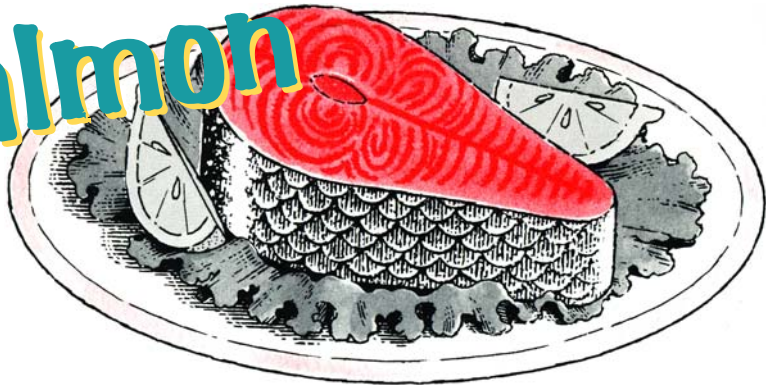
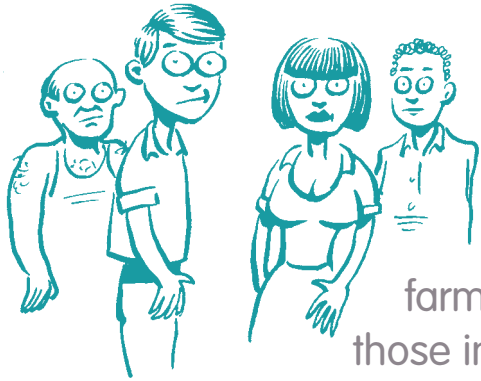


Ever wonder...

"What's Behind That
Farmed Salmon
Steak?"



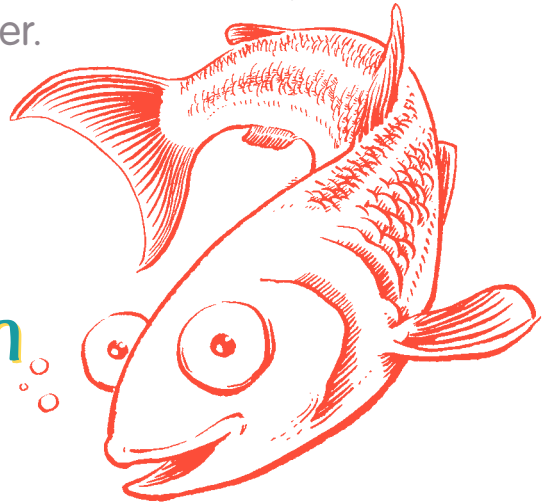


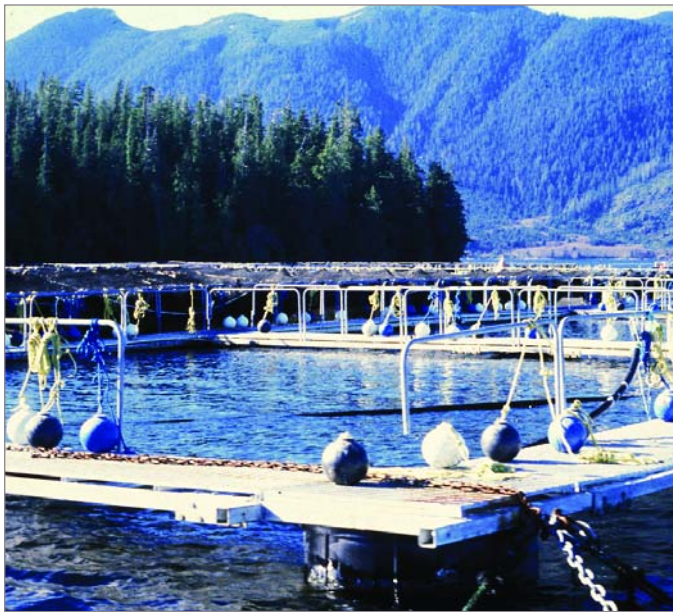
Lots of people are confused about farmed salmon.
A glut of it has flooded the market in recent years,
driving prices lower and lower.

But the ingredients in
farmed fish are very different from
those in their wild cousins...

Take a tour with Sally Salmon
and see for yourself!

She's a
WILD fish!





At salmon farms, thousands of fish are crowded into net pens like these, with serious **health repercussions** for both the surrounding waters and the salmon themselves.

Crowding!

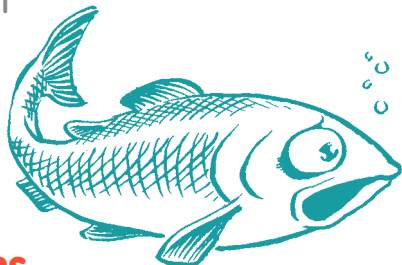
"We're.....
SALMON,
not sardines!"



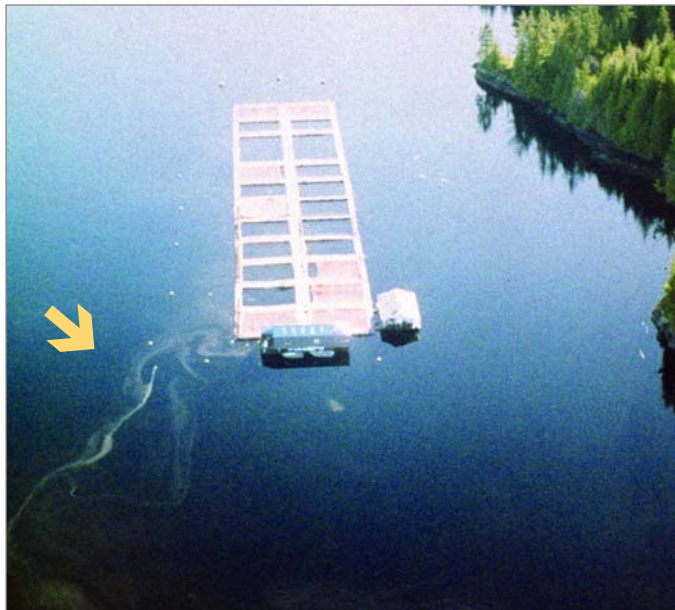
Poop!

The excreta from an average farm are estimated to equal the sewage from a city of 7,500 people.

The waste flows straight into the surrounding waters, fouling nearby habitat, causing disastrous



plankton blooms, and destroying shellfish beds.

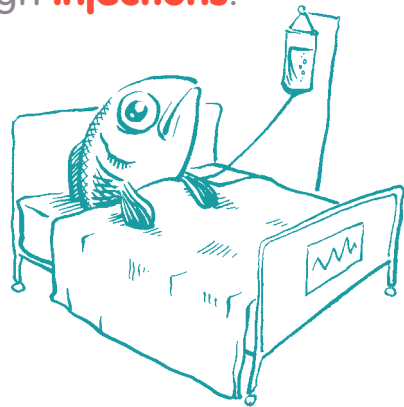




Disease can spread rapidly in such conditions. Farmed fish receive antibiotics both in their feed and through **injections**.

But even with these medicines, diseases still spread from the farms to wild fish that swim past the pens.

Disease!



Toxins!

The fishmeal and fish oil fed to farmed salmon are

“heavily contaminated feed materials.”

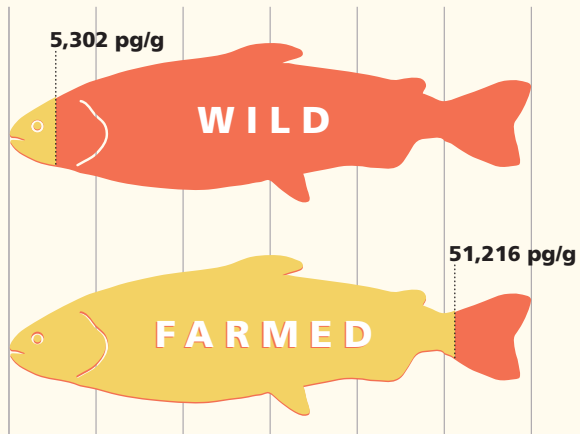
As a result, an average farmed salmon steak is nearly **ten times**

higher in PCBs than

a wild one.



AVERAGE PCB LEVELS FOUND IN SALMON

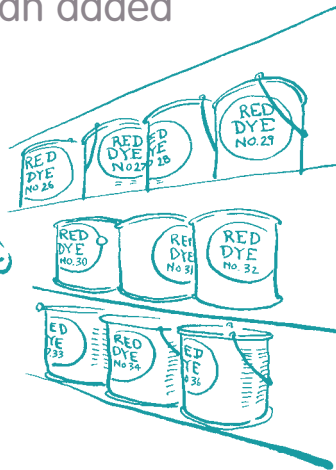
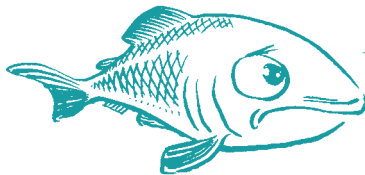




Farmed salmon color kit

Wild salmon gets its color from its natural prey. But farmed salmon gets its color from an added dye. Without that **added pigment**, it would be a pale gray.

Dye!

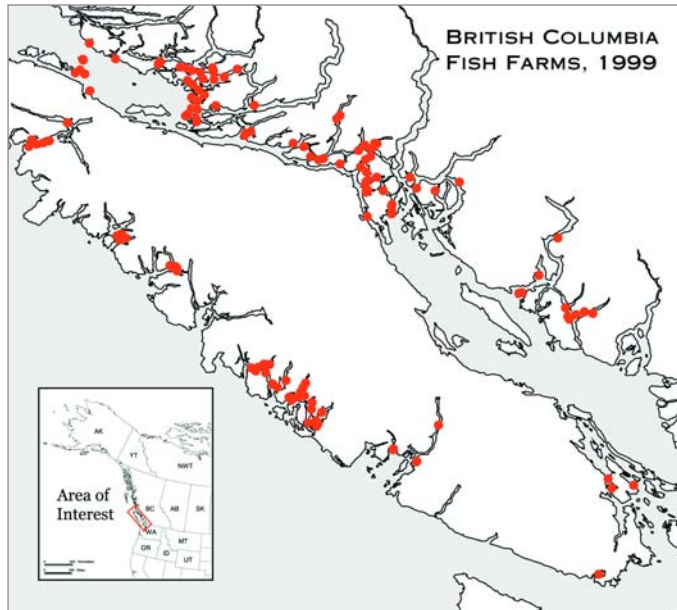
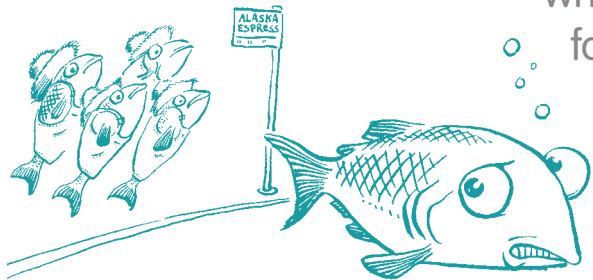


Invaders!

Farmers prefer Atlantic salmon to native Pacific

species. When Atlantics escape their pens, they **compete for habitat** with wild fish.

Now they're found as far north as Alaska, where salmon farming has been banned.





When seals and sea lions see fish farms, they think “free lunch.” As a result, farmers

Killings!

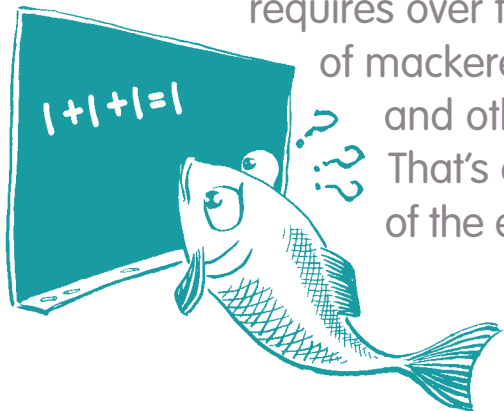


trying to protect their fish shoot hundreds every year. The **mass grave** in this picture contained 15 sea lions.

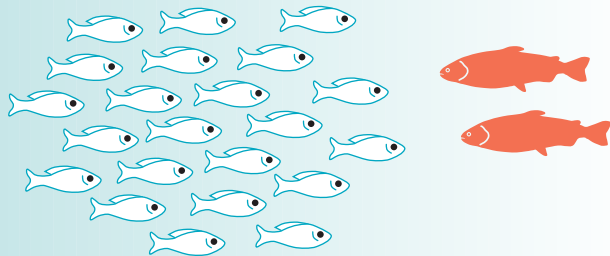
Less Food!

Salmon are carnivores.

To raise one pound of salmon in captivity requires over three pounds of mackerel, sardines, and other feed sources. That's a **net loss of 68%** of the edible fish protein.



NET LOSS OF PROTEIN FOR HUMAN CONSUMPTION IN 1997



2,332,000 tons
of fish taken from
the oceans...

...to produce
737,000 tons
of farmed salmon

What's the conclusion, Sally?



"Don't eat
farmed
salmon!"

Next time you're ready to
order, just ask:

"Is it **WILD**?"



SALMON NATION

BE A GOOD CITIZEN OF SALMON NATION. HERE'S HOW:

1. Choose wild salmon; don't eat farmed.
2. Know where your salmon comes from.
3. Take a trip to experience salmon in their natural habitat.
4. Learn how indigenous people in your area relate to salmon.
5. Find out what watershed you live in and how your actions affect it.
6. Let your political representatives know that wild salmon matter to you.

Too disturbing to be true? Check out "What's Behind That Farmed Salmon Steak" Facts and Footnotes at WWW.SALMONNATION.COM/FARMED.HTML

Photos by Friends of Clayoquot Sound • Illustrations by Shannon Wheeler

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