



15% OF ACTIVE B.C. SALMON FARMS NOW MEET WORLD'S TOUGHEST 3RD PARTY ENVIRONMENTAL CERTIFICATION

For Immediate Release

October 7, 2016

CAMPBELL RIVER, B.C. – British Columbia's salmon farming sector is celebrating two more farms achieving world leading third-party certification for responsibly farmed seafood. BC Salmon Farmers Association member Marine Harvest Canada has achieved the Aquaculture Stewardship Council (ASC) salmon standard for its Bull Harbour and Goat Cove salmon farm sites.

Founded in 2010 by the World Wildlife Fund (WWF) and the Dutch Sustainable Trade Initiative, the ASC is an independent not for profit organisation. ASC aims to be the world's leading certification and labelling programme for responsibly farmed seafood. The ASC's primary role is to manage the global standards for responsible aquaculture.

Bull Harbour is Marine Harvest's newest salmon farm location and operated in partnership with the Tlatlasikwala First Nation. Goat Cove farm site is operated in partnership with the Kitasoo/Xai'xais First Nation – a 20 year relationship that sees First Nation and company raise and process salmon for domestic and international markets.

"This year marks thirty years since our Nation began raising salmon in our territory," said Kitasoo/Xai'xais Hereditary Chief Archie Robinson Sr. "We were the first Nation to take the plunge and decades later we continue to take a lead in raising high-quality salmon."

There are currently ten salmon farms in B.C. certified to the ASC standard, and BCSFA members Marine Harvest Canada and Cermaq Canada are the only two companies to achieve the certification for salmon farms in North America.

"Our members continue to show their commitment to achieving world class farming practices at all farms by 2020," said Jeremy Dunn, Executive Director, BC Salmon Farmers Association. "This latest certification of two farms – achieved by BCSFA members Marine Harvest Canada, Kitasoo Xai'xais First Nation, and Tlatlasikwala First Nation – is another important milestone toward this commitment."

-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

Media Contact:

Sabrina Santoro

Sabrina@bcsalmonfarmers.ca

604.202.4417