



David  
Suzuki  
Foundation



21 January 2013

Ms. Melissa Pritchard  
Sustainable Seafood Coalition Coordinator  
Sustainable Seafood Coalition  
The Hothouse  
274 Richmond, Rd.  
London, England E8 3QW

**Ensuring Alaska remains a sustainable source of  
wild salmon for your member companies**

Dear Ms. Pritchard

We are writing on behalf of several North American organizations interested in the conservation of salmon and the sustainability of North American salmon fisheries. The following are four things your member companies can do to ensure their company's access to certified sustainable Alaskan salmon:

1. Advise their partners in the Alaskan salmon fishery that they support Alaska's **Purse Seine Vessel Owners Association's** (PSVOA) efforts to retain MSC Certification and MSC Chain of Custody
2. Inform suppliers of Alaskan salmon that they require the necessary Chain of Custody to allow them to purchase, process, and market MSC certified salmon
3. Tell Alaskan suppliers that wild salmon must come from a fishery that has an internationally recognized eco-label. ASMI/Global Trust has said its Alaska salmon certification is **not** an eco-label or sustainability claim (in other words, it is not equivalent to MSC certification).
4. Work with the Alaskan industry, Alaska Department of Fish and Game, and conservation groups to address outstanding conditions in the MSC Certification.

One of the key strengths of MSC's eco-certification scheme, and the sustainability label that backs it up, is that it actively monitors and assesses the performance of a fishery relative to an internationally accepted set of principles and criteria for sustainable fisheries. Further, under MSC Certification, fisheries must commit to continual improvement to ensure they address any identified shortcomings in fishery performance.

In contrast, Global Trust only confirms that Alaska has a management regime in place that broadly conforms to FAO's Code of Conduct for Responsible Fisheries. It does not assess Alaskan salmon stocks, fishery, or management decisions against rigorous internationally accepted performance measures. Consequently, salmon processors and buyers relying on a Global Trust certification are limited to claiming that the Alaskan salmon fishery has a management regime in place that broadly conforms to the FAO code of Conduct. They cannot claim that the Global Trust certification is an eco-label that assures consumers that their salmon is from a sustainable fishery.

The presence of MSC's transparent and rigorous assessment process, conditions of improvement (when necessary) and associated implementation timelines have encouraged conservation groups to support certification of fisheries that are on a sustainable footing, but still in need of improvement. The difference in the rigour and credibility of the two certifiers is well-demonstrated in their respective Alaska salmon assessments. In the most recent Alaska certification, MSC's certifier identified 70 areas requiring improvements. Global Trust's assessment of the same fishery identified zero. The table at the end of this letter provides a further comparison between MSC and Global Trust.

Fortunately, the Alaskan **PSVOA** has stepped forward as the Client for the MSC re-assessment of the Alaskan salmon fishery. This fishermen organization's courageous stand against the tide of some of Alaska's major processors should be supported and rewarded. Alaska's fishermen, and the processors who have stepped forward to support them, want to continue to supply your member companies with wild salmon that is certified by an eco-label.

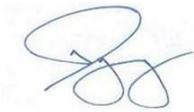
Our organizations would like to work with all participants to ensure that your member companies and organizations have continued access to MSC certified wild Alaskan salmon untroubled by controversy and debate.

Representatives from our organizations intend to visit Europe early in 2013 to meet with salmon buyers, consumer groups, and non-government organizations. We are hoping to be able to arrange a meeting with you. We will contact you in the next few weeks.

The primary contact for our groups is:

Greg Taylor  
FishFirst Consulting  
460 Mt. Belcher Heights  
Salt Spring Island, BC  
Canada V8K 2J6  
gtaylor.fishfirst@gmail.com  
1-250-537-2399

Sincerely,



Jeffery Young, Biologist  
David Suzuki Foundation  
Vancouver, BC, Canada



Dr. Brian Riddell  
Pacific Salmon Foundation  
Vancouver, BC, Canada



Misty McDuffee, Biologist  
Raincoast Conservation Foundation  
Sidney, BC, Canada



Greg Knox, Executive Director  
SkeenaWild Conservation Trust  
Terrace, BC, Canada



Kurt Beardslee, Executive Director  
Wild Fish Conservancy  
Duvall, WA, USA



Aaron Hill, Biologist  
Watershed Watch Salmon Society  
Coquitlam, BC, Canada

<b><i>Components of an Effective and Credible Eco-Certification</i></b>	<b>MSC</b>	<b>Global Trust</b>
Evaluates whether a management agency's standards reflect FAO guidelines		
Requires assessment of stock status relative to standards		
Requires assessment of the environmental impact of the fishery		
Identifies required improvements relative to an internationally accepted set of standards for sustainable fishing		
Obtains commitment from management agency to address required improvements within a specific time frame		
Identifies consequences if required improvements are not made		
Incorporates advances in science, international "best practices", and FAO standards		
Encourages stakeholder involvement and promotes transparency in the certification process		
Maintains independence of Certifier, Client/Management agency, and standards		