

Take it from here...

Just Ask: "Is it WILD?"

Know what you are eating. When ordering salmon, ask if it's wild. And remember: if it's Atlantic, it's farmed. The following restaurants and markets feature wild salmon. Support their efforts to bring you the best.

At the Restaurant:



Bread & Ink Café · Café Azul · Clarke's · Compass World Bistro · Genoa · Gino's Restaurant & Bar · Higgins · In Good Taste · Lucere · Oritalia · Paley's Place · Papa Haydn · Serratto · South Park · Wildwood · William's on 12th

At the Market:



Food Front · Nature's · New Seasons Market · Whole Foods

You can be sure that it's wild when you buy direct from West Coast fishermen. Visit www.SalmonNation.com for a selection of online ordering picks that come to you fresh off the boat.

Where Does Your Wild Salmon Come From?

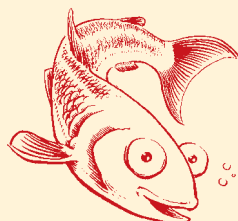
Average yearly harvests of chinook, coho, and sockeye

Perhaps the difficulties that salmon face at home in Northern California and the Pacific Northwest are a familiar story. But what you may not have heard is that Alaska's rivers teem with salmon, filling spawning beds and fishing nets alike. The state's salmon fisheries supply more than 700 million pounds a year and have been certified as well-managed and sustainable by the Marine Stewardship Council, an independent international organization.

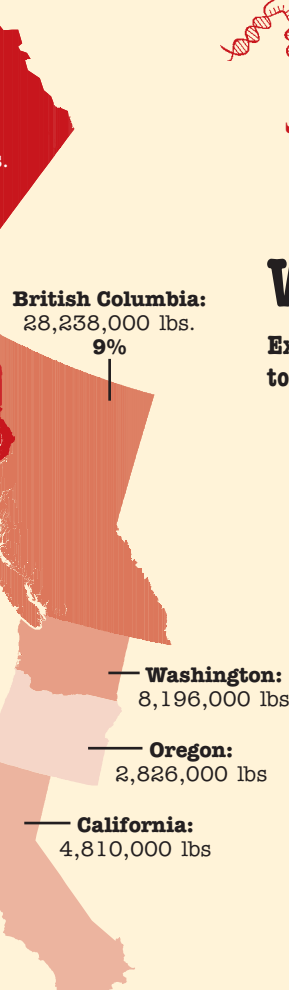
Seven-year average harvests of chinook, coho, and sockeye, the three species you are likely to find at the market or restaurant, are shown above. Two other species — pink and chum — are more often used for canning or smoking and their harvests would, if included, double these totals.

Future salmon productivity depends upon a two-fold path of preserving healthy runs and restoring endangered ones. We, and many others, believe that the key lies in strengthening our ties to this land and cherishing its millennia-old relationship between people and salmon. And that includes eating them.

Learn more at: www.SalmonNation.com



"Real salmon jump waterfalls"



Call for Mandatory Labeling of Farmed and Wild Salmon

When farmed salmon are labeled, they'll be fakers no more. Buried deep in the 2002 Farm Bill is a little known requirement that labels must "distinguish between wild fish and farm-raised fish." Industry interests are attempting to weaken this proposal. We have until April 2003 to send our comments to the US Department of Agriculture. Let them hear from you.

➔ Email your comments to William Sessions, USDA Associate Deputy Administrator, at william.sessions@usda.gov.

➔ Also, see the action alert from the Institute for Agriculture and Trade Policy at www.iatp.org/fish.



Get Salmon Farming Out of the Oceans

The health of our oceans and wild fish is being sacrificed to subsidize salmon farming. Moving the farms to enclosed ponds would force the industry to pay more of the true costs of farming, leveling the economic playing field for coastal fishing communities.

➔ Visit the Coastal Alliance for Aquaculture Reform online at www.FarmedAndDangerous.org to send a message to key industry representatives.

Don't Let the FDA Allow Genetically Engineered Salmon



While not on anyone's dinner table just yet, GE salmon is just a pen stroke away. Aqua Bounty Farms has applied to the Food and Drug Administration for permission to market genetically engineered salmon, which would be the first GE livestock on the market. We should not be part of this experiment.

➔ Learn more and send your feedback to the FDA online at www.SalmonNation.com and www.TheCampaign.org/gefish.

What's the Big Idea?

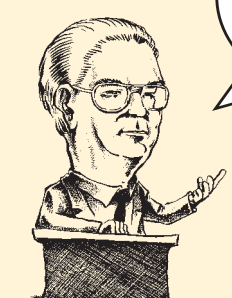
Experts are rethinking our relationship to the natural world:

"We assumed we could control the biological productivity of salmon and improve upon natural processes... We assumed we could have salmon without rivers."
—Jim Lichatowich



THE SCIENTIST

"Our inability to centrally plan economies should inspire more humility among the planetary managers who would centrally plan the ecosystem."
—Herman Daly



THE ECONOMIST

Learn more online at www.SectionZ.info



SECTION Z

ADVERTISING SUPPLEMENT
ISSUE #1

SECTION Z

MAKING OUR ECONOMY SAFE FOR PEOPLE AND NATURE

Making our economy safe for both people and nature.

The blessings of the free market have won endless praise. But wait a second. If Adam Smith's "invisible hand" is so deft, why are problems like climate disruption and ever-widening wealth gaps so clearly visible?

We can change all that by rethinking some of our basic assumptions. Let's start by recognizing that the "economy" is but a part of the larger "ecology." The result will be more prosperous lives for all of us.

The science is there, the economics are there, and we need you there, too.

Learn more: www.SectionZ.info



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DISTRIBUTION:
San Francisco Chronicle: 50,000
SF Bay Guardian: 100,000
The Oregonian: 100,000
Willamette Week: 87,500

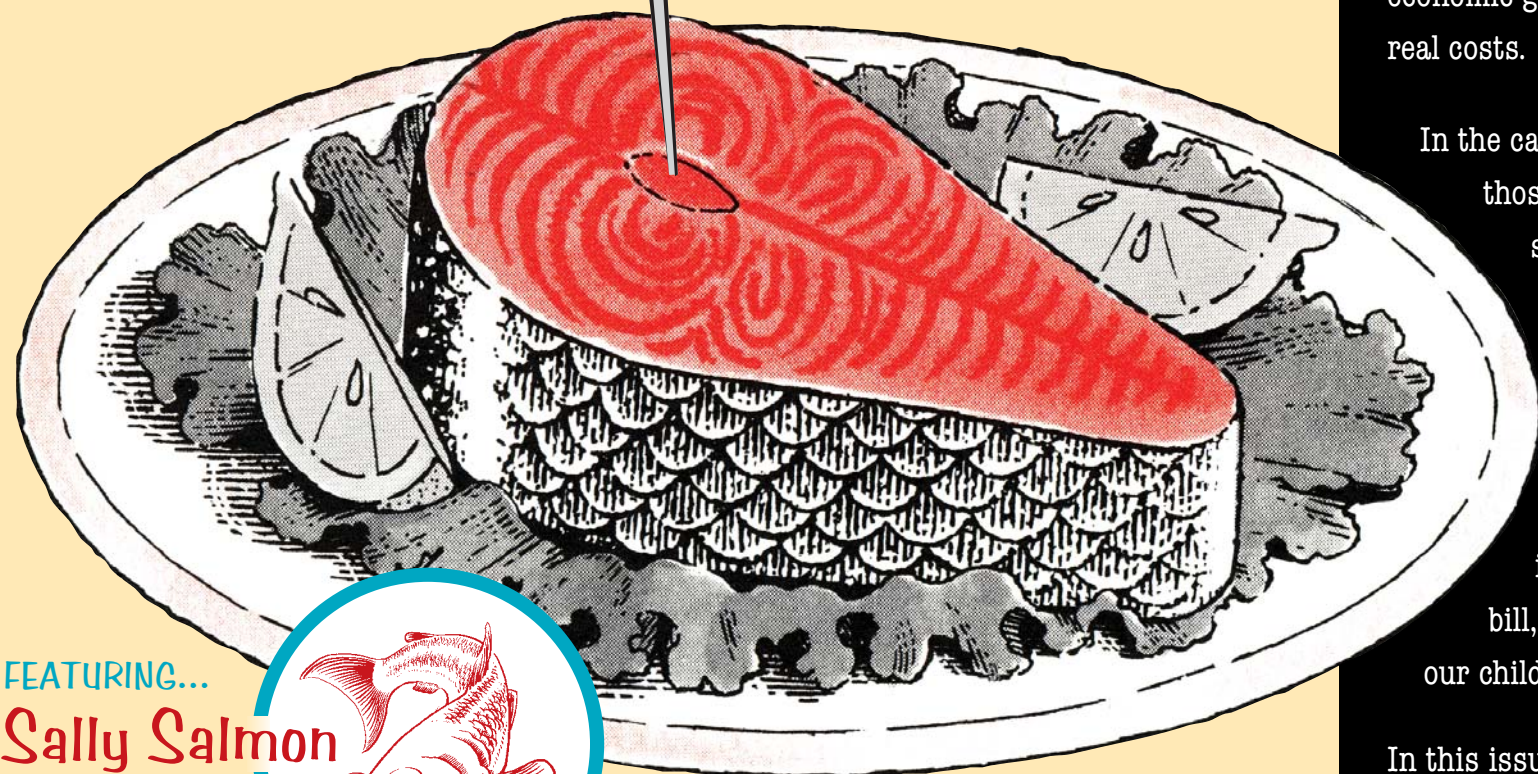
SectionZ is made possible through the generous support of the Columbia Foundation.

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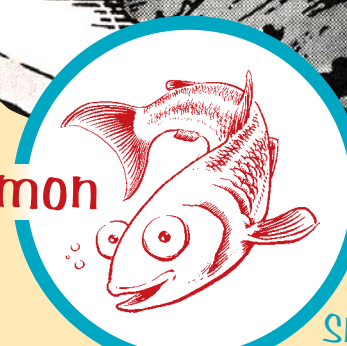
What lurks behind that farmed salmon steak?

\$3.99/pound
Toxins & Dye:
No Extra Charge



FEATURING...

Sally Salmon



She's a WILD fish!

Feedlot salmon vs. wild salmon

Do you eat salmon? Lots of doctors are recommending it. But there's more to salmon than meets the eye. If you haven't seen the word "wild" at the market or on the menu, the salmon you're eating is probably farmed. Farmed salmon are raised in floating feedlots in Chile, Canada, Europe, and the United States. And that spells trouble. For you, for wild salmon, and for the oceans.

How can a food be so inexpensive in the supermarket but so costly both to our well-being and the environment? It's because the economic groundrules hide the real costs.

In the case of farmed salmon, those rules allow raw sewage to pour into coastal waters, and fatal epidemics to spread from farmed to wild fish. Meanwhile, the industry dodges the bill, leaving you, me, and our children to pick up the tab.

In this issue of SectionZ:

The Hidden Costs of Farmed Salmon

SectionZ: Making our economy safe for people and nature. If we keep planet, profit and the public good all in mind, there's no reason that one has to run roughshod over the others. Over the course of six issues throughout 2003, SectionZ will present a slew of ideas that have the power to change everything. Learn more online at www.SectionZ.info.



The Hidden Costs of Farmed Salmon

Many people think that buying farmed salmon saves wild fish. **Think again.**

Salmon farms don't protect wild salmon. Instead, they infect wild fish with parasites and diseases, and compete for precious habitat when farmed fish escape their pens.



Salmon farm, British Columbia

These problems can spell disaster for wild fish. In British Columbia, at least three rivers have now been populated by escaped Atlantic salmon, an invader to our Pacific waters that competes with native fish. In Norway, the government has resorted to the deliberate poisoning of whole rivers to wipe out the spread of a parasite from a farming hatchery.

Now that we recognize these problems, it's time to demand that salmon farmers clean up their act. The farms can improve by raising the fish on land, in ponds whose waste is treated before it is released into the sea. That would at least isolate them from the wild fish they are harming.

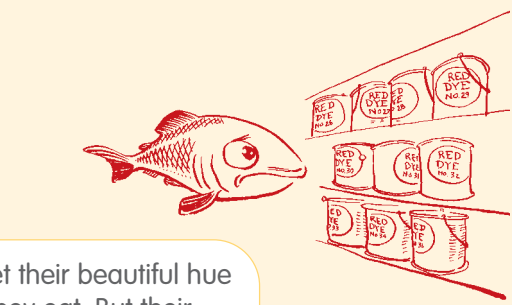
Salmon farming expanded from just 10% of global salmon production in 1986 to 58% in 2001 — much faster than our understanding of its impacts. As a result, salmon farmers have been getting a free ride. It's time for them to start covering the true costs.

Selling authenticity short

Eating wild salmon connects us to natural cycles that are older and vaster than we are. Wild salmon is a natural food, not a manufactured one. By contrast, a farmed salmon is about as natural as a hormone-laden feedlot steer.

Not surprisingly, that difference means a lot in the taste. Chefs around the country rate wild salmon far superior to farmed. "To be perfectly honest, it [farmed salmon] is crap," says Executive Chef Daniel Long of Bon Appetit Management Company. In fact, a Wall Street Journal taste test scored farmed salmon at 4.83 out of 10, while wild salmon rated 9.7.

Dye! Wild salmon get their beautiful hue from the prey they eat. But their farmed cousins rely on a dye to color their flesh pink. Without that added pigment, their meat would be a pale gray.



Farmed salmon color selection fan

Poop! Farmed salmon are raised in open cages, thousands of them in a net-pen the size of a small house. Usually, a dozen or so of these pens are tethered together. The fish pass their feces right into the waters around them, contaminating the water with as much raw sewage as a town of 65,000.



Photo: Friends of Clayoquot Sound

Treating the ocean like a cesspool

The waters where salmon are raised are remote and pristine — the fjords of Norway and the crystal inlets of British Columbia. These regions boast vast forests and dramatic waterfalls and serve as a reminder of just how awesome nature can be. But salmon waste overloads these waters with nutrients. The result is a no-oxygen "dead zone," that can extend up to 500 feet. If we wouldn't put a hog farm in Yosemite, why would we put a salmon farm on British Columbia's spectacular coast?

A wild world in peril

Nature needs all of its parts to stay in balance. The pesticides used to control sea lice also poison creatures that turn the sea bottom and promote decomposition, just like earthworms do on land. The antibiotics that fish farmers rely on to keep their livestock healthy kill not only germs that cause disease but also beneficial bacteria on the sea floor. These antibiotics can also breed resistant strains of micro-organisms, reducing the effectiveness of medicines that are needed to save human lives.

Epidemics!

Diseases and infestations can spread rapidly in crowded pens where salmon are raised. Fish farmers dose their fish to combat these outbreaks, using seven tons of antibiotics in British Columbia in 1998 alone.

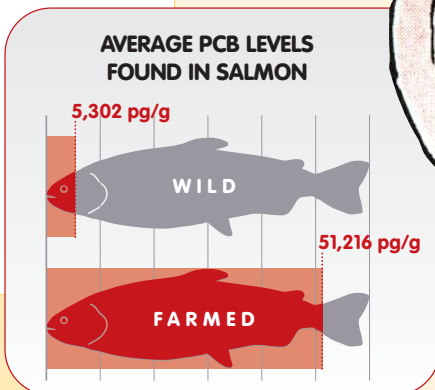
Still, epidemics can infect and decimate wild stocks. The 2002 collapse of the pink salmon run on the central B.C. coast is blamed on parasites known as sea lice, contracted from the area's numerous salmon farms.



Photo: Friends of Clayoquot Sound

Toxins!

The fishmeal and fish oil fed to farmed salmon are more contaminated with dioxins than any other livestock feeds, according to a study by the European Union. As a result, an analysis of British Columbian salmon found that farmed salmon was nearly ten times higher in PCBs than the wild variety.

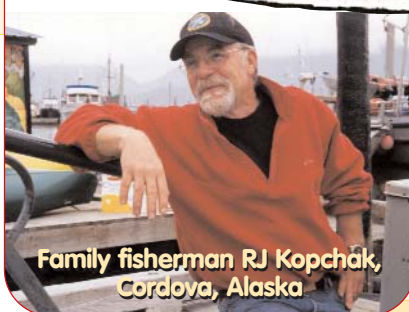


A pure food no more

We live in a time of nutritional uncertainty, when it seems that every week scientists announce that a food we thought was good for us is actually a threat to our health. Salmon had been spared that treatment, until they started to be raised in pens. Wild salmon range the open sea and eat low enough on the food chain that they are a good source of lean protein. But by raising caged salmon on fish meal, industrialists have tampered with our diet once again, tainting a tasty food we thought we could count on.

Oligopoly?

The salmon farming industry is controlled by a short list of global corporations — just four companies produce more than half of the farmed salmon sold in North America. By flooding the market with their product, they've put harvesters of wild fish — and the communities that depend on them — in an economic squeeze.



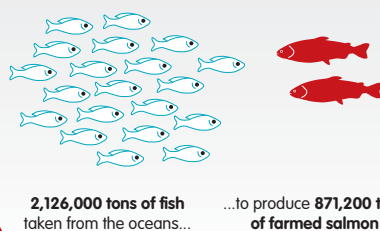
Family fisherman RJ Kopchak, Cordova, Alaska

Photo by Eileen Brady

Curtains for local fishing communities

In coastal towns from California to Alaska, salmon fishing has offered a way for hardy, self-reliant souls to go into business for themselves and become financially independent. Kids have grown up fishing on their parents' boats, and in time become skippers themselves. The fishing economy has supported entire communities, from shipyards to canneries and net shops. When the runs were good, towns boomed, and when the runs were thin, the price went up, which helped make up the difference. But with farmed salmon now flooding the market, prices don't cushion a bad year, and the towns are on the skids.

NET LOSS OF PROTEIN IN 1999



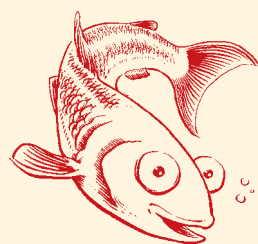
Less Food!

Salmon aren't your everyday livestock — they're carnivores. Their feed is made from mackerel, sardines, and other smaller fish, but something is lost in the translation. It takes nearly two and a half pounds of smaller fish to raise one pound of farmed salmon — reducing the amount of seafood by 59 percent.

Emptying the oceans

It used to be that the oceans seemed like a limitless frontier. How could something so vast be depleted? But with today's increasingly sophisticated fishing fleets, that's exactly what's happening. Annual catch in the world's oceans is reaching the maximum that can be sustained; nearly a quarter of the world's fisheries are already depleted or in the process of being overfished.

The bounty of the ocean, from salmon to tuna and lobster, is the result of the abundance of creatures like the sardine, lower on the food chain. Plundering the ocean of its smaller fish to feed livestock salmon is like sawing one leg off a stool. It's asking for trouble.



"When we get those hidden costs in the pricetag, you'll see the real value of a wild fish like me!"