

## **Salmon of the America's Responds to PEW Environmental Group**

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### **FOR IMMEDIATE RELEASE**

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**(MIAMI, FL)** -- In a conference call organized by the PEW Environmental Group on Thursday October 23, 2008, certain media outlets were invited to participate in the call scheduled to discuss the group's allegations regarding environmental and public health issues related to farmed salmon. Unfortunately, the environmental group rejected numerous requests by the farmed salmon industry, their representatives as well as various communication firms to participate in the call.

Although PEW has expressed that their focus is on ocean conservation their dialogues historically consist of one-sided conversations similar to other well-funded extremist groups that are truly not science driven environmental organizations. The group's efforts to have The Food and Drug Administration increase their testing of imported seafood is welcomed by salmon producers already exporting to countries with some of the strictest governmental controls in the world.

According to PEW, generating media attention can effectively dissuade consumers from purchasing farmed salmon. Ironically, despite the recommendations made by 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, these groups continue to generate negligent media hype creating confusion on the very people they claim to be shielding.

Their misleading information and agenda driven ideals create consumer uncertainty despite the vast improvements and strictly regulated industry of salmon aquaculture.

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. The media and consumers should be aware that by the environmental group rejecting the participation of the salmon farming industry, they are reiterating their anti-industry position and unwillingness to include or examine substantiated scientific data.

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.