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North Vancouver BC, VHN 1H8  
3 February 2010

Dr. David Suzuki, Founder  
The David Suzuki Foundation  
Suite 219, 2211 West 4th Avenue  
Vancouver, BC, V6K 4S2

Sent by e-mail.

Dr. Suzuki,

## Re: Fair Questions About The Demarketing of Farmed Salmon

Recognizing that the David Suzuki Foundation has a hefty influence on public opinion and public policy, its fair to inquire about your funding and your reporting of research findings. As before, I am writing to you as a concerned member of the public. This is an open letter.

For nearly three years, I have tried to inquire about your apparent involvement in marketing Alaskan salmon by demarketing the competition: farmed salmon. I feel that my questions are important and fair and that your refusal to answer is unfair.

As you know, I have posted my questions at [www.fair-questions.com](http://www.fair-questions.com). My main questions are:

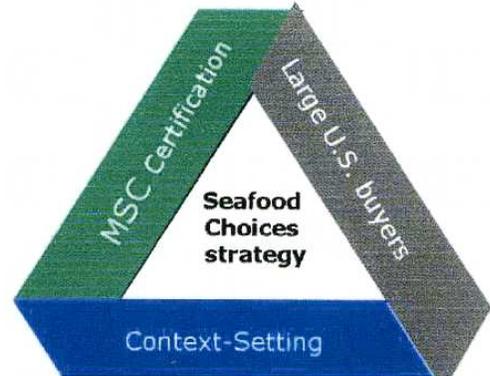
1. According to my calculations, since 2000 the David Suzuki Foundation has had revenues of \$61.3 million. My question is, what is the origin of the \$27.4 Million reported to Revenue Canada as income from other charities and other sources? How much of that originated from American foundations that fund the marketing and promotion of MSC-certified fish - most of which is Alaskan?
  - Where did the David Suzuki Foundation get \$1.9 million that it granted (2000-2002) to First Nations - all of which are not favorable to salmon farming?
  - Is the brochure, "*Why You Shouldn't Eat Farmed Salmon*," one of the tools of the Market Intervention strategy funded by the David and Lucille Packard Foundation?<sup>1</sup> U.S. tax returns show that the Packard foundation granted \$762,600 for the program that produced this brochure.
2. Why did you falsely report that B.C. farmed salmon is heavily contaminated with PCBs and other toxins? This claim was based on a study of only four farmed salmon. Mercury levels were actually higher in the wild salmon. Studies - including your own - show that farmed salmon has less than 3 percent of what Health Canada and the U.S. F.D.A. consider to be the tolerable level for PCBs in fish.
3. Why did you falsely report that your research shows that sea lice originating from salmon farms cause high levels of mortality among juvenile salmon in the wild? To the best of my knowledge, sea lice levels at salmon farms were never measured in your research. Sea lice are found on many species of wild fish and there's no way to tell whether they originated from salmon farms or from wild fish. It follows that your claims that research shows that sea lice originating from salmon farms cause high levels of juvenile salmon mortality in the wild, and put

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<sup>1</sup> The David and Lucille Packard Foundation. Strategy for Market-Intervention Tools to Conserve Marine Fisheries. [http://www.packard.org/assets/files/conservation%20and%20science/marine\\_fisheries\\_strategy\\_041007\\_Web\\_site.pdf](http://www.packard.org/assets/files/conservation%20and%20science/marine_fisheries_strategy_041007_Web_site.pdf) Page 8.

them at risk of extinction, are false. And yet, in the wake of extensive bad press - generated in large part by the David Suzuki Foundation and the campaigns with which it is involved - a "war on fish farmers" has been declared and more than 20,000 people have signed Alexandra Morton 's petition to close salmon farms. Millions of tax-payers' dollars have been spent on sea lice instead of other priorities.

3. Has the David Suzuki Foundation deliberately manufactured controversy as part of an "antifarming campaign" in the "Context Setting" of Seafood Choices, the Packard foundation's marketing strategy for MSC-certified fish? To put it bluntly, have you swayed consumers away from farmed salmon because this serves the purposes of your American funders?



Source: The David and Lucille Packard Foundation

Considering that the David Suzuki Foundation got substantial funding for sea lice research from the same American foundation that funded an "antifarming campaign," and that your sea lice researchers at the University of Alberta had a "research partnership" with the organization (SeaWeb) that was funded to co-ordinate the "antifarming campaign," I would find it hard to believe that the bad press that your foundation has generated about sea lice is not part of the "science messages" and the "earned media" of this marketing campaign.

SeaWeb \$560,000 Apr. 2004  
 Wild Salmon, Consumers, and Conservation Project

Term	Amount	Date Approved
24 mo.	\$560,000	Apr. 2004

**Purpose**  
 This grant helps SeaWeb provide a toolkit and coordination for salmon aquaculture campaigns. Outcomes for this grant include identification of antifarming audience and issues, integration of aquaculture science messages into antifarming campaign, standardization of antifarming messaging tool-kit, creation of an earned-media campaign, and coordination of media for antifarming ENGOs.

**Grantee Websites**  
[SeaWeb](#)

Please see also: <http://fairquestions.typepad.com/fishfarmfuss/2010/02/appeal-to-david-suzuki.html>

In the interest of fairness, I appeal to you to please tell the whole truth about your funding sources and your actual findings with regards to research on PCBs in farmed salmon, and sea lice. In particular, please clarify that contrary to your false claims, your actual research findings:

- Do NOT show that farmed salmon is high in PCBs
- Do NOT show that sea lice originating from salmon farms cause high levels of mortality among juvenile salmon in the wild and put their populations at risk of extinction.

Sincerely,  
 Vivian Krause

c.c.: Mr. Peter Robinson, CEO, The David Suzuki Foundation  
Mr. James Hoggan, Chair, The David Suzuki Foundation  
Mrs. Carol E. Larson, President & CEO, The David & Lucile Packard Foundation  
Mr. John McMillan, President & CEO, Tides Canada Foundation  
Dr. Indira Samarasekera, President, The University of Alberta  
Dr. David Johnson, Special Advisor to the Provost, The University of Alberta