

[James Leape](#)

Director General  
WWF International  
Av. du Mont-Blanc  
1196 Gland  
Switzerland

[jleape@wwfint.org](mailto:jleape@wwfint.org)

9<sup>th</sup> July 2012

Dear Mr. Leape,

**Killer Panda - WWF Sanctioned Slaughter of Marine Mammals by Salmon Farms**

The Global Alliance Against Industrial Aquaculture ([GAAIA](#)) is writing to WWF with the simple message: Please withdraw your support for the slaughter of marine mammals (including pregnant seals and protected sea lions) by salmon farms.

GAAIA's '[Salmon Farming Kills](#)' campaign is calling for a global [boycott](#) of all 'seal unfriendly' and 'sea lion unfriendly' farmed salmon – and that shamefully includes [WWF-endorsed farmed salmon](#).



The '[Final Standards for Responsible Salmon Aquaculture](#)' published by WWF last month specifically (and shockingly) promote the killing of marine mammals. By supporting the

certification of farmed salmon via the [Aquaculture Stewardship Council](#) (ASC) and lethal farmed salmon standards via the '[Salmon Aquaculture Dialogue](#)', the '[Killer Panda](#)' is effectively pulling the trigger and has blood on its paws.



Not only is the killing of marine mammals by salmon farmers in Scotland, Chile, Canada, Ireland, Norway and other countries abhorrent in nature but it is also illegal under the U.S. Marine Mammal Protection Act (MMPA). In fact, a [legal opinion](#) obtained by your brother Gerry Leape stated that the U.S. MMPA “provides a strong and directly applicable legal tool”. Why is WWF ignoring the laws of nature as well as legal and public opinion by lending support to [serial seal killers](#)?



In October 2011, animal welfare and environmental groups [wrote](#) to the U.S. Department of Commerce asking for a boycott of imports of farmed salmon from sites where seals and sea lions have been killed. Last month, GAAIA repeated the clarion call for a ban on U.S. imports of farmed salmon from [‘The Killing Farms’](#) (read more via correspondence with the U.S. Government – [online here](#)). [The Sun](#) and [The Sunday People](#) newspapers featured the issue again in articles published just yesterday (8 July).

Farmed salmon riddled with bullets may have become the butt of jokes in [Editorial cartoons](#) but WWF’s support for the mass murder of marine mammals is no laughing matter.



In Canada, for example, salmon farmers have [killed](#) Steller sea lions which are supposed to be protected under the [Species At Risk Act](#). WWF’s [corporate partner](#) Marine Harvest, for example, was responsible for the deaths of over 100 seals and sea lions in the [first three months of 2011](#) according to [official Government figures](#).



In Scotland, the killing of seals by salmon farming companies (including the [WWF-endorsed Marine Harvest](#)) has renewed calls for a ban on Scottish farmed salmon. [The Sunday Express](#) and [The Sunday Times](#) (1 July) both featured this issue last weekend:



Just yesterday (8 July), [The Sun](#) newspaper reported calls by animal rights campaigners for a U.S. ban on imports of Scottish farmed salmon due to the shameful slaughter of seals.



“We have asked the US Department of Commerce to use US marine mammal protection laws to ban the import of salmon from Scottish floating factory fish farms,” said John Robins, secretary of [Save Our Seals Fund](#). “Shooting seals costs a fraction of the amount required to install and maintain predator exclusion nets.”

The Sunday Times (1 July) reported in an article – ‘[Pregnant seals shot to protect salmon farms](#)’ - that:

“More than 300 seals have been slaughtered in the past 18 months to protect fish farms on the west coast of Scotland. Many of the mammals, believed to include pregnant females and pups, are shot in the head by trained marksmen with high-powered rifles. Witnesses claim to have found some dying slowly after being shot in the body”.



Photo: Seals killed near Marine Harvest’s farm in Loch Alsh, Scotland

Exclusive [data obtained from Marine Scotland](#) via a Freedom of Information (FOI) request reveals that 229 seals were killed during 2011 by the following companies – including 34 seals killed by WWF’s [corporate partner](#) Marine Harvest:

- Hjaltland Seafarms Ltd – 50 seals killed
- The Scottish Salmon Co Ltd – 45 seals killed
- Scottish Seafarms Ltd – 37 seals killed
- Marine Harvest (Scotland) Ltd – 34 seals killed
- Northern Isles Salmon Ltd (Meridian group) – 22 seals killed
- Lakeland Marine Farm Ltd – 17 seals killed
- West Minch Salmon Ltd – 9 seals killed
- Dawnfresh Farming Ltd – 6 seals killed

Loch Duart Ltd – 5 seals killed  
Bound Skerries Seafoods Ltd – 4 seals killed



Photo: Seals killed near Marine Harvest's farm in Loch Alsh, Scotland

Already during 2012 (up to April) there have been 81 seals killed in Scotland (read the correspondence with the Scottish Government in full [online here](#)).



Photo: Seal killed next to Marine Harvest's farm in Loch Alsh, Scotland

Read more via [‘Scotland’s Seal Killers Named & Shamed: Ban on ‘Seal Unfriendly’ Farmed Salmon?’](#)

The Sunday Times published further details of the shooting of seals by salmon farmers in Scotland yesterday (8 July) via the article "[Probe Into Drop In Seal Numbers](#)". Four 'Special Areas of Conservation' designated under the European Commission's Habitats Directive have been deemed "unfavourable" due to "perilous state of seal populations" - the shooting by salmon farmers is "thought to play a significant role".



Does WWF endorse the killing of seals in ‘Special Areas of Conservation’?

Another article – "[Culled! Seals Slaughtered Because They Are Eating Fish First](#)" - published in The People newspaper yesterday (8 July) included:

“Two pregnant seals lie dead and covered in blood - after being shot in the head to protect salmon farms that supply Britain's supermarket giants. That brings the death toll, including pups, to 310 - all killed by snipers on the west coast of Scotland in the past 18 months. The culls are to protect salmon farms so the seals don't eat the fish. Some have been found dying slowly on the edge of lakes after being shot in the head. But conservation groups have branded the culls cruel and unnecessary. John Robins, from Animal Concern, said: "If you buy Scottish salmon you are essentially paying for seals to be shot. It's a total disgrace."

“They were slaughtered by marksmen at Marine Harvest, which sells salmon to Sainsbury's, the UK's third biggest supermarket,” continued [The People](#) (8 July). “The fish farm has killed 43 seals in the past 18 months.”



Home > NEWS >

UK & World News

## Culled! Seals slaughtered because they are eating fish first

Jul 8 2012 by Emma Barrow, The People



Dead Seals

Two pregnant seals lie dead and covered in blood - after being shot in the head to protect salmon farms that supply Britain's supermarket giants.

That brings the death toll, including pups, to 310 - all killed by snipers on the west coast of Scotland in the past 18 months.

The culls are to protect salmon farms so the seals don't eat the fish. Some have been found dying slowly on the edge of lakes after being shot in the head.

“Animal Concern's Mr Robins, who is also lobbying the US government to tighten its rules on food imports, said: "The Scottish government, the RSPCA and the Scottish Salmon Producers' Organisation (SSPO) all claim seals are only shot as a last resort. That's not just a fishy story, it's a great big whopper of a lie. Unless the farms install and maintain predator exclusion nets to humanely keep seals well away from the cage nets which hold the salmon, it is totally inaccurate to describe the shooting of seals as a last resort.”

“If you buy this salmon you're paying for seals to be shot,” concluded [The People](#). They may well have added: if you support WWF you're paying for seals to be shot.

The promotion of seal and sea lion killing makes a mockery of WWF's principles of nature conservation. What the f\*\*\* is WWF thinking giving the panda stamp of approval to salmon farms which are permitted to kill marine mammals?



WWF's support for 'seal unfriendly' and 'sea lion unfriendly' farmed salmon is clearly anathema to wildlife conservation and WWF's mandate to protect nature. Indeed, WWF is now engaged in the same "[orgy of thoughtfulness and needless destruction](#)" which fifty years ago its founders pledged to campaign against (read more via the [Morges Manifesto](#)).

WWF's iconic panda has now developed such an [appetite for money](#) that it has morphed into a corporate whore pandering to big business.



In 2002, Jeffrey St. Clair dubbed WWF's prostitution racket "[Panda Porn](#)" and described WWF as "well-paid zombies of the corporations they have gotten into bed with". It is little wonder then that the public perception of the '[Corrupt Panda](#)' is not as cute and cuddly as it was when WWF was founded in 1961.



When did WWF abandon wildlife conservation and turn into the '[Killer Panda](#)' - a corporate whore and sponsor of wildlife slaughter?



The public was shocked earlier this year to discover that the King of Spain, a [WWF Honorary President](#), kills elephants. How can WWF [tolerate](#) not only the killing of elephants but also the mass slaughter of marine mammals by salmon farmers?



The slaughter of seals by WWF's [corporate partner](#) Marine Harvest, for example, has long and bloody history. In 2005, following [the slaughter of seals in Loch Alsh](#) 'Special of Area of Conservation', Marine Harvest claimed that the slaughter of seals was "a last resort". However, local tourist operator Nigel Smith [testified](#) that "their strategy appears to be to shoot every seal that comes anywhere near their cages."



Photo: Dead seal shot near WWF partner Marine Harvest's salmon farm in Loch Alsh '[Special Area of Conservation](#)' in Scotland

In 2005, the [Pure Salmon Campaign](#) secured a [legal opinion](#) on a potential ban for imports of Scottish farmed salmon to the U.S. leading to media coverage in The Sunday Express

(December 2005) on the killing of seals in Loch Alsh by Marine Harvest:



**US to block seal cull farm salmon**

**EXCLUSIVE**  
By Meg Milne

US Government officials are set to ban the import of Scottish salmon from fish farms where seals are shot. The move follows Scottish Sunday Express revelations that seals are being slaughtered in the sea around Skye.

A secret cull is being carried out by marksmen for a multi-million-pound salmon giant in a bid to protect their fish stocks. Yesterday it was revealed government lawyers in Washington are studying a legal opinion warning that under the US Marine Mammal Protection Act it is illegal to sell fish produced on farms that shoot seals.

Amsterdam-based Marine Harvest, which predicts an annual turnover of one billion euros this year, ordered the cull after losing around 3,000 fish.

Marine Harvest, part of the giant Nutreco multi-national, which employs 6,000 people in eight countries, insist seals have must be shot to stop them attacking salmon at their Hebeides fish farm.

Yesterday, Don Staniford, the European co-ordinator of Pure Salmon, a fish-farming pressure group, applauded the American move.

Mr Staniford said: "Either the company stops killing seals or they potentially lose access to one of the world's largest farmed salmon markets.

"The simple solution to the problem - as well as escapes, waste pollution and discharges - is to enclose the cages."

On Friday, Mr Staniford attended a Nutreco meeting in Amsterdam and presented a dossier of our revelations to the company's board.

Nutreco bosses were also given a copy of the legal opinion warning of US prohibition on the importation of salmon from their fish farm.

The controversial cull, to the west of Skye on Tairbh at Loch Alsh, has been condemned by campaigners demanding seals are given more protection.

Local businessman Nigel Smith, who runs a local wildlife tourist business, photographed some of the dead animals.

Mr Smith said: "When I went out with a boat load of tourists, all they could see was carcasses rotting on the beach.

Marine Harvest insist they only shoot seals "as a last resort".

In 2008, further evidence of killing of seals by [Marine Harvest Scotland](#) was [published](#) when two headless seals (including a pregnant female) were washed up near their farm in Loch Alsh.



Photos: Headless seals killed near Marine Harvest's salmon farm in Loch Alsh, Scotland

Nigel Smith, who runs a wildlife watching tourism company, found the seal corpses and told [BBC News](#): "Tourists on board my boat who saw these decapitated seals were appalled and amazed that seals can be killed in Scotland. Many people are totally unaware that the fish farming and fishing companies are currently allowed to kill as many seals as they want. This killing is damaging my business and has the potential to affect many other businesses in coastal communities."

Read more via "[Headless Seals May Have Been Shot](#)" and "[Skye cruise operator raises suspicions over headless seals](#)"

By supporting the killing of marine mammals by Marine Harvest and other companies, WWF is effectively stamping the body bags with a 'Killer Panda' logo.



Photos: Dumping dead seals (killed near Marine Harvest Scotland's farm in Loch Alsh)

How can WWF promote seal conservation on the one hand and then support the killing of seals on the other?



Instead of taking action to stamp out the killing of seals, WWF has effectively endorsed Marine Harvest's seal-killing operations.



GAAIA is asking the public and WWF to stop supporting the killing of marine mammals by boycotting farmed salmon.



Sadly, it seems that WWF has more money than sense. Money-grabbing WWF has sacrificed its core principles at the altar of bloodthirsty corporations. WWF Norway’s [sponsorship deal](#) with Marine Harvest, for example, is one of most repellent examples of [corporate green-washing](#) by WWF – dubbed ‘[Branda the Panda](#)’ in an article in the aptly named [Dollars & Sense](#).



### WAY BEYOND GREENWASHING



Have Corporations Captured “Big Conservation”?

In 2009, the Green Warriors of Norway unveiled a “[Skin the Corrupt Panda](#)” banner at a meeting of WWF’s ‘[Salmon Aquaculture Dialogue](#)’ in [Bergen](#) in 2009. The banner depicted

WWF sitting bow-legged astride a sea-lice infested Marine Harvest farmed salmon gorging itself on a bucket of cash.



In fact, between 2008 and 2011 [Marine Harvest](#) – owned by Norway’s ‘[Viking Raider](#)’ John Fredriksen - paid WWF Norway an annual contribution of 850,000 NOK (\$142,000).



According to [WWF Norway](#), the 3-year deal ended in April 2011 but Marine Harvest’s website still states that they are “[Working with the WWF](#)” so a new deal must have been signed.

---

**From:** Rasmus Hansson [mailto:RHansson@wwf.no]  
**Sent:** 09 June 2011 20:51  
**To:** Don Staniford  
**Cc:** Karoline Andaur; 'Ian Morrison'; 'Martin Atkin'; Diaz, Susan; Schwartz, Jill; Bosshard, Ricardo; Bostick, Katherine; Nina Jensen  
**Subject:** WWF and Marine Harvest

In keeping with the transparency of our offices about funding and partnerships, please see responses to your questions below.

1. How much money has Marine Harvest paid WWF (including WWF Norway, WWF US and any other WWF branch)?  
-- Marine Harvest and WWF-Norway entered a 3 year agreement in April 2008, which included an annual support of 850 000 NOK to WWF Norway's marine conservation program.
2. Has WWF Norway renegotiated a new deal with Marine Harvest (since presumably the three-year deal just expired) and, if so, how much per year does Marine Harvest pay WWF Norway?  
-- The agreement ended in April 2011 and we have not yet renewed it.

GAAIA has asked WWF Norway how much the new deal with [Marine Harvest](#) is currently worth but there has been no reply.

Here's WWF Norway's Rasmus Hansson [shaking hands](#) with the Marine Harvest CEO when the blood money first changed hands in 2008.



WWF's sordid relationship with Marine Harvest and the murky corporate world of salmon farming runs as deep as a Norwegian fjord. It was WWF who jumped into bed with Unilever in [founding](#) the Marine Stewardship Council (MSC) in 1996. Unilever, as it happens, is the company which set up the first salmon farms in the [1960s](#) and also [founded Marine Harvest](#).

In 2004, WWF set up the '[Aquaculture Dialogues](#)' with both Marine Harvest and Nutreco's subsidiary Skretting on the '[Steering Committee](#)' of the '[Salmon Aquaculture Dialogue](#)' ([Nutreco](#) is also a former owner of [Marine Harvest](#) and the world's largest salmon feed company). Meanwhile, WWF Norway strategically entered into a [corporate partnership](#) in 2008 with Marine Harvest "to strengthen the focus on sustainable fish farming with leading environmental standards".



Whilst WWF portrayed itself publicly as an honest broker in developing farmed salmon standards (which were only [finalized](#) in June 2012) it was privately working on the development of the [Aquaculture Stewardship Council](#) (ASC). WWF [funded](#) the expenses of the ASC's first '[Development Director](#)' Dr. Philip Smith. In the incestuous world of salmon farming certification, it will come as no surprise to [discover](#) that Dr. Smith is a former director of Marine Harvest Europe and also used to work for Nutreco. Dr. Smith left the ASC last year and joined another salmon farming company - the [Scottish Salmon Company](#) (a company recently [named and shamed](#) along with Marine Harvest as slaughtering seals in Scotland).

At the ASC, the panda's pawprints are to be found everywhere. The ASC's new CEO, [Chris Ninnes](#), was the former [deputy chief executive](#) of the WWF-founded MSC. WWF's [Jose Villalon](#) is also on the [supervisory board](#) of the ASC. Mr. Villalon worked with Marine Harvest via WWF's '[Salmon Aquaculture Dialogue](#)' (sitting on the [Steering Committee](#) along with Marine Harvest's [Petter Arnesen](#) and your brother Gerry Leape of [Pew Environment Group](#)) as well as quite literally working for [Marine Harvest International](#) from 1983 to 1994.

Read more via "[The Abominable Salmon Council: Buyer Beware!](#)"

So whilst truly 'environmental' groups have campaigned against farmed salmon, WWF has been promoting the [lethal product](#). In 2010, following work by [Greenpeace](#), U.S. retailer Target [announced](#) that it would no longer sell farmed salmon from its stores. Just last week, the retailer Overwaitea Food Stores [followed suit](#) and removed farmed salmon from its shelves across Canada.

GAAIA has now [written](#) to other retailers urging them to follow the lead shown by [Target](#) and [Overwaitea](#) and stop sourcing farmed salmon from farms which kill marine mammals. WWF should surely do the same and not allow marine mammals to be used as a target by salmon farmers for shooting practice.



Writing in [Intrafish](#) last week (3 July), John Robins of [Save Our Seals Fund](#) pointed out that: "When Scottish salmon farmers applied for the first Government licenses to shoot seals (in 2011) [80%](#) admitted they did not have anti-predator nets. Many claim tensioned cage nets are anti-predator nets but these still allow seals to get right up close to the fish thus inducing severe stress and causing them to panic.....Until external, high strength, tensioned predator exclusion nets are in use throughout the Scottish salmon farming sector both the industry, the Scottish Government and [RSPCA Freedom Foods](#) are quite literally telling lies when they say seals are shot only as a last resort."

It is a sad state of affairs when trigger-happy salmon farmers refuse to pay for predator nets and resort to the rifle as a first not last resort. Scotland's seals are paying a high price for cheap Scottish farmed salmon – and WWF is assisting in the certification of farmed salmon as 'responsible'.

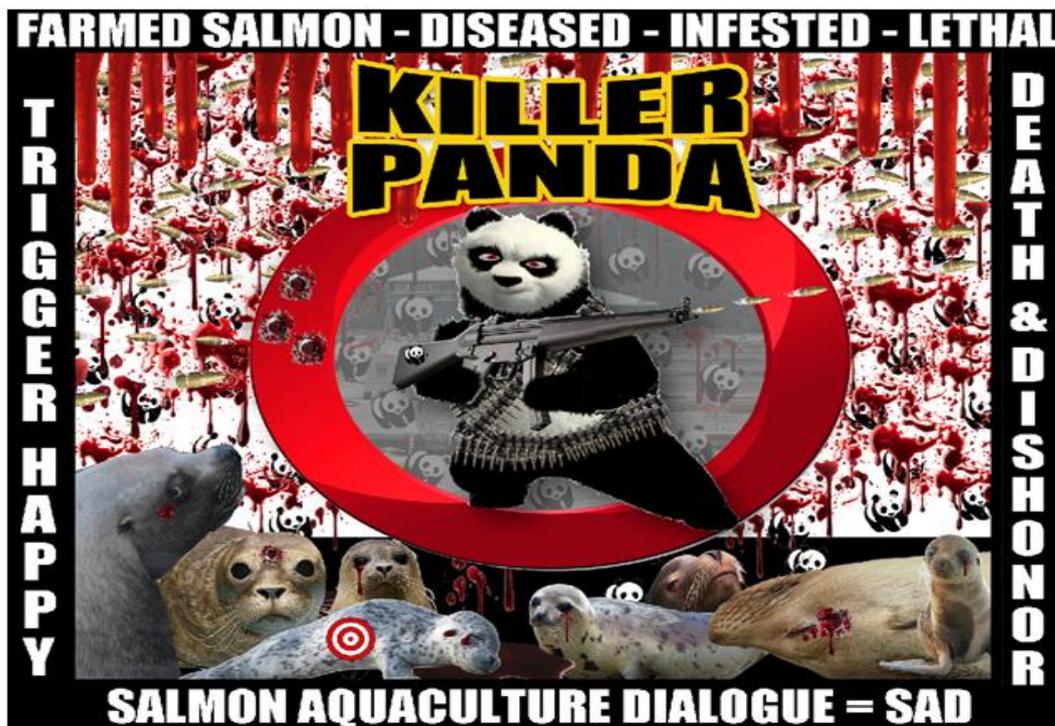
WWF has now fallen into the same bear trap in terms of a watered down definition of 'last resort'. In fact, WWF's '[Final Standards for Responsible Salmon Aquaculture](#)' (June 2012) legitimizes 'lethal action' and specifically sanctions the multiple killing of marine mammals.

The standards set out below do not even set a limit on how many marine mammals can be killed – and specifically allow two marine mammals to be killed at a site in the two years before certification (with up to 8 ‘lethal incidents’ in total):

**Criterion 2.5 Interaction with wildlife, including predators<sup>27]</sup>**

| INDICATOR  | STANDARD  |
|--|---|
| 2.5.4 Evidence that the following steps were taken prior to lethal action <sup>32</sup> against a predator:<br>1. All other avenues were pursued prior to using lethal action<br>2. Approval was given from a senior manager above the farm manager<br>3. Explicit permission was granted to take lethal action against the specific animal from the relevant regulatory authority | Yes <sup>33</sup>   |
| 2.5.5 Evidence that information about any lethal incidents on the farm has been made easily publicly available <sup>34</sup>   | Yes   |
| 2.5.6 Maximum number of lethal incidents <sup>35</sup> on the farm over the prior two years  | < 9 lethal incidents, <sup>36</sup> with no more than two of the incidents being marine mammals |
| 2.5.7 In the event of a lethal incident, evidence that an assessment of the risk of lethal incident(s) has been undertaken and demonstration of concrete steps taken by the farm to reduce the risk of future incidences   | Yes   |

With hundreds of salmon farms expecting to be certified by the [ASC](#) as early as later this year, WWF will have a blood dripping from its hands.



WWF’s trigger-happy and toxic policy is bringing international disrepute to the conservation community and global dishonour. How many marine mammals will the ‘[Killer Panda](#)’ authorize to be slaughtered via the ASC?

WWF's '[Final Standards for Responsible Salmon Aquaculture](#)' also sanctions the use of toxic chemicals as well as allowing escapes, waste pollution and pesticide contamination of farmed salmon.



The standards were even criticised last month by the [Coastal Alliance for Aquaculture Reform](#) – a member of WWF's '[Steering Committee](#)' for the [Salmon Aquaculture Dialogue](#). Just last week [The New York Times](#) (5 July) reported that “disproportionate weight had been given to the concerns of the salmon-farming industry.” “Nobody got everything they wanted, and everyone made compromises,” said WWF's [Katherine Bostick](#). “We’re aware that the standards are not perfect.”

It beggars belief that WWF are willing to compromise any integrity they have left to endorse such a [lethal product](#). It's perfectly clear that the killing of marine mammals has no place in 'responsible' salmon farming.

It is therefore not surprising that there is a burgeoning backlash against WWF's policy of cravenly kowtowing to corporations. Over 1,500 people have signed a [petition](#) calling for WWF to stop the certification of farmed salmon as “sustainable” and “responsible”.

change.org Start a Petition Browse Petitions Find English (us) Login or Sign Up

## Stop the Certification of Farmed Salmon as "Sustainable" and "Responsible"

**SIGN THIS PETITION**

First Name

Last Name

Email

Address

City

Country  Inside U.S.

Post Code

Why are you signing? Add a reason (optional)

**SIGN**

Signatures  
**1,658** out of 5,000

Petitioning  
ASC (+ 1 other)

Created By  
Don Staniford  
Tofino, Canada

About this Petition Petition Letter Petition Updates

Please help stop farmed salmon being certified as "sustainable", "environmental" and "responsible".

WWF, the Aquaculture Stewardship Council and Marine Harvest (the largest salmon farming company in the world) are attempting to green-wash salmon farming via 'Standards for Responsible Aquaculture'.

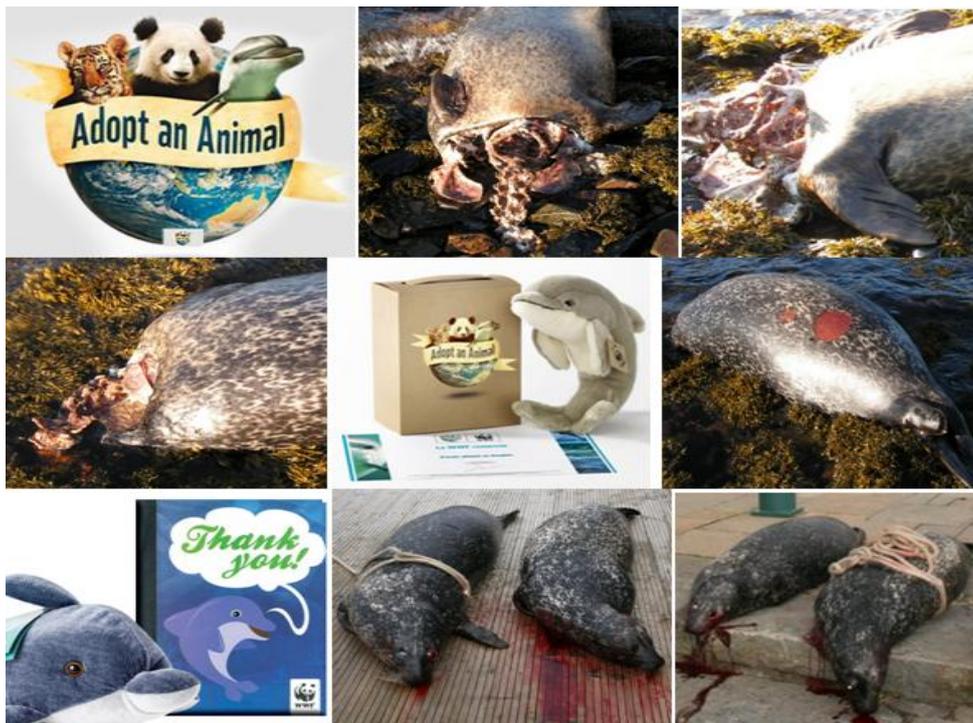
The [petition](#) includes: “WWF, the Aquaculture Stewardship Council and Marine Harvest (the largest salmon farming company in the world) are attempting to green-wash salmon farming via 'Standards for Responsible Aquaculture'. However these standards fail to address welfare

and food safety issues and allow for the use of toxic chemicals, antibiotics, unsustainable feed, escapes, non-native species, GM feed and the killing of marine mammals.”

The wholesale corruption of WWF’s founding principles is a kick in the teeth to WWF members who are under the mistaken impression that the iconic panda is a champion of wildlife protection.



People do not [donate](#) to WWF to pay for the bullets to kill seals and sea lions. Or is the ‘[Corrupt Panda](#)’ now brazenly going to short-change the public into supporting the killing of seals? Perhaps WWF will feature headless seals shot dead near a salmon farm operated by WWF’s [corporate partner](#) Marine Harvest Scotland as part of the ‘[Adopt An Animal](#)’ program?

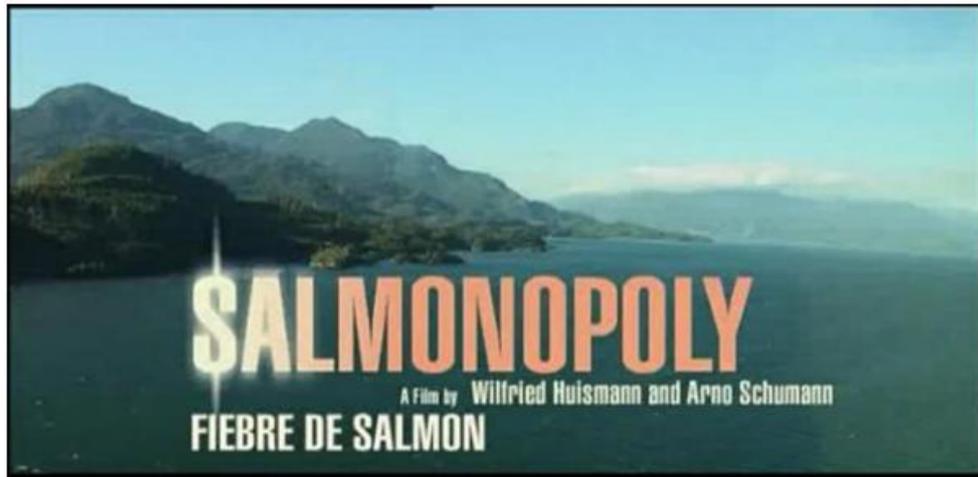


WWF's "[corrupt](#)" business relationship with [Marine Harvest](#) was exposed in the documentary '[Salmonopoly](#)'. "For a donation of 100.000 Euro per year, Marine Harvest may use the WWF's panda logo," [claimed](#) the 2010 film by [Wilfried Huisman](#) and Arno Schumann (watch online in [Spanish](#) and [German](#)).



*Maren Esmark von der Umweltorganisation WWF hat mit MARINE HARVEST einen Partnerschaftsvertrag geschlossen. "Wenn wir Marine Harvest dazu bringen, nachhaltiger zu produzieren, verändern wir die ganze Branche."*

*In April 2008 Marine Harvest entered into a partnership with the WWF in order to improve the intensive large-scale farming image. For a donation of 100,000 Euro per year, Marine Harvest may use the WWF's panda logo. Maren Esmark (WWF) believes, that WWF might be able to change the large ecological footprint of the company.*

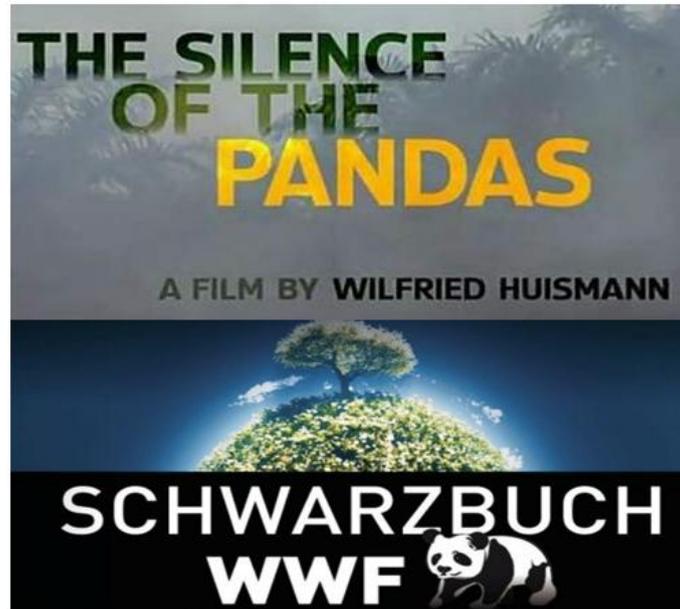


Take a look today (9 July) at Marine Harvest's [web-site](#) and WWF's panda logo leaps out at you like a GM farmed salmon sourced from a 'seal unfriendly' salmon farm.



"Through our participation in the Salmon Aquaculture Dialogue initiated by WWF-US and our partnership with WWF-Norway, Marine Harvest has a broad cooperation with the environmental conservation organisation," [proclaims](#) Marine Harvest.

WWF's eco-facade was exposed further in 2011 via Wilfried Huisman's follow up film '[Silence of the Pandas](#)' which prompted an even louder roar of disapproval from [WWF](#).



'Silence of the Pandas' (available with an English voiceover [online here](#)) exposed the '[World Wide Fraud](#)' of WWF and "[The Dark Side of the Panda](#)" (read more background [online here](#)).

### Silence of the pandas -Behind the WWF eco-facade



The WWF is the largest environmental protection organisation in the world. Trust in its green projects is almost limitless. With rousing campaigns, the WWF directly targets the conscience of its donors – everyone should do their part to save endangered species, the climate and/or the rainforest. The WWF was founded 50 years ago, on September 11, 1961. Today it is the most influential lobby group for the environment in the world, thanks largely to its excellent contacts in both the political and industrial spheres and to its ability to walk a constant tightrope between commitment and venality.

In addition to Marine Harvest, WWF is exposed in the film as having an unhealthy nay [toxic](#) relationship with GM giant [Monsanto](#).

### New film: WWF beds with Monsanto to steal public lands, promote GM crops

Posted on September 14, 2011 by Rady | 4 Comments



By Rady Ananda

*"We need to start focusing on food production. It takes 15 years to bring a genetically engineered product to market. The clock is ticking. We need to get moving." ~ Dr Jason Clay, Senior Vice President, World Wildlife Fund, 2010.*



WWF admits: money taken from Monsanto

[Monsanto](#) is one of the [founding members](#) of the [Global Aquaculture Alliance](#) (GAA) and is seeking to expand its global market by using GM soya and GM maize in farmed salmon feed. Just last month, the GAA [certified](#) Marine Harvest's salmon farming operations in Canada.

WWF's corporate partner [Marine Harvest](#) is believed to be already using GM feed products in its salmon farming operations in Chile and is keen to use GM feed in their other operations around the world.

---

What will  
farmed fish eat  
in the future?

---

We take great care to ensure that the high-quality fish feeds we use meet customer requirements, for example by meeting organic criteria and, in Europe only, excluding genetically modified (GM) crops. It is becoming increasingly difficult to source non-GM raw material (especially soy meal) and it may only continue to be possible for a limited period of time. After all, around 80% of land animal feeds in Europe contain GM crops so excluding them from salmon feeds can be hard to justify in the longer term.



marineharvest

---

Marine Harvest will always work in close co-operation with our customers and respect customer requirements and opinions relating to the selection of feed ingredients. We are keen to establish close dialogues with European customers on the acceptability of including GM-sourced ingredients and land animal by-products in European salmon feeds.

[Nutreco](#) (a former owner of Marine Harvest) is also [gearing up](#) via their subsidiary [Skretting](#) to use GM feed in the [Norwegian](#) salmon farming industry. WWF's support for Monsanto and Marine Harvest is all the more shocking in view of a damning new report – "[Factory-Fed Fish: How the Soy Industry Is Expanding Into the Sea](#)" – published this month by Food & Water Watch.

In the Frankenfish future, WWF's '[Killer Panda](#)' could well sponsor Monsanto to genetically engineer bamboo shoots to feed Marine Harvest's farmed salmon (and pandas). DuPont, another [WWF-linked company](#), is already feeding a GM-yeast product to farmed salmon in Chile in partnership with AquaChile. "During the course of the partnership, several new innovations have been discovered in consultation with leading non-governmental organizations, including the [World Wildlife Fund](#) (WWF) through its Salmon Aquaculture Dialogue," claimed [DuPont](#) in a press release in July 2011.

Back to the nightmare present, GAAIA is calling on WWF to withdraw their support for the slaughter of marine mammals by '[The Killing Farms](#)'. Please stop the certification of lethal salmon farms as "responsible" by the [Aquaculture Stewardship Council](#). WWF's support for the killing of marine mammals is irresponsible and can only bring the WWF global brand into further disrepute.



Please read more details via “[Killer Panda: WWF Eats \\$\\$\\$\\$s & Shoots Seals](#)”

If you have questions or would like to speak on the phone please do not hesitate to contact me. I am currently living in Norway within spitting distance of [Marine Harvest’s head office](#) in Bergen. Perhaps you will be visiting soon to pick up more blood money from Marine Harvest’s owner [John Fredriksen](#)?



Since Marine Harvest’s owner is worth \$11.3 billion and the 75<sup>th</sup> richest person on the [Forbes](#) ‘World’s Billionaires’ list, I am sure WWF could milk far more than \$142,000 per year from who [MoneyWeek](#) call “Norway’s controversial Viking king”.

Speaking personally, however, I don't think you can put a price on the unnecessary and illegal slaughter of marine mammals. WWF has campaigned against illegal [tuna fishing](#) and [farming](#):



WWF has also campaigned against the needless killing of wildlife with edgy [ad campaigns](#) like the advert below.



So why is WWF now leaving a trail of blood by sanctioning the killing of marine mammals all over the world by salmon farming companies?

At this rate of [corporate greenwashing](#) and needless slaughter, WWF may soon stop protecting pandas altogether and start sanctioning the killing of them!



WWF Canada, for example, sanctions the seal hunt in Eastern Canada. Writing in the [Digital Journal](#) in April on the King of Spain killing elephants, Elizabeth Blatt also pointed out:

But looking further into other WWF associations, I was disturbed to discover other questionable partnerships. Such as the fact that WWF does not oppose the Canadian seal hunt, a barbaric practice if ever there was one.

Posted on the Seals and Sealing Network, I discovered [this statement](#) from the WWF:

"As long as the commercial hunt for harp seals off the coast of Canada is of no threat to the population of over 5 million harp seals, there is no reason for WWF Canada to reconsider its current priorities and actively oppose the annual harvest of harp seals."

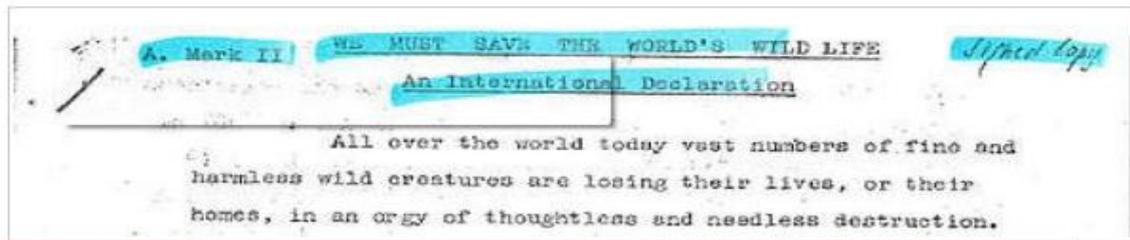
What? How can a conservation fund not be concerned about a commercial hunt whose sole purpose is to provide fur for a dying industry?

WWF answered this question in defense of its stance after a query by a WWF donator at [Canadian Seal Hunt.com](#):

"WWF is not an animal rights group, a humane society nor an animal welfare organization."

Yet the public perception of WWF is as a wildlife guardian and protector of animals not as a 'Killer Panda'. Indeed, the [founding principles](#) of WWF laid down over 50 years ago included a "will to save the world's wild life." And just [last week](#) (6 July), WWF campaigned for the protection of dolphins and porpoises by backing the International Whaling Commission's call for a ban on gillnets.

As WWF's founding declaration – the [Morges Manifesto](#) – stated back in 1961, WWF's mandate is to campaign for an end to the “orgy of thoughtless and needless destruction”.



Snippet from the first page of the Morges Manifesto, the document which signaled the founding of WWF on April 29th 1961.

So when did WWF abandon their [conservation principles](#) and decide to jump into bed with ‘[corporate psychopaths](#)’ in a blood orgy of thoughtless and needless destruction?

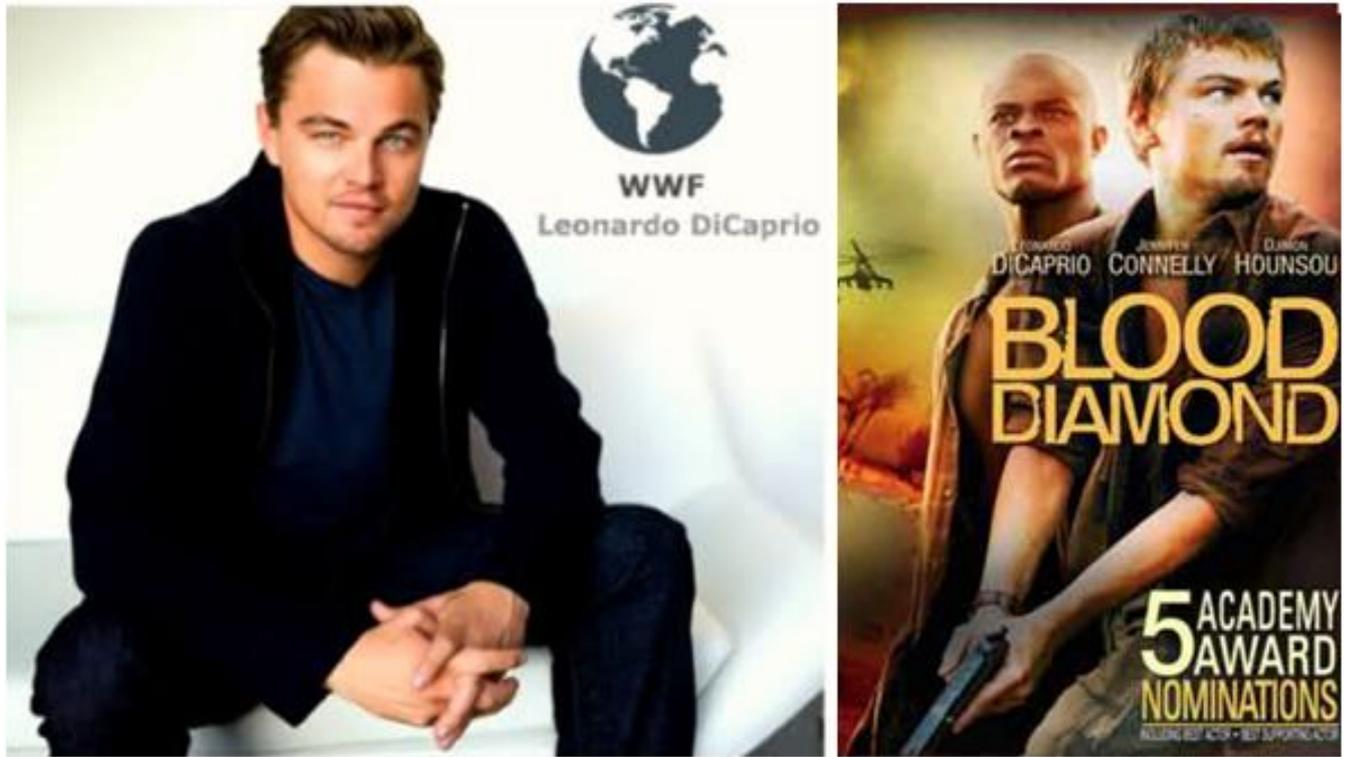


WWF is now acting like its [arch enemy](#) and former namesake – the [World Wrestling Federation](#):



Photo: WWF legends ‘[Killer Kowalski](#)’ and ‘[Stone Cold Steve Austin](#)’.

Maybe WWF board member [Leonardo DiCaprio](#) will soon be starring in a WWF-funded sequel to 'Blood Diamond'?



The working title could be 'Blood Panda' or perhaps '[Killer Panda](#)'?



In conclusion, please withdraw WWF's support for the slaughter of marine mammals (including pregnant seals and protected sea lions) by salmon farms. Please stop the orgy of thoughtless and needless destruction of marine mammals!

The '[Killer Panda](#)' has now become such a lethal weapon that it is desperate to [silence criticism](#) over the critical film '[Silence of the Pandas](#)' which has led to WWF members [withdrawing their support](#).



I am sure that many of WWF's 5 million members will be shocked to discover that their donations are supporting the slaughter of pregnant and protected marine mammals in the name of 'responsible' and 'environmental' salmon farming. WWF's '[Killer Panda](#)' is effectively loading the bullets to shoot seals and sea lions.



Please pass this letter onto WWF's [5 million members](#), WWF's [National Council](#), WWF's [Executive Team](#), WWF [board members](#), WWF 'Experts' and WWF [offices and staff](#) all around the world. If I was still a member of WWF I would raise this issue at your next Annual General Meeting but I flushed my WWF membership down the toilet (along with the [WWF-sponsored award](#) I won at the [British Environment Media Awards](#)) when I was old enough to know better. Every WWF member has blood on their hands and should hang their heads in shame (as well as urge salmon farmers to hang up their guns).

Yours sincerely,

Don Staniford  
[Global Alliance Against Industrial Aquaculture](#)

Cc:

[Carter Roberts](#) (President and CEO of WWF)  
[Neville Isdell](#) (Vice President of WWF)  
[Lawrence Linden](#) (Chairman of WWF)  
[Pamela Matson](#) (Vice Chair of WWF)  
[Leonardo DiCaprio](#) (Board Member of WWF)  
[Jared Diamond](#) (Board Member of WWF)  
[Yolanda Kakabadse](#) (International President of WWF)  
[André Hoffmann](#) (Vice President of WWF International)  
[King of Spain](#) (WWF Honorary President)  
[Christopher Hails](#) (Director of Network Relations, WWF International): [chails@wwfint.org](mailto:chails@wwfint.org)  
[Pascale Moehrle](#) (Director of Executive Affairs, WWF International): [pmoehrle@wwfint.org](mailto:pmoehrle@wwfint.org)  
[Susan Brown](#) (Global & Regional Policy, WWF International): [sbrown@wwfint.org](mailto:sbrown@wwfint.org)  
[Lasse Gustavsson](#) (Executive Director, WWF International): [lgustavsson@wwfint.org](mailto:lgustavsson@wwfint.org)  
[Jason Clay](#) (Senior Vice President of WWF): [jason.clay@wwfus.org](mailto:jason.clay@wwfus.org)  
Tony Long (Director of European Policy, WWF Europe): [tlong@wwf.eu](mailto:tlong@wwf.eu)  
Michael Rogers (Legal Advisor, WWF International): [mrogers@wwfint.org](mailto:mrogers@wwfint.org)  
[Jose Villalon](#) (WWF US): [Jose.Villalon@WWFUS.ORG](mailto:Jose.Villalon@WWFUS.ORG)  
Katherine Bostick (WWF US): [katherine.bostick@wwfus.org](mailto:katherine.bostick@wwfus.org)  
Nina Jensen (WWF Norway): [njensen@wwf.no](mailto:njensen@wwf.no)  
Rasmus Hansson (WWF Norway): [rhansson@wwf.no](mailto:rhansson@wwf.no)  
Karoline Andaur (WWF Norway): [kandaur@wwf.no](mailto:kandaur@wwf.no)  
Richard Dixon (WWF Scotland): [rdixon@wwfscotland.org.uk](mailto:rdixon@wwfscotland.org.uk)  
Lang Banks (WWF Scotland): [lbanks@wwfscotland.org.uk](mailto:lbanks@wwfscotland.org.uk)  
Ricardo Bosshard (WWF Chile): [Ricardo.Bosshard@wwf.cl](mailto:Ricardo.Bosshard@wwf.cl)  
Caroline Behringer (WWF US): [caroline.behringer@wwfus.org](mailto:caroline.behringer@wwfus.org)  
Lee Poston (WWF US): [lee.poston@wwfus.org](mailto:lee.poston@wwfus.org)  
Ian Morrison (WWF US): [Ian.Morrison@wwfus.org](mailto:Ian.Morrison@wwfus.org)  
Jennafer Bonello (WWF US): [jenna.bonello@wwfus.org](mailto:jenna.bonello@wwfus.org)  
Monica Echeverria (WWF US): [monica.echeverria@wwfus.org](mailto:monica.echeverria@wwfus.org)  
Nick Conger (WWF US): [nick.conger@wwfus.org](mailto:nick.conger@wwfus.org)  
Alona Rivord (WWF International): [arivord@wwfinet.org](mailto:arivord@wwfinet.org)  
WWF Canada: [pacificmarine@wwfcanada.org](mailto:pacificmarine@wwfcanada.org) and [ca-panda@wwfcanada.org](mailto:ca-panda@wwfcanada.org)  
Gerry Leape (Pew Environment Group): [gleape@pewtrusts.org](mailto:gleape@pewtrusts.org)