012

Laksekriger og miljøaktivist vinder retsag i Canada



Don Staniford, har vundet endnu en retsag mod den globale opdrætsindustri.

Dommeren, Elaine Adair valgte at afvise de anklager firmaet Mainstream Canada, som er et datterselskab af det norske opdrætsselskab Cermaq, havde rejst mod ham.

Don Stanifords brøde skulle ifølge anklageren bestå i, at han i 2011 havde kørt en kampagne mod opdrætsindustrien, og i den forbindelse havde fremstillet billeder af cigaretpakker med tekster som for eksempel – Salmon Farming Kills, Salmon Farming is Poison, Salmon Farming is Toxic, og Salmon Farming Seriously Damages Health.

Dommeren var imidlertid af den overbevisning, at Don Staniford, ærligt og redeligt, havde troet på sine påstande om opdrætsindustrien – og derfor ikke kunne dømmes for at have gjort noget forkert.

Selv siger Don Staniford til CBC: – Det er ikke kun en sejr for Don Staniford mod Mainstream Canada. Det er en sejr for miljø- og retfærdigheds-aktivister over hele verden.

Lige nu er Don Staniford i Norge, hvor han arbejder for det norske, Miljøvernforbundet, som laksekoordinator i ”krigen” mod mod opdrætsindustriens ødelæggelser af natur, miljø og vildfisk.

Don Staniford planlægger imidlertid at genoptage kampen mod opdrætsindustrien i Canada. Sammen med lederen af Miljøvernforbundet i Norge, Kurt Oddekalv, vil Don Staniford i 2013 rejse til Canada på en oplysningstur.

Retssagen, hvor Mainstream Canada, krævede en millionerstatning, har kostet Don Staniford over 600 000 kr i advokatomkostninger.

<http://www.redvildlaksen.dk/?p=533>

The Canadian Press, 29 September 2012

Salmon-farming activist wins in court

Anti-salmon-farming activist Don Staniford has won another victory against the global aquaculture industry, despite some harsh words of criticism levelled against him by a Supreme Court of BC justice.

Justice Elaine Adair has dismissed a defamation case launched by the salmon-farming company Mainstream Canada against the British-born Staniford over a 2011 campaign that included images of cigarette-like packages and statements such as "Salmon Farming Kills Like Smoking."

In her ruling published Friday, Adair said while the statements were defamatory and Staniford was motivated by malice, the activist honestly believed in what he was saying and animosity wasn't his dominant purpose.

The ruling left officials at Mainstream Canada, a subsidiary of the Norwegian company Cermaq, disappointed.

But Staniford, who was removed from Canada this past February for overstaying a visitor's permit, was in a celebratory mood.

"I am over the proverbial moon and feel extremely vindicated," he said during a phone interview from Spain. "All along I knew that Cermaq (was) whistling in the dark."

"This is a victory not just for Don Staniford against Mainstream Canada. This is a victory for environmental campaigners, social-justice campaigners across the world."

Laurie Jensen, a spokeswoman for Mainstream Canada, said the company will be reviewing the ruling, noting it's too early to say if it will appeal, and she defended the court action, saying it was the right thing to do.

"What we're seeing is a character of a person," she said. "And because, you know, he's not found legally responsible doesn't mean that, you know, he's getting away with things."

She said Adair's ruling supports many of the company's allegations, but she's disappointed the judge dismissed the court action over fair comment, a ruling she called "outrageous."

The court action was not the first faced by Staniford.

His first legal threat came from a Scottish salmon-farming company in 2001 but that never went to trial. He also won a new trial that has yet to happen after appealing a defamation victory by BC's Creative Salmon Company in 2007.

The latest defamation case was launched by Mainstream Canada based on a Jan. 31, 2011 Global Alliance Against Industrial Aquaculture campaign.

Court documents state a news release sent to media included four mock-cigarette packages, all modelled after the Marlboro brand, containing statements like, "Salmon Farming Kills," "Salmon Farming is Poison," "Salmon Farming is Toxic," and "Salmon Farming Seriously Damages Health."

Images also appeared on the global alliance's website.

Many packages also included statements, such as "Norwegian Owned," and "92% Norwegian Owned."

Mainstream Canada, which has 27 fish-farm sites along the east and west coasts of Vancouver Island and is the second-largest salmon-farming company in BC, argued there were more than 50 instances of defamatory words.

In fact, when questioned during the trial, Staniford wasn't aware of any research showing anyone had developed cancer after eating farmed salmon, Adair said in her ruling.

"Staniford said that he did not know whether farmed salmon sold by Mainstream in B.C. is toxic to humans," she added. "He explained that he had not seen current data tests of contaminant levels in Mainstream's farmed salmon, and so could not express an opinion."

But based on peer-reviewed science from the global salmon-farming industry, Staniford said the product "can contain cancer-causing chemicals and can carry an elevated cancer risk," noted Adair.

But the judge found Staniford believed what he said, although she called him a "zealot," challenged his credibility and noted his "closed-mindedness and deep prejudices make him an unreliable reporter of facts."

Adair ruled Staniford's defence of fair comment should succeed.

<http://www.castanet.net/news/BC/81164/Salmon-farming-activist-wins-in-court>

Times Colonist, 29 September 2012

Court dismisses salmon farming defamation suit

Despite malice, opinion was an honest belief, judge rules

By Judith Lavoie

A legal fish fight has ended with the dismissal of a defamation suit brought by Mainstream Canada against anti-salmon farming activist Don Staniford - even though the B.C. Supreme Court judge concluded Staniford's statements were defamatory.

Staniford led aggressive campaigns against fishfarming companies. Last year, he released a series of shock-ads through his Global Alliance Against Industrial Aquaculture.

The Salmon Farming Kills campaign showed mock cigarette packages adorned with the Norwegian flag and slogans such as "Salmon farming kills like smoking."

Mainstream Canada, the second-largest salmon farming company in B.C. and a subsidiary of the Norwegian company Cermaq, sued Staniford and his group, claiming defamation.

Justice Elaine Adair dismissed the case, saying Staniford had an honest belief in what he was saying. "Although I have concluded Mr. Staniford's statements are defamatory of Mainstream, I have concluded he should succeed on his defence of fair comment," she wrote in the judgment. Staniford was acting with malice and his Internet postings are filled with insulting and demeaning comments and cruel caricatures, Adair said.

"However, I have found that he had an honest belief in the statements he made and injuring Mainstream because of spite and animosity was not his dominant purpose in publishing the words in issue."

While officials at Mainstream said they were disappointed, Staniford was jubilant.

"I am over the moon," Staniford said in an interview from Spain.

The British-born activist was deported from Canada in May after overstaying his visa. Since then, he has spent most of his time in Norway campaigning.

"This is a complete vindication and we are going full steam ahead. ... This will give momentum to the campaign against salmon farming all over the world," he said.

Staniford said he hopes Mainstream will not appeal.

"If they choose to appeal, I think they are going to be shooting themselves in the foot for a second time," he said.

Mainstream spokeswoman Laurie Jensen said the company is reviewing the ruling and considering its implications.

"Mainstream is disappointed with the decision of the court. The judge ruled the activist's statements were defamatory and malicious and not based on fact, but, because he truly believed them, our claim was dismissed," she said.

"We believe that people who say defamatory and malicious things should be held accountable."

jlavoie@timescolonist.com

<http://www.timescolonist.com/Court+dismisses+salmon+farming+defamation+suit/7320020/story.html>

The Canadian Press/Montreal Gazette/Vancouver Sun/CBC News, 29 September 2012

Activist wins defamation case launched by salmon-farming company

Don Staniford suggested eating farmed salmon was as dangerous as smoking

By: Keven Drews



Don Staniford, of The Global Alliance Against Industrial Aquaculture, poses for a photograph in Vancouver. (Darryl Dyck/Canadian Press)

VANCOUVER - Anti-salmon-farming activist Don Staniford has won another victory against the global aquaculture industry, despite some harsh words of criticism levelled against him by a Supreme Court of B.C. justice.

Justice Elaine Adair has dismissed a defamation case launched by the salmon-farming company Mainstream Canada against the British-born Staniford over a 2011 campaign that included images of cigarette-like packages and statements such as "Salmon Farming Kills Like Smoking."

In her ruling published Friday, Adair said while the statements were defamatory and Staniford was motivated by malice, the activist honestly believed in what he was saying and animosity wasn't his dominant purpose.

The ruling left officials at Mainstream Canada, a subsidiary of the Norwegian company Cermaq, disappointed.

But Staniford, who was removed from Canada this past February for overstaying a visitor's permit, was in a celebratory mood.

"I am over the proverbial moon and feel extremely vindicated," he said during a phone interview from Spain. "All along I knew that Cermaq (was) whistling in the dark."

"This is a victory not just for Don Staniford against Mainstream Canada. This is a victory for environmental campaigners, social-justice campaigners across the world."

Laurie Jensen, a spokeswoman for Mainstream Canada, said the company will be reviewing the ruling, noting it's too early to say if it will appeal, and she defended the court action, saying it was the right thing to do.

"What we're seeing is a character of a person," she said. "And because, you know, he's not found legally responsible doesn't mean that, you know, he's getting away with things."

She said Adair's ruling supports many of the company's allegations, but she's disappointed the judge dismissed the court action over fair comment, a ruling she called "outrageous."

The court action was not the first faced by Staniford.

His first legal threat came from a Scottish salmon-farming company in 2001 but that never went to trial. He also won a new trial that has yet to happen after appealing a defamation victory by B.C.'s Creative Salmon Company in 2007.

The latest defamation case was launched by Mainstream Canada based on a Jan. 31, 2011 Global Alliance Against Industrial Aquaculture campaign.

Court documents state a news release sent to media included four mock-cigarette packages, all modelled after the Marlboro brand, containing statements like, "Salmon Farming Kills," "Salmon Farming is Poison," "Salmon Farming is Toxic," and "Salmon Farming Seriously Damages Health."

Images also appeared on the global alliance's website.

Many packages also included statements, such as "Norwegian Owned," and "92% Norwegian Owned."

Mainstream Canada, which has 27 fish-farm sites along the east and west coasts of Vancouver Island and is the second-largest salmon-farming company in B.C., argued there were more than 50 instances of defamatory words.

In fact, when questioned during the trial, Staniford wasn't aware of any research showing anyone had developed cancer after eating farmed salmon, Adair said in her ruling.

She said he admitted he didn't know whether a variety of chemicals were used on B.C. fish farms owned by Norwegian companies, but he identified emamectin benzoate as one such chemical.

Adair said Staniford did not know who used the chemical and couldn't identify a precise source.

"Staniford said that he did not know whether farmed salmon sold by Mainstream in B.C. is toxic to humans," she added. "He explained that he had not seen current data tests of contaminant levels in Mainstream's farmed salmon, and so could not express an opinion." But based on peer-reviewed science from the global salmon-farming industry, Staniford said the product "can contain cancer-causing chemicals and can carry an elevated cancer risk," noted Adair.

But the judge found Staniford believed what he said, although she called him a "zealot," challenged his credibility and noted his "closed-mindedness and deep prejudices make him an unreliable reporter of facts."

She also said "he will say almost anything to further his own agenda," and seems incapable of conceding error on some issues.

"He believes his own press, even when contradicted by other, contemporaneous documents." In contrast, she complimented the company for its work of providing food for human consumption.

"They are conscious of the need to operate the business in a manner consistent with producing a product that is safe to consume and contributes to a healthy and nutritious diet," she said.

Adair ruled Staniford's defence of fair comment should succeed.

"I have found that he had an honest belief in the statements he made, and injuring Mainstream because of spite or animosity was not his dominant purpose in publishing the words in issue," she found.

Adair did not address the issue of damages before dismissing the case.

Staniford said the court case cost him about \$100,000 even with his lawyer, David Sutherland, working at a reduced rate.

Jensen said the company had not yet tallied its court costs.

"Whether we won or lost, we did the right thing. People have to stand up to these people," she said. "Somewhere down the road, accountability will be made."

Staniford said he'll return to Canada as soon as he's allowed on March 1, 2013, and is planning a lecture tour around B.C. with Kurt Oddekalv, the leader of the Green Warriors of Europe, an environmental organization.

"I look forward to being welcomed into Canada," he said. "Already my supporters who threw a deportation party for me in Vancouver are planing a welcome party for me in Vancouver for the first of March."

<http://www.cbc.ca/news/canada/british-columbia/story/2012/09/28/bc-anti-salmon-farming-activist-ruling.html>

Story also online via: [Montreal Gazette](#), [Winnipeg Free Press](#), [Vancouver Sun](#), [Lethbridge Herald](#), [Brandon Sun](#), [Bonnyville Nouvelle](#), [Whistler Question](#), [The Tyee](#), [The Observer](#) and [Metro News](#)

Comments following the [CBC News](#) article include:

PacificK 2012/09/29 at 4:40 AM ET	Hey Mainstream Your salmon farming is destroying the aquaculture and fish in British Columbia. Further, you are polluting our ocean up and down the coast and around Vancouver Island. Good, now you can "try" to sue me.
Pumpguy07 2012/09/29 at 6:10 AM ET	Norway has already lost their wild salmon due to salmon farming. We won't let them do it to ours!
Adanac12 2012/09/29 at 5:15 AM ET	This is a fair report, but on CBC radio I heard an excessively literal interpretation of Mr. Staniford's statements, all of which were framed metaphorically or figuratively. (eg Staniford never literally claimed "eating farmed salmon causes cancer".) To read similes or metaphors as literal statements is a poor linguistic choice for some and downright ignorance for others. Read my "Open Letter to Madam Justice Adair" on this topic as it pertained to the plaintiff's construing of meaning: http://ecogovernancenow.blogspot.ca/?m=1

<http://www.cbc.ca/news/canada/british-columbia/story/2012/09/28/bc-anti-salmon-farming-activist-ruling.html#socialcomments>

Read more via “[An Open Letter to Madam Justice Adair](#)”

The Vancouver Sun, 29 September 2012

B.C. Supreme Court upholds right of anti-salmon farm activist to make defamatory remarks

Activist shows ill will, spite, but fully believes what he said: judge

Larry Pynn



Undated handout photo of Atlantic salmon on a fish farm in British Columbia, Canada.

Photograph by: Handout , Marine Harvest Canada

The B.C. Supreme Court has upheld the right of activist Don Staniford to make defamatory comments against the salmon farming company, Mainstream Canada, on the grounds he fully believes what he says.

In a judgment released Friday, Justice Elaine Adair wrote: "Although I have concluded that Mr. Staniford's statements are defamatory of Mainstream, I have concluded that he should succeed on his defence of fair comment.

"I have found that he was actuated by express malice towards Mainstream. However, I have found that he had an honest belief in the statements he made, and injuring Mainstream because of spite or animosity was not his dominant purpose in publishing the words in issue.

"In view of those findings, I do not intend to address damages or other remedies. The plaintiff's action is, accordingly, dismissed."

Staniford maintains the website, Global Alliance Against Industrial Aquaculture, and chiefly seeks to put an end to industrial aquaculture, Adair said, and is unaccepting of any arguments or facts that challenge that position.

"I agree with Mainstream that Mr. Staniford does not in fact do anything to conceal the spite, ill-will and contempt he holds for industrial aquaculture and salmon farming in general....

"I think the evidence is overwhelming in this regard. Mr. Staniford's Internet postings are filled with insulting and demeaning comments and cruel caricatures. He ignores and disdainfully dismisses peer-reviewed science...when the conclusions conflict with his own views. The language in his publications...is extreme, inflammatory, sensationalized, extravagant and violent."

But she added: "I have concluded...that Mr. Staniford honestly believes what he says."

In an emailed statement of response Friday, Staniford maintained his attack on the industry at full volume: "This judgment is a victory for free speech....The Norwegian Government's malicious attempt to abuse the Canadian courts to muzzle fair and honest criticism of Norwegian-owned salmon farming has back-fired spectacularly. Cermaq should now go back to Norway taking their disease-ridden salmon feedlots with them."

The judgment described Mainstream as the second largest producer of farmed salmon in B.C. and a wholly-owned subsidiary of Cermaq, a Norwegian company and a world leader in salmon production owned 43.5 per cent by the Norwegian government.

Staniford, a British citizen, was deported from Canada in February after his visa expired in 2010.

He said he currently lives in Bergen, Norway.

He added it cost him more than \$100,000 to defend against Mainstream, money derived from personal fund-raising, as well as money from West Coast Environmental Law, Norwegian wild salmon fishermen, and B.C. wilderness lodge owners.

Mainstream Canada is currently reviewing the ruling and considering its full implications.

"Mainstream is disappointed with the decision of the court," Laurie Jensen, company's sustainability manager, said in a statement. "The judge ruled that the activist's statements were defamatory and malicious and not based on fact, but because he truly believed them, our claim was dismissed.

"We believe that people who say defamatory and malicious things should be held accountable. We took this action to protect our employees and the company from further malicious attacks, and despite this decision we believe this was the right thing to do."

lpynn@vancouver.sun.com

<http://www.vancouver.sun.com/news/metro/Supreme+Court+upholds+right+anti+salmon+farm+activist+make/7315952/story.html> and

<http://www.vancouver.sun.com/Court+upholds+salmon+farm+right+make+defamatory+remarks/7319768/story.html>

Story also reported via:

Times Colonist:

<http://www.timescolonist.com/news/Supreme+Court+upholds+right+anti+salmon+farm+activist+make/7316356/story.html>

Comments following article include:



Greg McDade · Board of Directors at Vancity Credit Union

The big question here, which may not be the obvious first question asked, is not about fish-farming – thank you, Don – but is about the ability of a major corporation, Mainstream Canada, to misuse the court and legal systems, and their superior monetary resources, to suppress public debate. How dare they!

The sanction of 'court costs', which is a small portion of what lawyers like David Sutherland or any litigation cost, remains a much smaller, real drop in the bucket, to Mainstream, and is insufficient to prevent their behaviour. In fact, I bet they're chuckling, even now. If we don't prohibit these 'SLAPP's' – Strategic Lawsuits Against Public Participation – then democracy is at risk against large corporate interests which can afford to spend huge money on lawsuits, even if completely frivolous. Where corporations sue critics, and lose, there should be a mechanism to either throw out the litigation early, or force them to pay fair damages equivalent to the damage they've caused people like Don, who've risked everything. This is an issue of free speech – now resolved by the court – that people need to seize upon. The Judge in this case has made a proper, but courageous, decision, and if we just focus on Don's win, and not on the propriety of the original litigation, it will be lost.

And, in the end, when all the science is in, Don Staniford may well prove to have been right.

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<http://www.vancouversun.com/news/metro/Supreme+Court+upholds+right+anti+salmon+farm+activist+make/7315952/story.html#Comments>

The Scotsman, 29 September 2012

Marine's harvest on the increase as profits and production surge



Picture: Stephen Mansfield

By PERRY GOURLEY

PRICE increases and higher volumes of fish produced saw profits surge ahead at salmon farmer Marine Harvest's Scottish operations last year.

The Norwegian-owned company, which has significant operations across Scotland, saw pre-tax profits rise by 72 per cent to £57.4 million on sales of £205.8m, up by 62 per cent on the previous year.

Although feed prices continued to increase, the firm said strong production figures and low levels of fish mortality drove a "highly acceptable underlying performance".

The highest-paid director at the company received total remuneration of £200,659, up from £181,435 the previous year, and staff numbers increased by 47 to 439 during the period.

Marine Harvest's operations in Scotland include 25 sea farms on the west coast, five hatcheries and four freshwater loch sites.

Its processing plant and farm management office is in Fort William with a head office and sales function in Edinburgh.

Earlier this year the company said it planned to create 100 jobs in an £80m expansion of its Scottish operation over the next four years.

Parent company chairman Ole Eirik Leroy said at the time that increasing global consumer demand for salmon was behind the move.

The Marine Harvest Group, which is listed on the Oslo Stock Exchange, is the world's biggest seafood company and employs 6,200 people across operations in 22 countries worldwide.

It supplies farmed salmon and processed seafood to customers in more than 50 markets.

<http://www.scotsman.com/business/food-drink-and-agriculture/marine-s-harvest-on-the-increase-as-profits-and-production-surge-1-2554053>

The Mercury, 29 September 2012

Leap of faith in salmon firm



Peter and Frances Bender from Huon Aquaculture Group with their Tasmanian Exporter of the year award. Picture: LUKE BOWDEN

A TROUBLED world economy has not slowed demand for quality Tasmanian salmon.

Huon Aquaculture Group managing director Peter Bender says the company's Australian sales have risen 28 per cent in a year.

Exports to Japan are thriving and new markets are opening up in Dubai, Malaysia, Singapore and New Zealand.

The family business yesterday won Tasmania's Exporter of the Year award at a ceremony in Hobart.

Economic Development Minister David O'Byrne was quick to praise its "outstanding achievement".

The company began in a small way 25 years ago when Huon farmers Peter and Frances Bender took the plunge and decided to invest in aquaculture.

Since then it has grown to employ 400 people, with farms in the Huon and on the West Coast, a factory near Latrobe, a plant in Adelaide and sales staff all over Australia.

The Benders described it as a sustainable industry but only if Tasmania maintained strict biosecurity controls to keep out the diseases that had ruined salmon farms in other parts of the world.

Frances Bender said Tasmania's reputation for quality, food safety and cleanliness was the key to success. "Our environmental standards are the world's best," she said.

Peter Bender said the company stocked its fish farms very conservatively to prevent problems with disease and pollution. He said the important point was not the number of sites but how they were stocked.

http://www.themercury.com.au/article/2012/09/29/362815_tasmania-news.html

Otago Daily Times, 29 September

Salmon farming expansion 'stunning'

By [Sally Rae](#)



Mount Cook Alpine Salmon chief executive Geoff Matthews at the company's fish farm in the Ohau canal.

The growing popularity of New Zealand's farmed salmon is a driver of new employment in the Mackenzie Basin. Agribusiness reporter Sally Rae talks to Mount Cook Alpine Salmon chief executive Geoff Matthews about his plans.

At Mount Cook Alpine Salmon, in the heart of the picturesque Mackenzie Basin, there's "no standing still, no time to suck a breath or have a cup of tea".

"This thing's trucking along," chief executive Geoff Matthews declared enthusiastically, while outlining progress on the \$20 million expansion the company is more than halfway through.

In three years, staff have been asked to manage 10 times the number of fish and there are about a million salmon now in the water, destined in the main for the top-end market in the United States.



Feeding time at the salmon farm. Photos by Stephen Jaquier.

In the past year, a new fish farm was established in the Ohau hydro canal, near Twizel, while a new fish-processing factory has been proposed for a location yet to be confirmed in South Canterbury.

The pace of change was "really quite stunning", Mr Matthews said.

In the early 1990s, a trial salmon farm raft was established by Southern Sockeye Salmon Ltd in the Ohau canal.

In 1995, the farm moved to the Tekapo canal, which made it the highest salmon farm site in the world at 677m above sea level.

Mr Matthews' involvement began when he was asked to do some work for the company in 2004-05 through his own branding and marketing company.

As part of that work, he travelled to the Middle East to help sell salmon and he discovered it was the "finest salmon in the world".

But the problem was the company was not producing enough to meaningfully export.

In 2009, Mr Matthews decided to put a consortium together to buy the company.

The global financial crisis hit at the same time as he was trying to raise the cash, but he eventually got some passionate investors.

A new name and new ownership signalled a new era for the company. From the start, there was a vision to get to a profitable size.

"We had to be able to farm, process and sell at the very top end of the market," he said.

The company has gone from 13 employees to 37 and, by this time next year, there could be close to 50 staff and it was likely to be the largest single employer in the area.

The planned processing factory would employ 80 people once up to speed and it was hoped to have that operational by the middle of next year.

The salmon-farming industry could be worth \$100 million to the region "in the next decade or so", Mr Matthews said.

The United States was the major market for the company at the moment - "if you go to the US, we're getting the highest price for farmed salmon in the world" - and it would take everything the company could produce.

Production had to increase before export markets in Australia, Singapore, Hong Kong and Europe could be opened up, but those markets were ready to go - they were just waiting for fish.

The company had consents for about 2500 tonnes of salmon.

When it took over the farm, it was doing about 120 tonnes. This coming year, about 700 tonnes will be harvested.

Asked what made Mount Cook Alpine Salmon so special, Mr Matthew said the water was the key - along with the volume and the speed of it.

The salmon basically spent their lives swimming at 5kmh against a current in pure glacial water.

And the water had been tested and met drinking water standards after it came out of the farm. That, in itself, was "a great story for the rest of the world".

One of the reasons the salmon commanded a good price was it was being sustainably farmed, he said.

But even at full production, the company would still be producing volumes amounting to "a drop in the ocean" and Mr Matthews described it as a "little niche player".

It might only be a small player in the international scene, but its product was being served at some of the world's finest restaurants, including the French Laundry, in the Napa Valley in California, which has been named the best restaurant of the world.

However, the pace at which the company was growing meant issues were inevitable. Staff had to change the way they operated, deal with the 10-fold increase in fish being managed, while timely capital investment was always an issue, he said.

Used to being his own boss, Mr Matthews had to learn how to be "a good CEO".

"People do look to you for confidence, for drive and for vision. Personally, it's been a great learning curve," he said.

There were fewer day-to-day challenges than in agricultural farming - the weather was not an issue - and it was probably the best aquaculture environment in the world to farm in.

"We're blessed in that," he said.

New Zealand's aquaculture products were "fantastic" and a challenge for the whole industry was how to "get top dollar" and increase offshore markets. He believed good marketers in that area were lacking.

In the 2012 TVNZ New Zealand Marketing Awards, Mr Matthews - who formed Brandcom Ltd in 2001 - was named runner-up to Air New Zealand chief executive Rob Fyfe as a chief executive who had shown dedication to marketing excellence.

There were not many chief executives who came from marketing and branding backgrounds. The whole company had become infused with marketing and branding. Everything it did represented the company as a brand, he said.

Staff all knew they were part of the brand delivery and what they did directly affected the brand's perception in the US, he said.

Mount Cook Alpine Salmon has also won a host of awards, including supreme winner in the New Zealand Food Awards, and the company was delighted to win the sustainability award and manufacturing and primary produce award and be named supreme winner in the 2012 South Canterbury business excellence awards.

Selling the salmon at a commodity price would "just be a total waste". It could be seen as the company's duty to make sure it was sold at the top level, he said.

New Zealand needed another one hundred \$100 million enterprises just to keep pace with Australia over the next 20 years.

Ultimately, that was going to come from using natural resources in a sustainable way to generate premium products which were sold at the very top end of the market.

"That's our New Zealand future, New Zealand Inc's future," he said.

There were now more than 60 investors in the company and the board was chaired by former prime minister Jim Bolger.

As minister of fisheries Mr Bolger had licensed salmon farming in New Zealand.

He was also prime minister when the government granted the first leases to farm salmon in the hydro canals in 1991, through the Electricity Corporation of New Zealand Ltd (ECNZ), now Meridian Energy.

Mr Matthews approached him to become chairman and it was a "coup" to have him join the board, he said.

Mr Matthews himself was passionate about the product and the region "and what we're doing here".

He was also passionate about the company's contribution to both the local and New Zealand economy and also "just passionate about the journey really".

Having been a world-class Ironman athlete, he likened it to being halfway through a marathon.

But being able to help turn a business into a \$200 million enterprise was "kind of cool".

The jobs it provided helped retain the likes of schools and medical services in the district.

To be successful, the company had to be a leader in the community. When it came to establishing a new fish farm, it volunteered to establish toilets and car parking for fishing enthusiasts.

There was "great fishing", as the 36,000 salmon smolt released two years ago in conjunction with Fish and Game were now "ready to eat".

<http://www.odt.co.nz/news/business/228080/salmon-farming-expansion-stunning>

CTV News, 28 September 2012

Environmental activist wins major victory against the salmon farming industry



Watch online via:

<http://www.youtube.com/embed/5cMi0PHTxHE?eurl=http%3A%2F%2Fwww.ctvvancouverisland.ca%2F&html5=1> and via <http://www.ctvvancouverisland.ca/>

The Province/The Canadian Press/Calgary Herald, 29 September 2012

Activist wins defamation case launched by salmon-farming company



A B.C. Supreme Court judge has dismissed a defamation case launched by salmon-farming company Mainstream Canada against activist Don Staniford.

Photograph by: Jonathan Hayward , The Canadian Press

VANCOUVER - British-born activist Don Staniford has won a major victory against the global salmon-farming industry, the third time he's faced legal action over his campaigns.

Supreme Court of B.C. Justice Elaine Adair has dismissed a defamation case launched by salmon-farming company Mainstream Canada against Staniford.

The Norwegian-owned company had taken the activist to court over a 2011 campaign that included images of cigarette-like packages and statements such as "Salmon Farming Kills Like Smoking."

While Adair says the statements were defamatory and Staniford was motivated by malice, she says he honestly believed his statements were true and animosity wasn't his dominant purpose.

Mainstream Canada says it is disappointed and is reviewing the ruling.

Staniford faced his first legal threat from a Scottish salmon-farming company in 2001 that never went to trial, and he won a new trial that has yet to happen after appealing a defamation victory by B.C.'s Creative Salmon Company in 2007.

<http://www.calgaryherald.com/news/national/Activist+wins+defamation+case+launched+salmonfarming+company/7316662/story.html>

Story also reported via: [Windsor Star](#), [Metro News](#), [Montreal Gazette](#), [Ottawa Citizen](#), [The Province](#), [The Chronicle Journal](#) and [Winnipeg Free Press](#)

Mainstream Canada, 28 September 2012

Activist claims found to be defamatory, malicious

A decision was delivered today in the defamation trial brought by Mainstream Canada against an anti-salmon farm activist.

The trial, which began on Jan 16, 2012 and concluded on Feb 10, 2012 in the Supreme Court of BC, was initiated by Mainstream in response to a prolonged and malicious attack on the reputation of the company and its employees.

"Although I have concluded that Mr. Staniford's statements are defamatory of Mainstream, I have concluded that he should succeed on his defence of fair comment," said Madam Justice Adair in her reasons for judgment. "I have found that he was actuated by express malice towards Mainstream.

However, I have found that he had an honest belief in the statements he made, and injuring Mainstream because of spite or animosity was not his dominant purpose in publishing the words in issue."

Mainstream Canada is currently reviewing the ruling and considering its full implications.

"Mainstream is disappointed with the decision of the court. The judge ruled that the activist's statements were defamatory and malicious and not based on fact, but because he truly believed them, our claim was dismissed," said Laurie Jensen, Mainstream Canada's Communications and Corporate Sustainability Manager. "We believe that people who say defamatory and malicious things should be held accountable. We took this action to protect our employees and the company from further malicious attacks, and despite this decision we believe this was the right thing to do."

[Click here to download and read the full judgment.](#)

<http://www.mainstreamcanada.com/activist-claims-found-be-defamatory-malicious>

Idealog, 28 September 2012

Sounds salmon farm expansion prompts teen to take action

By Josh Martin

Seventeen-year-old Leona Plaisier organised and delivered her petition of more than 5,000 signatures opposing a salmon farm expansion in the Marlborough Sounds to the Environmental Protection Authority (EPA) hearing this week.

The online petition's website claimed the proposed expansion of nine farms will harm the pristine marine environment and spread disease.

Plaisier said the company had still not explained “why thousands of salmon died this year and had to be trucked away on a barge.”



“This is not their environment alone to use, there is a whole network here – human, animal and plant alike – that need the health of the area maintained to survive.”

NZ King Salmon has applied for a plan change to get special permission to set up marine farms in prohibited zones with its applications lodged with the EPA.

The body was set up by the government to address resource management concerns where the contribution to the New Zealand economy could be considerable.

NZ King Salmon said expanding their farms from five to 11 hectares would still only use about 0.1 percent of the total Marlborough Sounds surface area.

They said a team of our staff, scientists and specialists has undertaken extensive research on various locations around the Marlborough Sounds over the past year.

The company could not confirm whether any independent research had occurred, although they said the industry had huge benefits while having relatively low and localised environmental consequences.

Plaisier said her organisation, saveoursounds.co.nz, explored current salmon farm sites found, “a seafloor black with rot, with no other sea life at all”.

Aquaculture has been targeted by the National Government as a lucrative export earner for the future and NZ King Salmon believes its proposal is part of the industry’s plan to achieve \$1 billion in sales by 2025.

The EPA hearing outcome, to grant the expansion or redirect the process through the usual Resource Management Act process, is still under consideration in Blenheim.

<http://www.idealogue.co.nz/news/2012/09/sounds-salmon-farm-expansion-prompts-teen-take-action>

Nelson Mail, 28 September 2012

Flotilla protest 'desperate'

Tomorrow's flotilla protest against the expansion of New Zealand King Salmon's marine farming is misguided, ill-timed and "about as useful as a lynch mob trying to influence a judge and jury in a criminal trial", Nelson MP Nick Smith said today.

The organisers expect 40 boats to take part following a hikoi from Picton's Waikawa Marae to the nearby marina.

Guardians of the Sounds has also chartered a boat to carry an "overflow" of people who want to take part in the protest but have not got a spot on a boat.

Spokesman Peter Beech said it was "always a lottery" but he expected about 100 people would be in the flotilla, which is to head out at 10am to the King Salmon farm at Ruakaka Bay for a short protest at 11am before going across to proposed farm sites at Kaitapeha and Rua O Moko at the entrance to Tory Channel.

Dr Smith said people were being misled into believing it would influence the decision by Environment Court judge Gordon Whiting and the independent board of inquiry.

But the law required the decision be made on the facts and evidence alone.

He would be equally critical if King Salmon and marine farming supporters organised a demonstration of support at this time, he said.

The protest's timing looked "disorganised and desperate".

"We should be letting the board of inquiry make a well-informed decision without undue pressure from either side of the argument."

Nelson and Marlborough needed more jobs and exports "but we also need to carefully manage environmental jewels like the Marlborough Sounds to protect our great lifestyle".

"The region's interests are best served by a decision based on sound science rather than slick slogans, and on the quality of the evidence rather than the noise of the protest," Dr Smith said.

<http://www.stuff.co.nz/nelson-mail/news/7742830/Flotilla-protest-desperate>

The Marlborough Express, 28 September 2012

Fifth week

In the fifth week of the King Salmon expansion hearings in Blenheim, Sounds residents, business owners, Port Marlborough, the Marlborough Chamber of Commerce, holiday home owners and school pupils have had their say.

Hearings chairman Judge Gordon Whiting said he appreciated the Marlborough "flavour" of the submissions. He also liked to see "intergenerational submissions" - young people commenting on the application.

With the hearing scheduled for 10 weeks, this could be the half way point.

On Monday, navigation is under discussion, with KiwiRail and harbourmaster Alex van Wijngarden making submissions.

On Tuesday the focus is the five farms planned for Pelorus Sound, with property owners and residents making submissions.

The hearing will move to Waikawa Marae, in Picton, on Wednesday for two or three days of hearings.

[NZ King Salmon hearing stories online](#)

<http://www.stuff.co.nz/marlborough-express/news/7741503/Fifth-week>

West Highland Free Press, 28 September 2012



https://twitter.com/i/#!/Animal_Watch/media/slideshow?url=pic.twitter.com%2FGfOOzdrj

Read also "[Salmon disease hits Orkney farms](#)" (BBC News, 28 September)

See also a letter from Marine Harvest to local residents in the Western Isles:



marine harvest
excellence in seafood

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Dear resident

MARINE HARVEST

There has been some interest locally in our recent activities in the Outer Hebrides and I wanted to take the chance to explain what we're doing and reassure people we are operating safely and responsibly.

As you know, in June and July our weather conditions in the Western Isles were very unusual. As a result we have experienced much higher seawater temperatures and higher salinity levels than is the norm.

This has led to an increase in an amoebae that irritates salmon gills but is harmless to humans. If left untreated the amoebae multiply and would eventually suffocate the fish.

Small amounts of gill amoebae (*Neoparaamoebae*) are present in seawater all over the world, including Scotland but the levels we are seeing this year are unprecedented and normally only found in warmer places such as Tasmania.

Gill amoebae is treated using either freshwater or hydrogen peroxide, a substance which is often used in toothpaste and shampoo. In the salmon pens it rapidly breaks down naturally into water and oxygen.

Because it is an oxidising agent it has to be transported in specialist tankers. We take every care to ensure it is transported safely on our roads. We have a hard working and incredibly competent team of skilled staff in the Western Isles who care about their local environment. They also care deeply about operating in a safe way and we know we can rely on them to deal with this challenging situation brought about by exceptional weather conditions. Our team are, in turn, grateful for the ongoing support they receive from their local communities.

During the remainder of the year we will continue to treat our salmon with freshwater and hydrogen peroxide and you may continue to see tankers on the roads or on the ferry and we hope we can continue to rely on your support.

If you have any questions about our work in the Western Isles, please get in touch with me on 01397 715032 or at (ben.hadfield@marineharvest.com)

Yours faithfully

Ben Hadfield (Production Manager)
Marine Harvest Scotland Ltd

Fish Farming Xpert, 28 September 2012

Chilean salmon industry presents sanitary proposal

Chile: In an unprecedented event, the three associations representing local salmon producing companies and some individual firms have presented a joint proposal to the Chilean authorities regarding stocking densities.

Christian Pérez

The three associations representing local salmon producing companies (SalmonChile, Acotruch and the Association of Salmon & Trout Producers from Magallanes) together with some individual companies, such as AquaChile, have presented a joint proposal regarding farming densities just before the implementation of the new regulation regarding stocking

densities for the Chilean salmon industry. This proposal was handed out to Pablo Galilea, Undersecretary of Fisheries and Aquaculture.

While the Chilean authorities are close to implement a regulation based on the different carrying capacities and risk scores of each farming site, the salmon producers have proposed that restrictions (and therefore, the stocking densities) should be implemented depending on the performance of each site.

María Eugenia Wagner, president of the Association of the Chilean Salmon Industry (SalmonChile) said that "this broad agreement of the entire salmon industry seeks first to protect the sanitary assets of the whole industry. A major concern is that as the production has grown the sanitary status has been damaged, which should be controlled promptly and efficiently".

Meanwhile, Julio Traub, president of the Association of Chilean Producers of Coho salmon and trout (Acotruch), stressed that "we urgently need a rule to easily control or sanction those players or farming sites that have shown poor sanitary performance. This agreement reflects an important milestone of unity and joint efforts towards the sustainability of this sector," he concluded.

http://www.fishfarmingxpert.com/index.php?page_id=76&article_id=95897

Intrafish, 28 September 2012



Scientists, investors urge Obama to act on GM salmon

Over 50 leading academics and investors say GM process is being obstructed by politics.

 John Fiorillo

Published: 28 September 2012 09:26 PM

Updated: 28 September 2012 09:29 PM

In a letter sent to the White House, over 50 leading scientists, seafood industry representatives and investors are calling on President Obama to urge the Food and Drug Administration (FDA) to move forward on a decision on genetically modified salmon.

The letter suggests the FDA process of science-based review in the GM salmon case might be compromised by politics.

At the moment, the only remaining step standing in the way of the FDA's final decision on the salmon is the publication of an environmental assessment detailing the conditions under which AquAdvantage salmon could be grown without negatively impacting on the marine environment. A public comment would follow release of the EA.

Last year, Calestous Juma, professor at Harvard's Kennedy School of Government and the former executive secretary of the United Nations' Convention on Biological Diversity testified before Congress that "It is not this particular fish that is at stake... it sends the message to the rest of the world that the science-based regulatory oversight as embodied in the FDA review process is subject to political intervention, the letter states.

In May, 2012, FDA Commissioner Margaret Hamburg said FDA would issue the EA "very soon," indicating that the document had been reviewed and completed by the FDA," according to the letter.

"The inexplicable regulatory bottleneck that has been encountered by the "AquAdvantage" salmon suggests that the FDA's science-based regulatory review process for the products of animal biotechnology has no predictable timeline and is holding up the development of an industry that promotes economic growth, innovation, competitiveness, and job creation in the United States.

Delay in the EA decision sends a chilling message to scientists, entrepreneurs and the investors, the letter said.

After well over a decade of scientific review and inquiry, the FDA in September, 2010 issued a detailed public report in which the agency concluded that the salmon was not only as safe to eat as any other salmon, but also indistinguishable from conventional Atlantic salmon¹.

The group is asking President Obama to now instruct the FDA to immediately publish the findings of its environmental risk assessment of the AquAdvantage salmon.

C. S. Prakash Professor, Crop Biotechnology Tuskegee University;
Alison Van Eenennaam, PhD Cooperative Extension Specialist Animal Genomics and Biotechnology Department of Animal Science University of California;
Davis Dr. Nina Fedoroff Evan Pugh Professor Huck Institutes of the Life Sciences The Pennsylvania State University;
John Bonner, CEO Council for Agricultural science and Technology;
John Connelly, President National Fisheries Institute;
Chris Lischewski, CEO Bumble Bee Foods:

Fred Craves, Managing Partner Bay City Capital;
Jim Sartin, President American Society of Animal Science Champaign;
Andrew Baum, CEO Arborgen Inc.;
Mark Westhusin Professor, College of Veterinary Medicine Texas A&M University;
Kenneth R. Bondoli;
Daniel Dupree Professor of Animal Sciences School of Animal Sciences Louisiana State University;
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Bob Petters Professor of Animal Science Director of Graduate Programs Department of Animal Science North Carolina State University;
Daniel H. Putnam, Ph.D. Extension Agronomist and Forage Specialist Department of Plant Sciences University of California;
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Eric M. Hallerman, Professor Head, Department of Fisheries and Wildlife Sciences Virginia Polytechnic Institute and State University;
William Muir, Ph.D. Professor Genetics Department of Animal Sciences Purdue University and Department of Medicine Indiana University;
Bruce Chassy Ph.D. Professor Emeritus of Food Safety Professor Emeritus of Nutritional Sciences, University of Illinois at Urbana-Champaign;
Val Giddings President, Prometheus;
Eddie J. Sullivan, Ph.D. President Hematech, Inc;
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Terry D. Etherton, PhD Department Head & Distinguished Professor of Animal Nutrition The Pennsylvania State University;
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Gilbert Ross Executive Director American Council on Science and Health;

Gregory Conko Senior Fellow Competitive Enterprise Institute;
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Bruce N. Ames, Ph.D. Senior Scientist Children's Hospital Oakland Research Institute Nutrition and Metabolism Center Professor of the Graduate School University of California, Berkeley;
Gary Marchant, Ph.D., J.D. Regents' Professor and Lincoln Professor of Emerging Technologies, Law & Ethics Faculty Director, Center for Law, Science & Innovation Sandra Day O'Connor College of Law Professor, School of Life Sciences Senior Sustainability Scientist, Global Institute of Sustainability Arizona State University;
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David Conley, MSc Senior Consultant, Founding Partner Aquaculture Communications Group;
Guy A. Cardineau ASASU Centennial Professor The School of Life Sciences and The Sandra Day O'Connor College of Law Arizona State University;
Jerry Taylor Curators' Professor Wurdack Chair in Animal Genomics University of Missouri;
Fred S. Conte, PhD Department of Animal Science University of California, Davis;
Jeff W. Davis International Seafood Partners

<http://www.intrafish.com/global/news/article1356645.ece>

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Norwegian Hunters & Fishers Association, 27 September 2012

[Translation via Google]

Probably a farmed salmon escape

The directorate has received notice that it's taken 21 salmon in a surveillance yarn by Rafdal in Åkrafjorden, and that the salmon jumping in the bay between Alsåkerвик and Rafdal. Enough for an escape breeders' record fit enough bad lobby plans for increased growth in the industry.

The fish that are caught have an average weight of 3.9 pounds and has no signs lining of the stomach. Fisheries writes in a press release that it has started investigations to find out where the salmon comes from, as no breeder has registered.

- Investigations are underway, but there is nothing new in the case beyond what we get in the press release says department head Paul Jacob Helgesen of Fisheries Region West to Haugesund Avis.

This is only just over three weeks after 26,000 salmon escaped from a facility in Lofoten, and a few days via Fisheries and Coastal Affairs Lisbeth Berg-Hansen presented their plans to the hardening of the farming industry.

Opens for recapture

County Governor of Hordaland has opened for the recapture of escaped farmed fish with nets in Åkrafjord Matre fjord in Etne and Kvinnherad. In the rest of the county will open to fishing for escapees from 1 October.

http://www.njff.no/portal/page/portal/njff/nyhet?element_id=184072026&displaypage=TRUE

Save Our Sounds, 23 September 2012

Collecting seafloor samples

My brother Liam and I made a dredge from an old kitchen sink to collect samples from the seafloor for my evidence to present to the Board of Inquiry.

Dredging for seafloor samples at the Waihinu Bay salmon farm:

Watch video footage under the salmon farms [online here](#)

Our next stop; Forsyth farm, which is at the moment abandoned. When we sampled here the dredge sank into the seabed and when it surfaced there was a plume of black sludge following it. It didn't take long before the water around the boat went black. The stench was so bad it wouldn't come off our hands for days. There was no life here. This farm had been shifted several times due to having dangerous levels of Enrichment beneath it. This includes gas bubbles coming out from the sludge build-up. [Please say NO to nine more of these farms!](#)

Filmed at Forsyth Bay, Outer Pelorus, Marlborough Sounds, New Zealand, this video is bordering on disturbing:

Watch video footage under the salmon farms [online here](#)

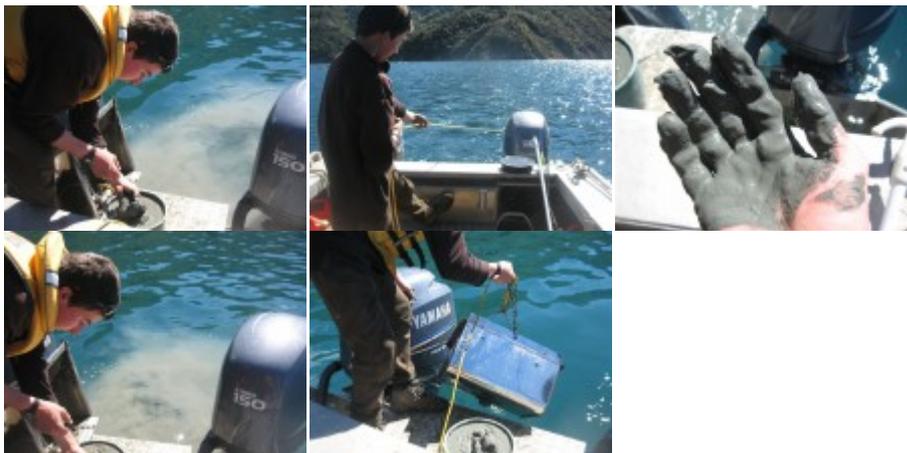
A healthy mudflat sample taken at Tapipi. One of three proposed salmon farm sites near Pohuenui Island. Opposite Tui Nature Reserve. This is what it SHOULD look like. It was full of shells, crabs and seasquirts. There was also quite a high current:

I bottled the different samples and presented those to the Board of Inquiry on 27 September 2012.

The public could view the samples at The Forum the same afternoon:



We do not want more salmon farms here. The area they are in now are ruined. The seabed polluted and rotten:



We visited area where they propose to go. They are clean, perfectly accessible to the public and have a rich diversity of life underneath the water. The mudflats we sampled at Tapipi were clean and you could noticeably tell there was no foul smell like the salmon farm sludge had.

<http://saveoursounds.co.nz/index.php/collecting-seafloor-samples>

Watch other footage shot under salmon farms around the world:

Scotland: "[Shame Below the Waves](#)"

British Columbia: "[Shocking New Footage Reveals Devastation Beneath Salmon Farms](#)"

Norway: "[The Condition Under a Fish Farm in Norway: Leroy West](#)"

