

# THE SALMON STEWARD



Dr. Brian Riddell - President & CEO, Pacific Salmon Foundation, teaches kids about salmon

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## Something fishy with the salmon stamp

Each year when anglers buy the Salmon Conservation Stamp for their tidal fishing license, they likely wonder how the six dollar user fee is actually used. The answer will probably surprise you just as it did the former federal fisheries minister who created the stamp back in 1989: **Eighty per cent of the stamp fee is retained by the federal government and only 20 per cent is returned to British Columbia via the Pacific Salmon Foundation to benefit Pacific salmon.**

In a recent letter to Finance Minister James Flaherty, former fisheries minister Tom Siddon says, "somewhere along the way the Federal Treasury has started to treat the Salmon Conservation Stamp as a 'cash cow' source of general revenue." Siddon notes that over time the cost of the stamp for anglers went up four-fold, yet the funds directed to the Foundation have not increased. Even at only 20 per cent, the Foundation's ability to leverage stamp fees has unfolded as former fisheries ministers Tom Siddon and John Fraser had envisioned in the 1980s. (When the stamp was created it was done in tandem with the launch of the Foundation as a non-governmental entity that would leverage other funds to benefit the restoration of Pacific salmon.)

### Leveraging Stamp Fees

Over the years, the Foundation has received \$6.5 million from the sale of the stamp, and has supported 1,329 projects to restore and regenerate Pacific salmon. But the better story is what happens at the local level with these projects: on average, for every \$1 invested an additional \$8 to \$10 is raised locally through community funds, volunteer labour and in-kind donations. In addition, the Foundation now raises another roughly \$1 million annually through community fundraising dinners, corporate and private donations, as well as contributions made through B.C. sport fishing lodges.

All together, this amounts to \$65.4 million, including in-kind contributions, for salmon conservation and enhancement projects since the stamp was created in 1989.

### Credit Where Credit is Due

One could certainly ask how the other 80 per cent of the fees have been used by the federal government, and we have also asked that question. To be sure,

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the federal government has made significant contributions to habitat restoration and enhancement of Pacific salmon. In the 1970s, Fisheries and Oceans Canada invested in a major Salmon Enhancement Program, known as SEP, including the creation of the Community Involvement Program with dedicated community advisors and educational programs like "Salmonids in the Classroom". Since the formal announcement of SEP in 1977, the federal government has invested more than \$1 billion dollars in that program! Further, in 2001, the federal government established the \$30 million Pacific Salmon Endowment Fund.

Still, countless volunteer "streamkeeping" groups receive minimal to no funding for their needed projects. In fact, each year the Foundation is only able to fund half of the projects that merit support.



**Above:** Members of the Hecate Strait Streamkeepers Society (based in Haida Gwaii) lay the floor for a new hatchery incubation building. Since 1996, the group has received 14 separate grants totaling \$250,085 from the Community Salmon Program. The group has built several successful partnerships with local businesses to help fund projects; however, remote and sparsely populated areas like Haida Gwaii have limited resources and rely on the Foundation to fill funding gaps that community can't.

## Return 100% of Stamp Fees to B.C.

To address the imbalance in the distribution of the stamp fee and the on-going needs in our core grant-making program ([Community Salmon Program](#)), we proposed to the federal government that 100 per cent of the stamp income be returned through the Foundation to benefit Pacific salmon and their habitats. Our proposal has strong support from local organizations and business leaders, many of whom signed a letter of support to key federal officials earlier this year. We also need to recognize the active support of three B.C. parliamentarians: Port Moody MP James

Moore, North Vancouver MP Andrew Saxton and Okanagan-Coquihalla MP Dan Albas. The current minister of Fisheries and Oceans is also receiving endorsements of our proposal from his advisory group on salmon enhancement and habitat, as well as the Sport Fishing Advisory Board and the Pacific Streamkeepers Federation, the latter of which represents 300 volunteer "streamkeeping" groups in the province.

Sadly, our proposal seems to have been lost among the many priorities of the federal budget and Bill C-38, despite the fact that the conservation stamp is a user fee and not a tax. Had the proposal been adopted, the change would have returned an additional \$1 million annually to British Columbia starting this year. To put this in perspective, the total proposed budget for Fisheries and Oceans Canada in 2012 is almost \$2 billion.

During our discussions with federal officials, there was a clear understanding of the importance of these funds to Pacific salmon and the ability of B.C. communities to squeeze far more good out of every \$1 than the federal government can. Consequently, the Pacific Salmon Foundation has already written to request the renewal of discussions on the proposal. Plus, following Bill C-38 and changes to the Fisheries Act, more than ever before, B.C.'s "salmon community" must maintain resolve to restore and protect habitats for Pacific salmon. I am certain we all agree with the government's objective to sustain recreational, commercial, and First Nation fisheries. But for Pacific salmon, that's impossible without sustaining and restoring their habitats!

## Let Ottawa Know You Care

Last year, nearly 220,000 anglers bought Salmon Conservation Stamps. Those anglers and everyone who supports the Pacific Salmon Foundation should speak up and encourage the federal government to use stamp fees for their intended purpose – restoration and enhancement of Pacific salmon. Your dollars should be an investment in future fisheries, not an added tax.

Returning Salmon Conservation Stamp user fees to B.C. is a critical first step towards self-sufficiency in community programs and sustaining recreational fishery in Pacific Canada. You can be sure that the Pacific Salmon Foundation will continue our efforts to secure your funds to benefit Pacific salmon ... after that, our potential is huge.

*Please email me at [president@psf.ca](mailto:president@psf.ca) to find out what you can do to help restore the Salmon Conservation Stamp to its original purpose.*

## New Hunting and Fishing Advisory Panel

The Pacific Salmon Foundation has been invited to join a new advisory panel that will have input on federal conservation policy. Foundation president and CEO Dr. Brian Riddell will serve as the official representative to the new panel, which will provide advice to the government on issues such as endangered species, wetland protection and nature conservation. The panel will serve as a long-term advisory body and will report directly to the Minister of the Environment.

## Changes to Federal Fisheries Act

Changes to the federal Fisheries Act were adopted by Parliament as part of Bill C-38, the 2012 omnibus federal budget act. Several concerns have been voiced among Pacific Salmon Foundation supporters about provisions in Bill C-38 that could weaken the effectiveness of the Fisheries Act.

Of particular interest to the Foundation are changes that could result in reduced protection of Pacific salmon habitat, specifically in areas that are home to salmon that do not support commercial, recreational or Aboriginal fisheries. Fisheries and Oceans Canada has indicated it will no longer review "all projects on all waters" and will instead focus on those that may significantly impact Canada's fisheries.

In late June, Minister of Fisheries and Oceans Keith Ashfield announced a "nationwide public engagement and consultation process" to help formulate specific policies and regulations that will govern implementation. The Foundation has indicated a desire to participate in the process, which will continue through autumn.

## Strait of Georgia Initiative

Pacific Salmon Foundation staff hosted U.S. Consul General Anne Callaghan in Vancouver on August 9 to discuss the Foundation's Strait of Georgia Initiative. Callaghan has agreed to participate in a Salish Sea Ecosystem Conference scheduled for this November that will be co-hosted by the Foundation and a Seattle-based NGO called [Long Live the Kings](#). The two groups are formalizing a cross-border partnership to address coho and Chinook losses in the Salish Sea, which encompasses the Strait of Georgia, Strait of Juan de Fuca and Puget Sound.



*On August 31, the Pacific Salmon Foundation hoisted banners on the Burrard St. Bridge to salute 25 years of salmon conservation work by 35,000 volunteers across the province. The banners depict a coho from B.C. painter Mark Hobson's "Return to Fresh Water" displayed on the 2005 salmon conservation stamp image. The striking green and red banners were designed by the Foundation's Greg Senini and will fly throughout October.*



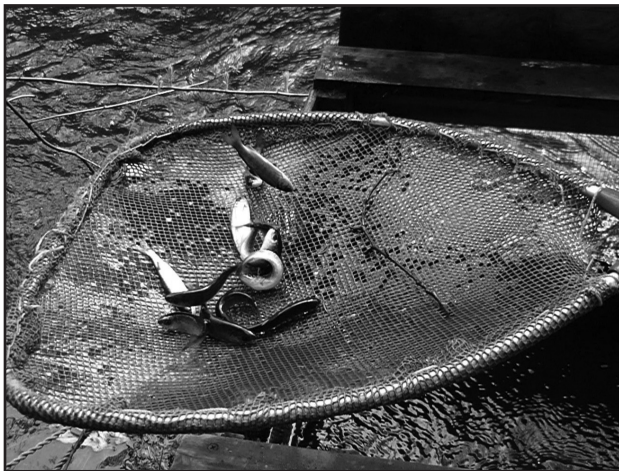
**Pictured here (left to right):** Michael Meneer, Foundation's Vice President, Development, Marketing & Communications; Marisa Ferguson, Political / Economic Officer, U.S. Consulate (Vancouver); Anne Callaghan, U.S. Consul General; Dr. Brian Riddell, Foundation President & CEO; and Terry Tebb, Foundation's Vice President, Operations.



## Foundation Announces “Beat My Fish” Winners



Wayne Moss will receive a “Return to Fresh Water – Coho” framed print by Mark Hobson.



Kalyn Penny will receive the second prize of a Foundation fleece jacket. Every summer for the past six years, Penny has volunteered with the Nanoose Streamkeepers rescuing coho fry. The fry (pictured above) become stranded in pools when Bonnell Creek dries up in the summer. Penny looks forward to continuing her work in environmental stewardship after she completes her studies on fisheries and aquaculture at Vancouver Island University.

This summer, as part of efforts to further engage the angling community and young supporters, the Pacific Salmon Foundation ran a “Beat My Fish” photo contest. Participants were asked to send a picture and a short story of one of their favourite salmon moments.

Three finalists were chosen from a total of 25 entries which were voted on by Foundation staff and board.

“It was a tough call as all of the photos and stories were so well done,” said Dr. Brian Riddell, Foundation president and CEO. “But in the end the winners we chose illustrated creativity and a deep personal connection to salmon that only started with the sport. Some of the stories people sent in were very moving and I want to thank everyone who participated for sharing their special salmon moments with us.”

The Pacific Salmon Foundation would like to congratulate Wayne Moss for his winning entry depicting his last fishing trip with his late father Tom Moss. Tom Moss was a pillar in the recreational fishing community who was known for his passion and leadership in supporting fellow members of the community. He was also known for inventing the popular Tomic Plug.



Michelle Crozier will receive third prize of a Foundation hat and pin. Crozier shared a sweet moment from her trip to Shearwater Resort with her husband in celebration of their 20th anniversary. As Crozier put it “we are both avid fishermen so we decided we would both be happiest on the ocean.”

*Beat My Fish stories can be seen on the Foundation’s Facebook page.*  
[www.facebook.com/PacificSalmonFoundation](http://www.facebook.com/PacificSalmonFoundation)



## Five Ways You Can Be A Salmon Steward

Do you care about Pacific salmon? Do you ask yourself, 'how can I make a difference?' If so, here are five ways to make a meaningful contribution towards the conservation, restoration and creation of salmon habitat through the Pacific Salmon Foundation:

### 1. Make a tax-deductible contribution

Donate a minimum of \$100 and you will receive a personalized certificate and a Sustaining Donor lapel pin. You can donate to the Foundation online by clicking [here](#) or mail a cheque to:

Pacific Salmon Foundation  
Development Office  
300 -1682 West 7th Ave.  
Vancouver BC V6J 4S6  
Phone: 604.664.7664

### 2. Donate Shares

Talk to your financial advisor to learn how you can donate shares of a publicly traded company or contact the Foundation's development office at 604.664.7664.

### 3. Bequeath a Donation

Consider including the Pacific Salmon Foundation in your will when doing estate planning. You can donate a life insurance policy in the Foundation's name, establish a memorial fund, or give a gift of property or other assets.

### 4. Attend a Fundraising Dinner

Enjoy a delicious meal, meet like-minded people, and bid on a variety of fishing adventures and other items at one of eleven dinners held across the province throughout the year. See Events Calendar on page 8 or visit [psf.ca](#).

### 5. Purchase Stylish Foundation Gear

Cut a fine figure in clothing:

**Ball Cap:** \$35.00 with tax and shipping  
Colours: beige and navy

**Fleece (Black):** \$80.00 with tax and shipping  
Sizes: S, M, L, XL, XXL

Order yours today by contacting Susan Taylor:  
(604) 664-7664 or [staylor@psf.ca](mailto:staylor@psf.ca).



## Flash Your Fishing License... Support Fish for the Future

A donation will be made to PSF  
when you flash your fishing licence  
at check-in

[www.accentinns.com](http://www.accentinns.com)

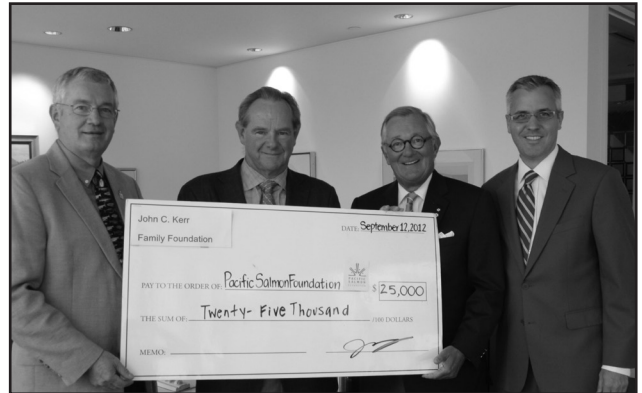


## Supporter Spotlight



### Sid Keay

Sid Keay, a lifelong fisherman, president of Coquitlam-based [Ocean Trailer](#) and owner of [Duncanby Lodge](#), pledged \$25,000 in annual contributions to the Pacific Salmon Foundation. Keay will also host an art easel at his lodge. The funds will support already established Pacific salmon restoration and regeneration projects in Rivers Inlet. Keay became acquainted with the Foundation through outreach generated via the Foundation's Recreational Fishing Program. For more information about the program, *please contact Sonora Morin at [smorin@psf.ca](mailto:smorin@psf.ca) or (250) 202-0037.*



### Jake Kerr

Vancouver-based philanthropist Jake Kerr (third from left) pledged \$25,000 over the next five years to the Pacific Salmon Foundation. Active on several business, community and foundation boards, Kerr is the owner of the Canadians baseball team and an avid fisherman. He is a recipient of the Order of Canada and the Order of British Columbia in recognition for his significant contributions to the province and the country. Also pictured with Kerr from left, Dr. Brian Riddell, Foundation President & CEO, Anson Frost, Foundation Board Member and Vice President, Development, Marketing and Communications Michael Meneer.



### [RBC Blue Water](#)

RBC presented a \$50,000 RBC Blue Water grant at the Foundation's recent fundraising dinner in Kelowna. The funds represent the bank's renewed support for Salmon-Safe BC, a "salmon-friendly" eco-certification program that helps B.C. agricultural operations grow with salmon in mind. From left: Dr. Anna Warwick Sears, executive director of the Okanagan Basin Water Board and advisor to the RBC Blue Water Project; Karen Borring-Olsen regional vice president, Okanagan RBC, and Pacific Salmon Foundation staff Michelle Tung, Manager of Salmon-Safe BC and Dr. Brian Riddell, President & CEO.

newgold

### [New Gold](#)

Vancouver-based mining company New Gold pledged \$10,000 to the Pacific Salmon Foundation's Community Salmon Program which provides grants to volunteer streamkeeping groups throughout British Columbia and the Yukon. The company seeks to minimize and mitigate the impacts of mining on the environment by contributing to rehabilitation projects in areas where it operates.





## In The Community

The Pacific Salmon Foundation hosted its first Pink Salmon Festival in Campbell River this summer to promote the most sustainable salmon species as a desirable food choice. Campbell River volunteer dinner chairman and publisher of [Island Fisherman Magazine](#), Larry E. Stefanyk organized the event. Approximately 1,500 people attended the event, raising \$5,000 for salmon projects in the Campbell River area. Local restaurants also showed their support by donating one dollar to the Foundation for every salmon entrée served during July.



Former Foundation board member and long-time supporter Rob Waters (center) emceed the Metchosin Volunteer Fire Department's 18th Annual [Bite Me Derby](#) which launched from Pedder Bay, Cheanuh Marina and Sooke Marina August 11th to 12th. Since the derby's inception in 1994, it has raised \$118,000 for the Foundation.



CBC's Tony Parsons tried out the [Helijet](#) helicopter at the Vancouver Gala Dinner and Auction at the Vancouver Convention Centre. The renowned Canadian news anchor emceed the soirée on May 2 for a crowd of 550 who helped raise \$195,000 for salmon.



Foundation staff Michael Meneer and Michelle Tung attended the [Island Chef's Collaborative](#) Food Festival in June to promote the [Salmon-Safe BC](#) Program. The program uses rigorous assessment standards to help agricultural businesses operate with the environment and salmon in mind. Salmon-Safe BC now has 34 farms, vineyards and cattle ranches certified.

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.
- 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](mailto:mmeneer@psf.ca).

### Web resources:

[PSF.CA](http://PSF.CA)

[SALMONSAFE.CA](http://SALMONSAFE.CA)

## UPCOMING EVENTS

**September 21 - November 21, 2012**

[Great Salmon Run 4D Movie Experience](#)

Vancouver Aquarium

**October 18, 2012**

***An Evening With Robert Bateman***

Bill Reid Gallery, 639 Hornby Street

Time: 5:30 pm to 7:30 pm

RSVP to Greg Senini 604.664.7664 ext. 111

or [gsenini@psf.ca](mailto:gsenini@psf.ca)

**October 27, 2012**

***Powell River Dinner & Auction***

Dwight Hall

Tickets \$50 - Available at Marine Traders & Powell River Outdoors

**November 3, 2012**

***Port Alberni Dinner & Auction***

Echo Centre

Tickets \$60 - Available at West Coast Aquatic and Gone Fishin' (Port Alberni)

**November 14, 2012**

***Salmon Conservation Stamp Art Competition***

Royal Vancouver Yacht Club, 950 Stanley Park Drive

Time: 5:30 pm to 7:30 pm

RSVP to Greg Senini 604.664.7664 ext. 111

or [gsenini@psf.ca](mailto:gsenini@psf.ca)

**November 24, 2012**

***Nanaimo Dinner/Dance & Auction***

Beban Park

Tickets \$60 - Available at Wholesale Sports Outdoor Outfitters & Gone Fishin' (Nanaimo)

**Contact Christina McIntyre at**

**(604) 664-7664, extension 116**

or [cmcintyre@psf.ca](mailto:cmcintyre@psf.ca)

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