



PRESS RELEASE

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On May 4, 2017, the *Marine Stewardship Council* announced the recertification of commercially harvested British Columbia wild chum, pink and sockeye salmon for five years commencing immediately.

The Marine Stewardship Council is an international non-profit organisation based in London, England. It was established to address the problem of unsustainable fishing and safeguard seafood supplies for the future.

This certification will facilitate access to global markets for commercially harvested BC wild chum, pink and sockeye salmon.

The process of recertification was driven by the *Canadian Pacific Sustainable Fisheries Society*, a Canadian organisation whose 28 members represent BC salmon processors.

Dane Chauvel, Chair of the B.C. Salmon Marketing Council noted that, *“The MSC certification provides complete traceability and chain of custody for all of the chum, pink and sockeye salmon harvested in British Columbian commercial fisheries. This affords the market confidence that these fisheries meet the highest independently established and reviewed sustainability standards. Moreover, the chum, pink and sockeye salmon harvested in British Columbia provide an attractive and compelling seafood option for those global markets which are seeking alternatives to the products of the illegal, unreported and unregulated fisheries that are conducted contradictory to conservation and management measures that have been established by international governing bodies. This is a significant achievement for our industry and one which will enable independent fishermen to be fairly compensated for adopting sustainable harvesting and quality handling processes.”*

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