



## **ANOTHER MILESTONE ACHIEVED IN DRIVE FOR HIGHEST 3<sup>RD</sup> PARTY ENVIRONMENTAL CERTIFICATION CERMAQ CANADA NOW HAS 20% OF ITS FARMS CERTIFIED TO ASC STANDARD**

For Immediate Release

August 30, 2016

CAMPBELL RIVER, B.C. – Salmon farming companies in British Columbia continue to put investment in world leading farming practices into action with two more farms achieving the ASC salmon standard. Cermaq Canada has 20% of its farms ASC certified – announcing that its [Brent Island](#) and [Venture Point](#) farms, located in the Okisollo Channel near Quadra Island, have now met the standard.

There are currently eight salmon farms in B.C. certified to the ASC standard, with Cermaq Canada and Marine Harvest Canada representing the only two companies to achieve the certification for salmon farms in North America. To date, 141 farms worldwide have achieved the ASC salmon standard.

“Sustainability continues to be top of mind for salmon farming companies in B.C.,” said Jeremy Dunn, Executive Director, BC Salmon Farmers Association. “This achievement by Cermaq Canada further exemplifies how seriously B.C. salmon farming companies take their commitment to world class farming practices.”

All B.C. salmon farms have achieved at least one third-party certification and most have multiple audited certifications including the Global Aquaculture Alliance Best Aquaculture Practices (BAP) program, and the Aquaculture Stewardship Council certification. B.C. is the first and only salmon farming region to have all of its Atlantic salmon certified by the BAP program, and farmers raising Atlantic salmon have committed to be 100% certified to that standard by 2020.

The ASC standard was developed through an eight-year dialogue process led by the World Wildlife Fund (WWF) that engaged over 2,000 representatives from the global aquaculture industry, retail and foodservice sector, NGOs, government and scientific community. It is considered the most stringent third-party certification available in Aquaculture.

-30-

### About the BC Salmon Farmers Association:

B.C salmon farmers grow 58% of all salmon raised in Canada and account for 60% of the total landed value of seafood in British Columbia, generating more than \$1.14-billion towards the provincial economy. The BCSFA represents the province’s vibrant and diversified salmon aquaculture sector inclusive of companies raising salmon as well as the businesses that proudly provide services and supplies. For more information visit [BCSalmonFarmers.ca](http://BCSalmonFarmers.ca)

### **Media contact:**

Sabrina Santoro

[Sabrina@bcsalmonfarmers.ca](mailto:Sabrina@bcsalmonfarmers.ca)

604-202-4417