

Salmon of the America's Responds to The New York Times
Chile Takes Steps to Rehabilitate Its Lucrative Salmon Industry

February 5, 2009

FOR IMMEDIATE RELEASE

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(MIAMI, FL) -

The frequent negative and negligent articles written by The New York Times against the farmed salmon industry continue and once again requires that our trade association clarify the recent falsehoods stated by Alexei Barrionuevo's article, *Chile Takes Steps to Rehabilitate Its Lucrative Salmon Industry*. Readers should know that Barrionuevo has previously been exposed for plagiarism and later admittedly failed to verify his sources in a previously negligent article aimed at the salmon farming industry that resulted in a retraction by the Times on various points.

The article makes statements that mislead readers to believe that the salmon farming industry is not in compliance with the guidelines set by The Food and Drug Administration. Our association must point out that our members work side by side with the FDA as well as their own governmental agencies with complete transparency. The article's insinuation that the salmon farming industry is "voluntarily policing itself" is a fallacy that could easily be verified and only demonstrates the lack of initiative by the Times to deliver unbiased, non-agenda driven information.

Readers should know that our members are compliant with all regulatory standards set by government authorities, including the FDA, with full transparency on allowable medicinal treatments. Additionally, the article's statement that the industry struggles to comply with regulations set by other countries is especially misleading considering the successful exportation of farmed salmon over the last 25 years into countries with strenuous regulations and safety standards.

Consumers can be certain that farmed salmon is a safe and healthy protein despite the negligent media afforded to an industry providing an essential nutrient while maintaining an increasingly sustainable ecosystem for future generations. Most importantly consumers should continue to educate themselves on the vast number of studies collected by independent organizations such as the American Heart Association and The Institute of Medicine of the National Academies urging consumers to routinely include seafood like salmon as part of a healthy diet.

We urge food and science editors in North America to contact our trade association directly in regards to questions about the farmed salmon industry in Chile, Canada and the U.S.A.

Salmon of the Americas is a trade association of salmon-producing companies in North and South America, whose mission is to improve health, awareness and dining enjoyment of consumers in North America by providing timely, complete, accurate and insightful information about salmon on behalf of its members. ##