

THE SALMON STEWARD

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Foundation Brings Salmon-Safe Eco-label to B.C.

Pacific Salmon Foundation and Fraser Basin Council have worked together over the last three years to bring a U.S.-based environmental certification program called Salmon-Safe to B.C. The new program was launched publicly on Wednesday, October 5th, at the Main Street Farmers Market in Vancouver. The program was an outgrowth of the Foundation's Fraser Salmon and Watersheds program and major funding was provided by the RBC Blue Water Project, a 10-year, \$50 million global commitment to help protect fresh water.

During the launch, eleven B.C. farms received Salmon-Safe certification. They are among twenty-two farms that received Salmon-Safe certification during a pilot project that started in 2010. Certified farms are primarily located in the Lower Fraser Valley and the Okanagan-Similkameen areas.

Abbotsford farmer Chris Bodnar owner of, Glen Valley Organic Farm, was among the farms certified and was quoted in a Vancouver Sun article about the Salmon-Safe launch on October 5.

Bodnar said:

"We farm on the ancient flood plain right on the Fraser River, so we see everything that goes by us in the ditches goes straight into the river. When you look at the Gulf of Mexico and the huge dead zone that has developed there because of agriculture-related nitrogen run-off, you realize that the way we farm has a huge impact on marine life. We have always operated our food system as though farming and the ocean were two separate silos and we really need to connect those dots."

Already well-established in Washington, Oregon and California, Salmon-Safe is a third-party eco-certification

program that educates land users, retailers and consumers about the importance of protecting healthy and functioning ecosystems and watersheds that are essential to Pacific salmon.

Because B.C.'s major river systems coincide with the most productive agricultural lands, farmers play a critical role in protecting water quality and sustaining Pacific salmon populations, one of the most pressing environmental concerns facing the region.

In the coming year, the new Salmon-Safe program will reach out to more farmers, including a targeted campaign to reach vineyards in B.C.

Learn more at salmonsafe.ca.



Pictured left to right:

- Michelle Tung, manager of Salmon-Safe B.C.
- Dan Kent, executive director of Salmon-Safe Inc.
- Bob Purdy, director of external relations & corporate development of the Fraser Basin Council
- Annamarie Klippenstein, multi-generational farmer, co-owner of Klippers Organic Acres
- Brian Riddell, president & CEO of the Pacific Salmon Foundation



Bob Gayton (left) enjoying the 2009 Pacific Salmon Foundation Charity Fishing Trip with former Foundation board member Bryan McKnight (right).

Donor Spotlight: Robert Gayton



Like most donors of the Pacific Salmon Foundation, Bob Gayton's support for wild Pacific salmon conservation is very personal. Gayton grew up in Saanich where he fished in Deep Cove, and for some summers, Bates' Beach above Comox, with his parents. He recalls many happy summer days of his youth in row boats catching krill. All that time spent on the water led to summer breaks during university as a fishing guide at April Point Lodge in Campbell River. "I love being in a boat in a beautiful part of the world, and just love having the chance to tussle with a fish," said Gayton.

Speaking from his beach-front retirement home on the Sunshine Coast, Gayton recalled memories of teaching his son Scott to fish in the 80's in the Strait of Georgia. Gayton said he has vivid memories of lots of boats and salmon in abundance in those days.

"Salmon have provided so much enjoyment in my life, particularly

with my son and sons-in-law, and I want to hand over to my grandkids the same opportunities for connecting with the outdoors through salmon," said Gayton. "There's nothing like seeing the delight on a child's face when they have a fish on the line. Fishing brings kids into contact with the sun, wind and waves, and here in B.C., having the opportunity to fish for a salmon is a special incentive to get kids out on the water."

Spurred by these sentiments and by the loss of salmon in the Strait of Georgia, Gayton has given generously of his time and resources to the Foundation. He was recently awarded Emeritus status by the Foundation's board of directors to honour his 12 years of service on the board and more than \$100,000 in personal donations over the years. "Salmon are not well represented among environmental causes and can't speak for themselves," said Gayton. "I have tried to stand up for salmon because they are important to our way of life and need us to take responsibility for their survival."

Remembering Bob Hager



Bob Hager (right) with Ian Angus, Director, Pacific Salmon Foundation board of directors, (left) visiting the Foundation's fishwheel salmon enumeration project on the Fraser River, which Bob supported financially.

The Pacific Salmon Foundation extends sympathy to the family of our friend Bob Hager, who passed away October 7. Bob Hager loved fishing in British Columbia and gave generously of his time, talent and treasure to support efforts to sustain Pacific salmon. Anytime the Foundation wanted to try something innovative, Bob was a willing partner. And his support for a project often brought other supporters along, too. He asked great questions and was keen to get out and see firsthand how projects worked.

A great example of his commitment was his support for the restoration of a part of the Tsolum River that had been contaminated by 40 years of toxic runoff from an abandoned copper mine. The pollution nearly decimated the salmon populations in the Tsolum River, but the Tsolum has experienced a remarkable renewal of vital fish habitat thanks to Bob Hager's support in partnership with the Tsolum River Restoration Society.

Here's what the Globe and Mail's Mark Hume wrote about the project earlier this year: "In 2008, the provincial government, inspired in part by a personal donation of \$50,000 from Bob Hager, approved a plan to cap the Mt. Washington site with a waterproof seal made of polyester impregnated with bitumen...The seal went on in 2009-2010 with immediate and stunning results.... Last year 1,000 adult Coho returned to spawn."

Bob got a lot of requests for his time and support. All of us at the Pacific Salmon Foundation appreciated the special place he had in his heart for Pacific salmon and our work to conserve, restore and protect them. Whether it was rolling up his sleeves to save the Tsolum or wrangling business leaders in Vancouver to donate to our projects, Bob did it all with humility and determination. We mourn his loss, but do so with the comfort of knowing that he made a lasting difference on humanity and the natural environment of the place he loved.

Corporate Supporter Spotlight



Calgary Environmental Services Company Newest Supporter

Calgary-based Newalta has committed to donate \$50,000 annually to the Pacific Salmon Foundation's Community Salmon Program which provides grants to volunteer streamkeeping groups throughout British Columbia and the Yukon. Newalta provides cost-effective solutions to industrial customers to improve their environmental performance with a focus on recycling and recovery of products from industrial residues. The company operates across Canada and has ten facilities in B.C.

"Our new relationship with the Foundation is an ideal fit because of our shared commitment to a cleaner environment," says Doug Pecharsky, senior vice president, onsite and executive sponsor for the donation. "Like many other Western Canadians, I appreciate the natural abundance that the Foundation is helping to protect for all of us. In particular, we're impressed with the Foundation's commitment to work collaboratively with companies like ours that are committed to protecting water and vital natural habitat where we operate."



Port Metro Vancouver Sponsors Pink Salmon Festival

The Foundation's second Pink Salmon Festival got a great boost with \$10,000 in sponsorship from Port Metro Vancouver. The Port has provided key funding to salmon projects in Port watersheds since 2007 through a five-year, \$250,000 partnership with the Foundation. "The Port sees education as a key driver in the long-term success of conservation initiatives," said Darrell Desjardin, director of environmental programs for Port Metro Vancouver. "The festival was a unique opportunity to educate a broad audience and shows that environmental stewardship manifests in many ways."



BC Hydro Expands Commitment

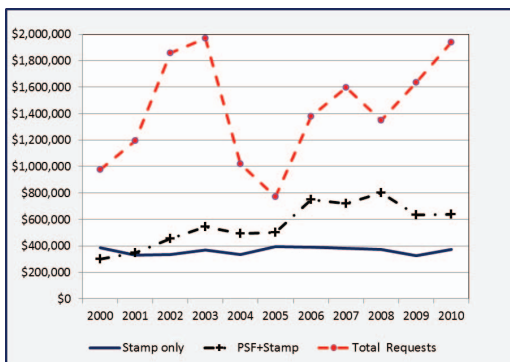
BC Hydro has increased its commitment to the Pacific Salmon Foundation with a \$40,000 donation. BC Hydro's first support occurred in 1997 when the utility worked with the Foundation to restore a spawning channel along the Campbell River. With this new donation, BC Hydro has donated more than \$100,000 to the Foundation, including regular support for the Foundation's fundraising dinners in Campbell River and Vancouver.

Special thanks to Foundation board member Don Swoboda, a retired BC Hydro executive, who encouraged a closer collaboration between the Foundation and BC Hydro.

"As a retired BC Hydro employee, I am delighted to see expanded support for the Foundation's important conservation and habitat restoration work," said Swoboda. "BC Hydro has made major investments in Pacific salmon habitat, especially in the Campbell River system. This new donation reflects an important commitment to expanded collaboration and public education with respect to Pacific salmon-bearing streams."

Your Donation Addresses Unmet Need

The Pacific Salmon Foundation anticipates a significant increase in unmet need from the 'salmon community' over the next two years. In recent years, the Foundation has only been able to support about half of the qualified projects submitted to the Community Salmon Program. As the graphic shows, the Foundation's Community Salmon Program benefits from a stable source of income from the federal Recreational Fisheries Conservation Stamp contributions. The Foundation receives about \$1.12 per stamp sold to anglers who wish to retain Pacific salmon caught in saltwater off Canada's west coast. At present, income from the stamp program has consistently provided about \$350,000 a year (Stamp only). The Foundation augments this money through local fundraising dinners as well as individual and business donations (PSF+Stamp). Regrettably, requests to the Foundation regularly exceed available funds, which means many qualified conservation projects go unfunded.



And in 2012, with the end of government support for the Foundation's Fraser Salmon and Watersheds Program, the Foundation will also have to compensate for a direct loss of an additional \$200,000 annually. The increased capacity in communities developed through the Fraser program will certainly increase the number of project submissions to the Foundation's Community Salmon Program. The increase is difficult to forecast but will be substantial as it will reflect the loss of millions of dollars per year provided to these projects in recent years.

Your donation will help us close the gap between conservation needs and what the Foundation typically is able to fund. Because the Pacific Salmon Endowment Fund covers the core expenses of the Pacific Salmon Foundation, ninety cents of every donated dollar goes to substantive salmon work and projects.

Please consider a tax-deductible donation to the Pacific Salmon Foundation.



Make a Difference for Salmon and the Environment

The Pacific Salmon Foundation is committed to sustaining wild Pacific salmon for generations to come. The Foundation is the pre-eminent organization supporting wild Pacific salmon conservation in British Columbia because of the generosity of countless individuals who donate their time, talent and treasure. You and your family can make a lasting commitment to wild Pacific salmon by:

- donating online at psf.ca
- remembering the Foundation in your will
- donating a life insurance policy in the Foundation's name
- giving an annuity, trust or other gift
- establishing a memorial fund
- giving a gift of cash, investments, property or other assets.

To learn more about planned giving options available to you, please contact the Foundation at 604.664.7664, ext. 108 or at mlam@psf.ca.



Pacific Salmon Foundation's Terry Tebb (second from right) participates in the dedication of the Bear Creek Nature Park. The Foundation invested \$100,000 to help create a new wetland, floodplain, salmon hatchery, and an upland second-growth forest with walking and equestrian trails along the Oyster River on Vancouver Island.

Your Donation Makes a Difference

On average, every \$1.00 granted by the Foundation to volunteer community salmon projects leads to \$6.00 more through fundraising at the local level. That means the donations you make to the Foundation are optimized and leveraged to a degree not seen with most charities.

Take the One Mile Lake Nature Centre in Pemberton, where the Pacific Salmon Foundation made a \$17,500 grant in early 2011. This critical funding was leveraged for a total of \$653,000, bringing this community and education centre to reality. Since the nature centre's opening, it has hosted summer camps for dozens of children and will soon be starting a Salmon in the Classroom program in Sea-to-Sky schools. It has also been honoured with a Community Excellence Award by the Union of British Columbia Municipalities, an award that recognizes world-leading communities and ideas that rise above challenges with vision, creativity and teamwork.

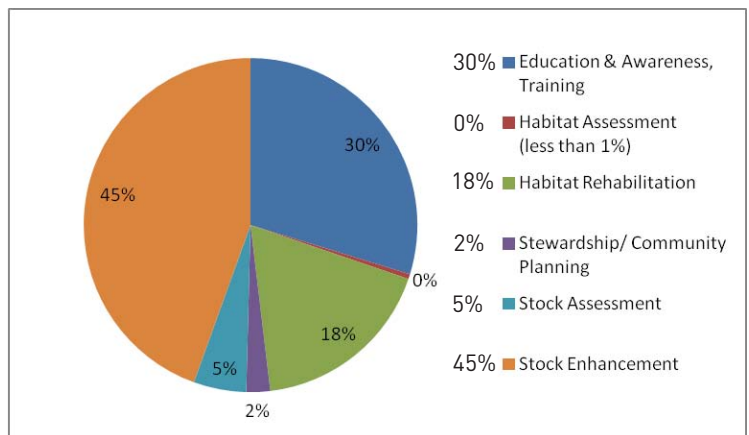
Passionate volunteers, like those behind the One Mile Lake Nature Centre, are tremendously resourceful and really are the key to bringing Pacific salmon back stream by stream. When you make a donation to the Pacific Salmon Foundation, you are investing in volunteers and communities.

Every dollar helps plant a tree, restore a stream, bring back a salmon

Donations to the Foundation support grants to volunteer-driven groups that do the "heavy lifting" necessary to restore and regenerate Pacific salmon and their habitat. Grants are awarded each year through Spring and Fall funding rounds managed by the Foundation's flagship Community Salmon Program. Volunteer community groups leverage these grants through in-kind labor and additional funds raised at the community level.

In 2011, 94 applications were submitted and reviewed with total requests of \$989,558. After technical review, the Foundation's board awarded funding to 72 projects with grants totaling \$599,095. This year, Foundation grants are projected to be leveraged over 10:1.

The Community Salmon Program funds projects according to six different areas of salmon stewardship:



Breakdown of grants by focus area

How Your Donation Can Help

- \$100** Buys two, five gallon salmon salvage units with pumps that allow volunteers to rescue juvenile salmon that become stranded during summer droughts
- \$200** Buys 80 tree cones to protect new tree plantings from being foraged by animals. Increasing survival of trees reduces erosion and resulting silting that destroys salmon spawning habitat
- \$500** Pays for one bus field trip for elementary school students to visit a local stream and stewardship centre where volunteers run hatcheries and protect salmon spawning habitat
- \$1,000** Pays for a "Salmon in the Classroom" aquarium and chiller for grade four and five students to raise salmon from eggs to fry before returning them to local streams
- \$5,000** Buys 40 hours of heavy equipment time to restore a damaged stream or a full-day of streamkeeper training for 100 volunteers



Vista 18 Executive Chef Garrett Schack (left) with long-time supporter Bob Fraumeni, owner of F.A.S. Seafood, (right) at event announcing Vista 18's donation of \$1 for every wild pink salmon dish sold to the Pacific Salmon Foundation.

Wild Pink Salmon Cakes

By: Garrett Schack, executive chef, Vista 18 Restaurant, Victoria

For the cakes

2 lbs. fresh pink salmon, skinned, boned and coarsely chopped in the food processor
 1 medium onion, chopped
 1 clove garlic
 1 cup fresh dill (1 cup before chopping or a large handful)
 the zest of 1 lemon
 the juice of 1/2 a lemon
 1 egg
 1 cup bread crumbs
 2 tablespoons capers
 salt and pepper
 vegetable or olive oil for cooking

Method

Place onion, garlic and dill in food processor. Blend until onions and dill are very fine. Combine these ingredients in a large bowl with coarsely chopped salmon, the zest of 1 lemon, the juice of 1/2 a lemon, 1 egg, 1 cup bread crumbs and salt and pepper. Mix well. Form the filling into even sized patties.

Preheat a flat bottomed pan to medium and add a thin coating of oil, fry patties for 2- 3 mins on each side or until golden brown. Serve with some fresh organic greens and your favourite dipping sauce.

Think Pink!

Thanks to Chef Garrett Schack for introducing a special Pacific Salmon Foundation pink salmon entrée on the Chateau Victoria menu. With Garrett's leadership, the restaurant is donating one dollar to the Foundation each time the special entrée is ordered. The promotion is encouraging more people to Think Pink.

Pink salmon are the most abundant of the seven species of Pacific salmon and are more readily available for consumption. Due to their abundance, fishing for pinks is more sustainable compared to other Pacific salmon species. This year, 19 million pinks returned to the Fraser River alone.

The pinks' position on the marine food chain allows them to have a smaller ecological "fin" print per fish, so consuming a pink salmon will make a smaller impact on the environment than consuming other species of salmon.

Pink salmon is arguably the healthiest type of salmon to consume as its short lifespan and immediate migration to the ocean gives it less opportunity to accumulate toxins and pollutants from the water.

Visit the Foundation's YouTube page at <http://www.youtube.com/user/SalmonFoundation> to see a video of Executive Chef Garrett Schack showing how to prepare pink salmon.



The Pacific Salmon Foundation was established in 1987 as an independent, non-governmental, charitable organization to protect, conserve and rebuild wild Pacific salmon populations in British Columbia and the Yukon Territory.

The Foundation:

- Raises money and makes grants to volunteer organizations that work on behalf of salmon across the province – \$9 million invested in volunteer-driven salmon projects that have engaged more than 35,000 volunteers since 1989.
- Manages multi-million dollar initiatives in the Skeena and Fraser River watersheds in partnership with industry, provincial and federal governments and other foundations.
- Advances scientific and evidence-based solutions to challenges facing wild Pacific salmon.
- Serves as a voice for conservation and restoration of wild Pacific salmon and the ecosystems that depend on them.

Learn more about supporting the Pacific Salmon Foundation by contacting Michael Meneer at 604.664.7664, ext. 127 or mmeneer@psf.ca.

Web resources:

PSF.CA SALMONSAFE.CA

UPCOMING EVENTS

January 21, 2012

Oceanside Dinner/Dance & Auction

The Qualicum Beach Civic Centre

February 4, 2012

Campbell River Dinner & Auction

Fraternal Order Of Eagles Hall

February 18, 2012

South Vancouver Island Dinner & Auction

The Commons Block, University Of Victoria

March 3, 2012

Quesnel Dinner & Auction

Quesnel Senior's Centre

April *TBA*

Okanagan Dinner & Auction

April *TBA*

Calgary Dinner & Auction

May 2, 2012

PSF Vancouver Dinner & Auction

The Vancouver Trade & Convention Centre
