

## Fish Farm Fuss

Flawed science, false claims and lots of American funding ... who benefits?

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02/03/2010

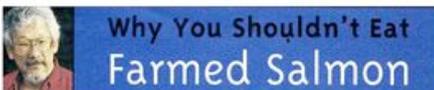
**David Suzuki: Please tell the whole truth about your American funding, and research on PCBs in farmed salmon, and sea lice**

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**I want YOU to eat  
Wild Salmon!**

And join the **Salmon Nation Army**



On the basis of the extensive information presented at this blog, the [open letter](#) below is an appeal to David Suzuki to answer questions and tell the whole truth about his foundation's funding, and about research findings with regards to PCBs in farmed salmon, and sea lice:

Does the David Suzuki Foundation sway the public away from farmed salmon because this serves the purposes of American funders which have paid the David Suzuki Foundation at least [\\$US 10 Million](#) - not including U.S. funds granted through Tides Canada Foundation (which has been granted [\\$US 43.7 Million](#))?

Is the David Suzuki Foundation marketing Alaskan salmon by demarketing the competing product: farmed salmon?

3 February 2010

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, I believe that its fair to inquire about your funding and your reporting of scientific research findings.

For nearly three years, I have tried to inquire about your apparent involvement in marketing Alaskan salmon by demarketing farmed salmon. I feel that my questions are [important and fair](#) and that your refusal to answer is unfair. (Previous [letters](#)).

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 [\\$27.4Million](#) reported to Revenue Canada as income from other charities and other sources?

How much of your funding originated from American foundations - the same ones that fund the marketing and promotion of MSC-certified "wild" fish - most of which is [Alaskan?](#)

Where did the David Suzuki Foundation get [\\$US1.9 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 Lucile Packard Foundation? U.S. tax returns show that the Packard foundation granted \$762,600 for the program that produced this brochure ([\\$362,600](#) and [\\$400,000](#)).

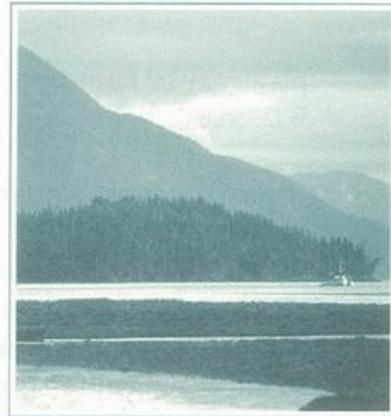
2. Why did you falsely report that B.C. farmed salmon is heavily contaminated with [PCBs](#) and other

toxins? ([Letter, 21 May 2002](#))

## David Suzuki Foundation

Finding solutions

Vivian Krause  
1524 Mahon Avenue  
North Vancouver, BC V7M 2S5



May 21, 2002

Dear Ms. Krause,

This may be one of the most unusual “Thank you” letters you’ve ever received, but here goes...

I want to say thank you for helping me to uncover the fact that B.C. farmed salmon is heavily contaminated with PCBs and other toxins.

This claim was based on a study of four farmed salmon. Mercury levels were *higher in the wild salmon*. Studies - including your own - show that B.C. 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.

# Toxic salmon

Study shows BC's farmed salmon contain high levels of contaminates



Source: The David Suzuki Foundation, [Finding Solutions \(see page 5\)](#)

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?

## Wild Salmon Mortality Caused by Fish-farm Sea Lice

Sea Lice and Salmon Farm Linkage confirmed - University of Alberta doctoral student Martin Krkosek published a study in the Proceedings of the National Academies of Science (US) demonstrating further evidence of the negative effects of salmon farms on wild salmon and thus increasing the weight of evidence that current open net pen farming must change.

Published 2006

[Download Full Report](#) (PDF 421kb)



To the best of my knowledge, sea lice levels at salmon farms were never measured in your sea lice 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 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 dollars have been spent on sea lice instead of other priorities.

3. Has the David Suzuki Foundation deliberately manufactured controversy about salmon farming as part of an "antifarming campaign" in the "[Context Setting](#)" of the Packard foundation's [Market Intervention](#) 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?

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 the 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 find it hard to believe that the [bad press](#) that The David Suzuki Foundation has generated about sea lice is not part of the "science messages" and the "earned media" of this marketing campaign.



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](#)

[U.S. tax returns](#) indicate that the purpose of this campaign was to shift consumer and retailer demand away from farmed salmon.

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 about 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.

Sincerely,

Vivian Krause

c.c.:

- Mr. Peter Robinson, CEO, The David Suzuki Foundation
- Mr. James Hoggan, Chair, The David Suzuki Foundation
- Mr. Ross McMillan, President & CEO, Tides Canada Foundation
- Mrs. Carol E. Larson, President & CEO, The David and Lucile Packard Foundation
- Dr. Indira Samarasekera, President, University of Alberta

Note: The image above is a collage of the poster titled, "[Join The Salmon Nation Army](#)" by Ecotrust and the brochure, "[Why You Shouldn't Eat Farmed Salmon](#)," by the David Suzuki Foundation. Both Ecotrust and the David Suzuki Foundation are funded by the Gordon & Betty Moore Foundation which funded SeaWeb to co-ordinate an "antifarming campaign" including "co-ordination of media for antifarming ENGOS." Since 2000 the Moore Foundation has granted at least \$30.2 Million to organizations operating in British Columbia - all of which are opposed to salmon farming. The Moore Foundation has granted at least \$US 8.2 Million to Ecotrust and \$1.5 Million to the David Suzuki Foundation including [\\$471,972](#) for "reframing marine conservation in British Columbia."

Posted at 09:04 AM | [Permalink](#)

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I would be very interested in the answers to these questions. Much misinformation has been spread about Salmon Farming and in the interest of fairness, I would like to know who is funding this campaign.

Posted by: Laurie Jensen | [02/03/2010 at 02:06 PM](#)

I hope that Mr. Suzuki provides answers to your questions. Its about time that he is held accountable for the lies he continues to spread - simply to encourage and maintain funds for his Foundation. Shame on him and those that continue to repeat his nonsense.

Posted by: Barb Huddleston | [02/03/2010 at 02:02 PM](#)

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