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## Media Advisory - Setting the record straight: Toxicity of farmed salmon

**January 11, 2001** - VANCOUVER - In recent days, Anne McMullin of the B.C. Salmon Farmers Association and other spokespeople for the salmon farming industry in Canada have made erroneous assertions about:

1. The British television documentary Warnings from the Wild: The price of salmon, and statements made by British researcher Miriam Jacobs who was interviewed for the documentary;
2. Research sponsored by the David Suzuki Foundation.

Setting it straight:

1. Miriam Jacobs has not said she was misquoted in the British Broadcasting Company (BBC) documentary nor has she challenged any aspect of the programme as alleged by Ms. McMullin and other salmon farming representatives. A report on BBC Online did attribute research data from Dr. Michael Easton (sponsored by the David Suzuki Foundation) to Ms. Jacobs, but that was quickly corrected to Ms. Jacobs and Dr. Easton's satisfaction.

Ms. Jacqui Spiers of the University of Surrey press office issued the following statements on behalf of Ms. Jacobs.

1. Miriam's complaint on Thursday regarding inaccuracies on the BBC website was dealt with rapidly. She has also made clear the difference between her findings and those of Dr. Easton in Canada.
2. Neither she nor the University has any complaint regarding last night's programme.
3. She does not wish to add further to the comments she made during the programme.
4. She does not wish to comment on Ms. Fagan's (of Intrafish news agency) perception as to the message of the programme.

Ms. Spiers can be reached at 44-148-387-9906.

Ms. McMullin and other salmon farming representatives contend that Dr. Easton's research "A pilot study examining contaminant loads in farmed salmon, wild salmon and commercial salmon feed" has not been peer-reviewed. This is not true. The study has been peer reviewed and will be further peer reviewed in the journal publication process. Publication is expected soon in a reputable journal, and in keeping with standard practice for most academic journals, Dr. Easton has requested that the name of the journal be kept confidential until the publication date.

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For more information, please call: Jim Fulton, executive director, or Jean Kavanagh at 604-732-4228.

