

## Rethink Campaigns

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### Who Funds Environmentalists ..... and Why?

**"This is the best investigative work I've seen this year."**

- [Michael Campbell](#), CKNW, December 21, 2010.

The environmental movement has become very powerful. Its important to know who's funding this movement and why. This blog tries to raise fair questions about foreign, American funding behind environmental and political campaigns in Canada.



In various environmental campaigns in Canada, American economic and trade interests are being protected in the name of protecting the environment. For example, the campaign against oil tanker traffic on the B.C. coast would landlock Canadian oil and continue the virtual monopoly that the U.S. has on our oil exports - all in the name of marine conservation. The "[antifarming campaign](#)" against B.C. farmed salmon sways market share towards "wild" salmon, most of which is Alaskan.

#### **Most read:**

- [David Suzuki's Fish Story](#), published in The Financial Post, March 14, 2011
- [The American Attempt to Kill B.C. Salmon Farms](#), published in The Vancouver Sun
- [Americans Are Meddling in B.C. Politics](#), published in The Vancouver Sun
- **VIDEO:** [American Funding Behind Canadian Environmental Campaigns](#)
- [U.S. Foundations Against the Oil Sands and Demarketing Alberta](#), The Financial Post
- [Who is Interdependent Investments Ltd.?](#)
- **VIDEO:** [Testimony to the House of Commons Standing Committee on Energy Security](#)
- [Mayor Gerry Furney asks Prime Minister Stephen Harper for investigation](#)

Fair comments are welcome.

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06/03/2011

**RE: 23 Press Releases & Web-Pages No Longer On-line. My Response to the David Suzuki Foundation**

Mr. Robinson,

Your [article yesterday](#) raises several points. It would have been nice if you would have sent me a copy or somehow let me know that you posted this article. As it was, I found out on Twitter.

### 1. Our Correspondence

You suggest that we have a long history of communication and that last year (eg. 2010), you decided to stop dedicating resources to responding to my correspondence. Its true that I've been writing [letters to David Suzuki](#) for some time, four years, in fact. However, the only responses that I've received are 1) [a brief e-mail](#) from Dr. Suzuki in May of 2007, 2) an [e-mail from Jay Ritchlin](#) in June of 2007, and 3) an e-mail from Mr. Ritchlin in [June of 2009](#).

When [we met in February of 2010](#), you said that you would get back to me about [the document \(46 pages\)](#) that I provided. However, I did not receive any response from you.

In light of the above, I don't see how you can say that the David Suzuki Foundation has dedicated much in the way of resources to respond to my inquiries.

### 2. Removed Press Releases & Web-Pages

You say, "all of our formal publications, briefing notes and research remain readily available on our site and are searchable — including our science." That's not what I find.

As I've said, [23 press releases and web-pages](#) about farmed salmon and salmon farming are no longer on-line at your foundation's web-site. This includes, as far as I can tell, every single one of the press releases that the David Suzuki Foundation issued to publicize research about contaminants in farmed salmon, and sea lice.

If you disagree that the David Suzuki Foundation removed on-line material about salmon farming, why didn't you say so when I wrote to you about this on [January 20, 2011](#), [March 14, 2011](#), [March 23, 2011](#), [March 30, 2011](#) and [May 25, 2011](#)? I [e-mailed you](#) specifically to let you know that unless I heard from you otherwise, I would assume that you removed 16 web-pages on Feb. 3 and Feb. 4 of 2010 - *the very same day* that I posted an [open letter](#) to Dr. Suzuki.

Far from broad-siding you, I sent you [the entire draft](#) of my op-ed that ran on June 1 in The Financial Post. I sent you that a full week ahead of time so that you could let me know if anything in it was inaccurate. I [phoned your executive assistant](#) and spoke with her to verify and ensure that you were indeed receiving my e-mails. If you disagreed with me that your foundation had removed 16 press releases and web-pages on Feb. 3 and Feb. 4, why didn't you ever say so?

You say that web-pages about salmon farming were removed, along with other material, during April and May of 2010. If so, then I am surprised that [six of your press releases](#) about research on farmed salmon and salmon farming were not archived at all, not once, after August 9, 2009. See [here](#), [here](#) and [here](#).

You suggest that the Wayback Machine only archives a website every few months. According to [my analysis of the archives](#) for the 23 press releases and web-pages that are now no longer on your site, these pages were crawled by the WayBack Machine, on average every 1.3 months. If, indeed, the David Suzuki Foundation removed these web-pages during April and May of 2010, as you say, then it surprises me that [not one](#) of the 16 web-pages that was last archived on Feb. 3 or Feb. 4, was crawled during February, March, or April of 2010.

For a larger version, please click on the image itself:

23 Web-Page Formerly Posted at the Web-site of the David Suzuki Foundation							
	Date First Archived	Date Last Archived	Intervening Months	Total Crawls /Crawl	Time Last Archived		
1	<a href="http://www.david Suzuki.org/press_and_programs/press_releases/2003040101.asp">http://www.david Suzuki.org/press_and_programs/press_releases/2003040101.asp</a>	April 9 2003	Feb 3 2010	82	68	1.2	4:24 PM
2	<a href="http://www.david Suzuki.org/press_and_programs/press_releases/2007121401.asp">http://www.david Suzuki.org/press_and_programs/press_releases/2007121401.asp</a>	Dec 14 2007	Feb 3 2010	25	16	1.4	6:05 PM
3	<a href="http://www.david Suzuki.org/press_and_programs/press_releases/2007081801.asp">http://www.david Suzuki.org/press_and_programs/press_releases/2007081801.asp</a>	Aug 18 2007	Feb 3 2010	29	22	1.3	8:36 PM
4	<a href="http://www.david Suzuki.org/press_and_programs/press_releases/2007081701.asp">http://www.david Suzuki.org/press_and_programs/press_releases/2007081701.asp</a>	Aug 17 2007	Feb 3 2010	29	21	1.4	8:59 PM
5	<a href="http://www.david Suzuki.org/press_and_programs/press_releases/2007081701.asp">http://www.david Suzuki.org/press_and_programs/press_releases/2007081701.asp</a>	Aug 17 2007	Feb 3 2010	29	21	1.4	8:59 PM
6	<a href="http://www.david Suzuki.org/press_and_programs/press_releases/2007081701.asp">http://www.david Suzuki.org/press_and_programs/press_releases/2007081701.asp</a>	Aug 17 2007	Feb 3 2010	29	21	1.4	8:59 PM
7	<a href="http://www.david Suzuki.org/press_and_programs/press_releases/2007081701.asp">http://www.david Suzuki.org/press_and_programs/press_releases/2007081701.asp</a>	Aug 17 2007	Feb 3 2010	29	21	1.4	8:14 PM
8	<a href="http://www.david Suzuki.org/press_and_programs/press_releases/2004100901.asp">http://www.david Suzuki.org/press_and_programs/press_releases/2004100901.asp</a>	Oct 9 2004	Feb 3 2010	65	60	0.9	5:00 PM
9	<a href="http://www.david Suzuki.org/press_and_programs/press_releases/2004101001.asp">http://www.david Suzuki.org/press_and_programs/press_releases/2004101001.asp</a>	Oct 10 2004	Feb 3 2010	65	72	0.9	5:24 PM
10	<a href="http://www.david Suzuki.org/press_and_programs/press_releases/2007061701.asp">http://www.david Suzuki.org/press_and_programs/press_releases/2007061701.asp</a>	June 17 2007	Feb 3 2010	31	26	1.2	5:07 PM
11	<a href="http://www.david Suzuki.org/press_and_programs/press_releases/2004101801.asp">http://www.david Suzuki.org/press_and_programs/press_releases/2004101801.asp</a>	Oct 18 2004	Feb 3 2010	64	64	1.0	3:23 PM
12	<a href="http://www.david Suzuki.org/press_and_programs/press_releases/2004101301.asp">http://www.david Suzuki.org/press_and_programs/press_releases/2004101301.asp</a>	Oct 13 2004	Feb 3 2010	64	58	1.1	4:55 PM
13	<a href="http://www.david Suzuki.org/press_and_programs/press_releases/2004101301.asp">http://www.david Suzuki.org/press_and_programs/press_releases/2004101301.asp</a>	Oct 13 2004	Feb 3 2010	64	60	1.1	5:01 PM
14	<a href="http://www.david Suzuki.org/press_and_programs/press_releases/2004101301.asp">http://www.david Suzuki.org/press_and_programs/press_releases/2004101301.asp</a>	Oct 13 2004	Feb 3 2010	64	52	1.2	4:09 PM
15	<a href="http://www.david Suzuki.org/press_and_programs/press_releases/2007061701.asp">http://www.david Suzuki.org/press_and_programs/press_releases/2007061701.asp</a>	June 17 2007	Feb 3 2010	31	29	1.1	4:58 PM
16	<a href="http://www.david Suzuki.org/press_and_programs/press_releases/2007031901.asp">http://www.david Suzuki.org/press_and_programs/press_releases/2007031901.asp</a>	March 19 2007	Feb 4 2010	34	24	1.4	3:40 AM
17	<a href="http://www.david Suzuki.org/press_and_programs/press_releases/2002022801.asp">http://www.david Suzuki.org/press_and_programs/press_releases/2002022801.asp</a>	Feb 28 2002	Feb 4 2010	95	52	1.8	6:42 AM
18	<a href="http://www.david Suzuki.org/press_and_programs/press_releases/2009082001.asp">http://www.david Suzuki.org/press_and_programs/press_releases/2009082001.asp</a>	Oct 20 2006	Aug 2 2009	36	29	1.2	8:18 PM
19	<a href="http://www.david Suzuki.org/press_and_programs/press_releases/2009050901.asp">http://www.david Suzuki.org/press_and_programs/press_releases/2009050901.asp</a>	May 9 2001	May 2 2009	84	50	1.6	8:14 PM
20	<a href="http://www.david Suzuki.org/press_and_programs/press_releases/2009040101.asp">http://www.david Suzuki.org/press_and_programs/press_releases/2009040101.asp</a>	Feb 4 2001	May 2 2009	97	54	1.8	8:14 PM
21	<a href="http://www.david Suzuki.org/press_and_programs/press_releases/2009020301.asp">http://www.david Suzuki.org/press_and_programs/press_releases/2009020301.asp</a>	Feb 3 2003	May 2 2009	75	55	1.4	8:13 PM
22	<a href="http://www.david Suzuki.org/press_and_programs/press_releases/2006031401.asp">http://www.david Suzuki.org/press_and_programs/press_releases/2006031401.asp</a>	March 14 2006	May 2 2009	37	36	1.0	8:13 PM
23	<a href="http://www.david Suzuki.org/press_and_programs/press_releases/2009030301.asp">http://www.david Suzuki.org/press_and_programs/press_releases/2009030301.asp</a>	Aug 3 2004	May 2 2009	56	45	1.2	8:14 PM
				<b>Average Crawls Per Month:</b>	<b>1.3</b>		

You say that the David Suzuki Foundation removed web-pages that were more than five years old. As far as I can tell, you also removed [your key press release about sea lice research published in the journal SCIENCE, in December of 2007](#). That's not five years ago.

With the Cohen Commission ongoing, it seems to me that its not right that your sea lice press releases are now no longer in the public domain, especially since it was largely the alarm over sea lice, fomented by the David Suzuki Foundation and the Farmed and Dangerous campaign, that pressured government into spending more than \$15 million on the Cohen Commission. That's money that could have been spent on other priorities.

### 3. My Employment with the Salmon Farming Industry in 2002 and 2003

You note that I used to work in the salmon farming industry. That's true. That was in 2002 and 2003, eight years ago. I also did two short consultancies in 2007. For those, I was paid \$10,000 and \$7,750, respectively. As I've said many times, since July of 2007 I have not worked for the salmon farming industry in any paid capacity. In January, I was the [keynote speaker](#) at the Nova Scotia Annual Aquaculture Conference but apart from my airfare and hotel costs, I was not paid. Over the years, I have also [tried to support](#) the Aboriginal Aquaculture Association in small ways but I have not been paid.

To be clear, if anyone has reason to be an adversary of the salmon farming industry, it might be me. After all, I was fired. And having never supported my research and writing, the industry is now taking advantage of it. The truth is, however, I'm not supported by anyone but my family and personal friends, none of whom are involved in salmon farming in any way.

You refer to me as "hardly an unbiased and self-funded researcher...." I acknowledge that (despite having been fired!) I am prone to a positive view of salmon farming because of my experience in the industry. However, in suggesting that I am not self-funded and insinuating that I am working on someone else's dime, you are mistaken. Please take that back.

You say that I regularly misrepresent the work of others. Please specify or retract that. It is not my intention to misrepresent anyone.

If you would like to know why I am raising questions about the "demarketing" of farmed salmon, and why, perhaps, others aren't, please click [here](#).

In closing, please allow me to re-iterate [my appeal to David Suzuki](#) to please clarify that contrary to his claims over the years, the actual research funded and publicized by the David Suzuki Foundation:

- Does [not](#) show and has never shown that farmed salmon is high in PCBs.
- Does [not](#) show and has never shown that sea lice originating from salmon farms cause high levels of mortality among juvenile salmon in the wild.

Lastly, please allow me to suggest that we meet again and talk. It might be worthwhile.

Sincerely,

Vivian Krause

Below, here's the correspondence that I've kept. If I've missed anything, please let me know.

#### 2006

- [e-mail of December 1, 2006](#)

#### 2007

- [e-mails from May 11, 2007 to September 2007](#) (cc Jim Hoggan)
- [e-mail response from Jay Ritchlin](#)
- [e-mails from June 4, 2007 to October 2007](#)

#### 2009

- [e-mail with Peter Robinson, June 12, 2009](#)
- [e-mail from Elois Yaxley, July 29, 2009](#)
- [e-mail to Elois Yaxley, August 4, 2009](#)
- [e-mail to James Hoggan, August 4, 2009](#)
- [e-mail to Peter Robinson August 6, 2009](#)
- [e-mail to Peter Robinson, September 28, 2009](#)

#### 2010

- [e-mail to Peter Robinson, Feb. 3 - Feb. 22, 2010](#)

#### 2011

- [e-mail #1 of January 20, 2011](#) RE: U.S. Funding to the David Suzuki Foundation
- [e-mail #2 of January 20, 2011](#) RE: 20 press releases and web-pages removed from the web-site of the David Suzuki Foundation
- [e-mail January 21, 2011](#) RE: Funding for the brochure, "Why You Shouldn't Eat Farmed Salmon"
- [e-mail March 14, 2011](#) RE: a heads-up about the op-ed, "David Suzuki's Fish Story"
- [e-mail March 23, 2011](#) RE: when the brochure, "Why You Shouldn't Eat Farmed Salmon" was taken off-line.
- [e-mail March 25, 2011](#) RE: request for my phone call to be returned
- [e-mail March 25, 2010](#) RE: new web-pages posted since the spring of 2010
- [e-mail March 30, 2011](#) Re: The Globe & Mail
- [e-mail March 30, 2011](#) Re: Draft post looking back at our meeting on Feb. 22, 2010.
- [e-mail April 8, 2011](#): Salmon Farming in B.C.: Then and Now

- [e-mail April 8, 2011](#): 204 visits to my blog from the David Suzuki Foundation
- [e-mail May 23, 2011](#): Sea Lice Research from the David Suzuki Foundation
- [e-mail May 23, 2011](#): The Ezra Levant Show, Friday May 20, 2011
- [e-mail May 24, 2011](#): Revenues of the David Suzuki Foundation: \$81 Million (2000-2010)
- [e-mail May 24, 2011](#): \$US 10 Million from USA Foundations
- [e-mail May 25, 2011](#): 16 Web-pages REMOVED on Feb. 3 & 4, 2010
- [e-mail May 31, 2011](#): My Appeal to David Suzuki. For my open letter, click [here](#).
- [e-mail June 1, 2011](#): My op-ed in FP & a request to meet with Dr. Suzuki
- [e-mail June 3, 2011](#): My response to the article that the David Suzuki Foundation posted [at its web-site](#).
- [e-mail June 7, 2011](#): Request to please ammend the web-site of the David Suzuki Foundation to note that I am self-funded. I am not "on the dime" of anyone.

Posted at 07:43 AM | [Permalink](#) | [Comments \(4\)](#)

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## David Suzuki Foundation Disagrees That It Removed Salmon Farming Press Releases & Web-Pages

In [The Case of the Missing Sea Lice](#), an op-ed published in The Financial Post on June 1, I reported that according to internet archives, the David Suzuki Foundation removed [23 press releases and web-pages](#) about salmon farming. Of these, 14 press releases and web-pages were last registered in internet archives on Feb. 3, 2010. Two more were last archived on the next day, for a total of [16 press releases and web-pages](#) that have not been archived at the David Suzuki Foundation's website, since February of 2010.

Feb.3, 2010 is the same day that I posted at my blog, an [open letter](#) to Dr. Suzuki. In that letter, I asked Dr. Suzuki whether he and his foundation had, in essence, manufactured the salmon farming controversy in order to please the foundation's pro-Alaskan, American funders - who have funded the foundation to the tune of [\\$US 10 million](#) since the late 1990s.

In an [article published yesterday](#) on the foundation's web-site, the CEO of the David Suzuki Foundation disagrees that it intentionally removed web-content that was specific to salmon farming.

For the response from the David Suzuki Foundation, please click [here](#). For my response to the David Suzuki's response, please click [here](#).

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06/01/2011

## 2nd TV Interview: The Fish Farm Fuss & The David Suzuki Foundation's Pro-Alaskan, American Funders



### From The Financial Post: [The Case Of The Missing Sea Lice](#)

What's behind the fish farm fuss? Is it science? Is it Alaskan salmon marketing? Is it a bit of both? These are some of the questions that Ezra Levant began to ask me on his show today. In response, I began by trying to explain that "wild vs. farmed" is a bit of [a false choice](#), [a false dichotomy](#).

In North America, more than 90 percent of so-called "wild" salmon is Alaskan. In fact, about half of so-called "wild" Alaskan salmon are actually born in a bucket, hatched in a plastic tray, fed pellets, grown in tanks and raised in net pens as are farmed salmon. These Alaskan salmon are not "wild." [These Alaskan salmon are \*ranch\*ed](#). In 2010, *ranch*ed salmon accounted for [nearly half](#) of the so-called "wild" Alaskan salmon harvest.

Ezra and I began to scratch the surface about the elephant in the room, that is, the marketing perspective, and how the publicity of so-called "science" appears to me to have been used as a marketing tactic to sway consumers away from farmed salmon and towards the alternative product, so-called "wild" salmon, most of which is Alaskan. As we now know from [U.S. tax returns](#), in fact, shifting consumer and retailer demand is precisely what environmental organizations have been paid to do.

Ezra mentions that the David Suzuki Foundation has been paid more than \$1 million by USA foundations. Actually, that figure is more than [\\$10 million](#).

In today's interview, I mentioned that the Gordon & Betty Moore Foundation has granted [\\$64 million](#) to environmental groups in B.C. and that the Hewlett Foundation and the Packard foundation (two separate foundations), have granted more than [\\$70 million](#) ([\\$42 million](#) from Hewlett and [\\$32 million](#) from Packard).

**Here's the kicker**.... and yet this is what I did not find a way to mention on today's show. When a highly controversial study of [contaminants in farmed salmon](#) and another highly controversial study of [sea lice](#) were published in the prestigious journal **SCIENCE**, the editor in chief, Dr. Donald Kennedy, was a [trustee](#) of the Packard foundation. The current editor-in-chief, Dr. Bruce Alberts, is a [trustee](#) of the Gordon & Betty Moore Foundation.

Below, here's the grant for an "antifarming campaign" involving "science messages" and "earned media." By the way, shortly after I raised concern about this grant for \$560,000 from the Gordon & Betty Moore Foundation, this grant and three other grants for \$3.6 million were [quietly re-written](#) by the Moore Foundation.

Term	Amount	Date Approved
24 mo.	\$560,000	Apr. 2004

**SeaWeb**  
Wild Salmon, Consumers, and Conservation Project

\$560,000 Apr. 2004

**Purpose**  
This grant helps SeaWeb provide a toolkit and coordination for salmon aquaculture campaigns. Outcomes for this grant include identification of antifarming audience and issues, integration of aquaculture science messages into antifarming campaign, standardization of antifarming messaging tool-kit, creation of an earned-media campaign, and coordination of media for antifarming ENGOs.

**Grantee Websites**  
[SeaWeb](#)

### Further information:

- For my open letters to David Suzuki over the past four years, please click [here](#).
- For my appeal to David Suzuki of May 31, 2011, please click [here](#).
- For more about the [\\$10 million](#) that the David Suzuki Foundation has been paid by American funders, please click [here](#).

- For more about the American funders of the project that produced the David Suzuki Foundation's brochure titled, "***Why You Shouldn't Eat Farmed Salmon***", please click [here](#).
- For the Packard foundation's strategy paper for "Market Intervention" click [here](#). See also my article about this in The Financial Post, in January: [Packard's Push Against B.C. Salmon](#).
- For the [46 page document](#) which I outlined my concerns about press releases & web-pages from the David Suzuki Foundation, please click [here](#).
- For how the David Suzuki Foundation [quietly removed 16 press releases & web-pages](#) about farmed salmon and salmon farming on Feb. 3 & 4, 2010, please click [here](#). For the complete list of [23 press releases & web-pages](#) that have been quietly removed, please click [here](#).
- For a look back at my meeting in February 2010, with the CEO of the David Suzuki Foundation, Mr. Peter Robinson, please click [here](#).
- For my first TV interview on the Ezra Levant Show, please click [here](#).

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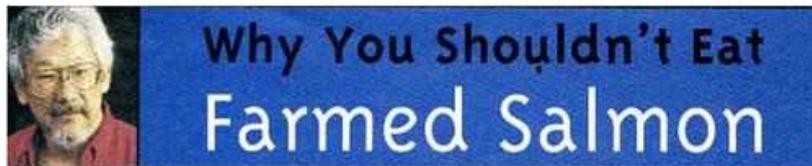
Posted at 09:43 PM | [Permalink](#) | [Comments \(0\)](#)

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05/31/2011

## My Appeal to David Suzuki



"There is good science in the campaign of course. All campaigns at the David Suzuki Foundation begin with good science."

- [David Suzuki](#), May 2002

See: [The case of the missing sea lice](#) in The Financial Post, May 31, 2011

For my open letter to Dr. Suzuki, click [here](#).

May 31, 2011

**Dear Dr. Suzuki,**

RE: Salmon Aquaculture

For many years, the David Suzuki Foundation has been suggesting that farmed salmon is unsafe and unsustainable because of contaminants, sea lice, and other issues.

If sound science shows that farmed salmon is high in contaminants, and that sea lice originating from salmon farms put wild salmon at serious risk, I would agree that farmed salmon should be boycotted and banned. But for the many reasons that I have outlined in the my papers, it is clear to me that in both cases, this is not what research actually shows. Here are my papers, which I have sent to you before:

- [Research on Contaminants in Farmed Salmon: Science or Marketing?](#)
- [Sea Lice Research: Science or Marketing?](#)

The fact is, research shows that contaminant levels are actually *lower* in farmed salmon than in other fish. Excellent returns of wild salmon in the Broughton Archipelago and the Fraser River suggest that salmon farming does not put wild salmon on the brink of extinction, as the David Suzuki Foundation been saying. Moreover, of the two ways of growing salmon, farming has important advantages over Alaska's salmon ranching.

On the basis of my analysis as presented in the [letters that I have sent to you over the past four years](#), it is clear to me that in many instances, the David Suzuki Foundation has selectively and inaccurately broadcast some of its own research findings about farmed salmon and salmon farming. I feel that this has falsely reflected some of the actual findings, especially with regards to PCBs in farmed salmon, and sea lice.

Hundreds of media stories have taken cues from the press releases issued by the David Suzuki Foundation and have echoed the false and misleading information that the David Suzuki Foundation issued in the first place.

I am concerned because it appears to me that the David Suzuki Foundation may have garbled its research findings and exacerbated the salmon farming controversy as part of the "Context-Setting" and the "earned media" of a multi-million dollar American marketing campaign to sway consumers and retailers towards "wild" fish, most of which is Alaskan. Bad press about farmed salmon being unsafe and unsustainable has provided a foil for differentiating Alaskan "wild" salmon as safe and sustainable.

Under the weight of years of bad press generated by the David Suzuki Foundation and the campaigns in which the David Suzuki Foundation has played a lead role (eg. the Farmed and Dangerous campaign), I believe that the salmon farming industry does not have a fair chance.

Recently, I became aware that the David Suzuki Foundation has quietly removed 23 of the 26 press releases and web-pages about which I have raised concern.

Internet archives show that most of these were removed merely hours after I posted an open letter to you, Dr. Suzuki, at my blog, on Feb. 3, 2010. I feel that it is unsatisfactory for the David Suzuki Foundation to quietly remove all of this material given that it was broadcast with so much fanfare in the first place.

My hope, Dr. Suzuki, is that you would please acknowledge that in some instances, the David Suzuki Foundation has incorrectly reported some of its research findings about PCBs in farmed salmon, and sea lice. Its fair, I believe, to request a clarification of the actual research findings and funding sources. In my opinion, this would go a long way towards putting the salmon farming controversy into proper perspective.

In particular, I believe that the David Suzuki Foundation should acknowledge that its sea lice research was partially funded by the same U.S. foundation that paid \$560,000 for an "antifarming campaign" involving "science messages" and "earned media" and that the sea lice researchers funded by the David Suzuki Foundation had a "research partnership" with this organization while it helped to generate hundreds of media items about sea lice. I also believe that the David Suzuki Foundation should publicly disclose that its sea lice research was partially funded by a commercial fishing company, a business that may have an interest in disparaging farmed fish.

In conclusion, I appeal to you, Dr. Suzuki, to please issue a public statement that accurately and comprehensively reports your actual research findings with regards to PCBs in farmed salmon, and sea lice. I believe that this statement should make clear that the research funded and publicized by the David Suzuki Foundation:

- Does not show and has never shown that farmed salmon is "high" in PCBs, and
- Does not show and has never shown that sea lice originating from salmon farms are causing high levels of mortality among juvenile salmon in the wild.

Sincerely,

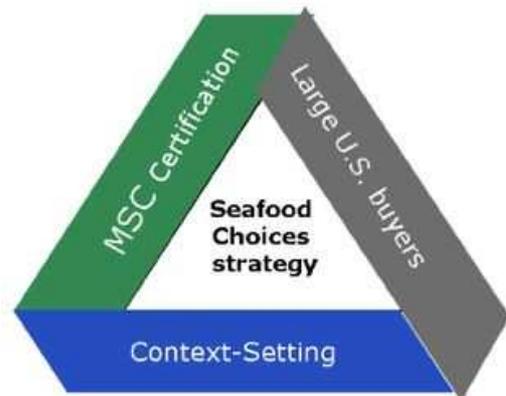
Vivian Krause

**Attachment:**

- Letter from David Suzuki, May 2002. In this letter, Dr. Suzuki says that he uncovered the "fact" that B.C. farmed salmon is heavily contaminated with PCBs and other toxins. He also says that all campaigns at the David Suzuki Foundation begin with good science.

**Related Posts:**

- 23 press releases & web-pages quietly removed by the David Suzuki Foundation
- 16 press releases and web-pages quietly removed from the web-site of the David Suzuki Foundation, Feb. 3 & 4, 2010, according to internet archives
- QUIETLY REMOVED: Why did the David Suzuki Foundation removed its brochure titled, "Why You Shouldn't Eat Farmed Salmon," on Feb. 3, 2010?
- Open Letters to David Suzuki since 2007
- Who funded the David Suzuki Foundation's brochure, "Why You Shouldn't Eat Farmed Salmon?"
- How the David Suzuki Foundation was paid at least \$10 Million by American Foundations
- A look back at meeting Peter Robinson, CEO of the David Suzuki Foundation
- My surprise meeting with David Suzuki
- New articles about farmed salmon & salmon farming
- \$US 64 Million Granted to B.C. Environmental Groups by the Gordon & Betty Moore Foundation (2003-2010)



Source: The David & Lucile Packard Foundation

- QUIETLY RE-WRITTEN: How the Gordon & Betty Moore Foundation RE-WROTE four grants for \$3.6 million for campaigns against farmed salmon

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### QUIETLY REMOVED: 16 Press Releases and Web-Pages from the David Suzuki Foundation, Last Seen Feb. 3&4, 2010

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On Feb. 3, 2010 I sent an [open letter](#) to David Suzuki and posted it at [my blog](#) (Fish Farm Fuss, my first blog). Internet archives, shown below, indicate that by the end of the same day, the David Suzuki Foundation had removed at least 14 web-pages and press releases.

According to my analysis, most of these web-pages were last registered in the internet archives of the [Way Back Machine](#), at around 5 pm on Feb. 3, 2010. A few were last registered around 7 pm. On the following day, Feb. 4, 2010, two more press releases were removed before 7 am, according to Internet Archives. Thus, in total, it appears to me that the David Suzuki Foundation removed 16 press releases and web-pages on Feb. 3 and 4 of 2010.

To read this entire post and see all of the archived material for all 16 press releases and web-pages, click [here](#).

Here's the link for the internet archive of the brochure, *Why You Shouldn't Eat Farmed Salmon*: [http://www.davidsuzuki.org/files/PSF\\_Salmon\\_Brochure.pdf](http://www.davidsuzuki.org/files/PSF_Salmon_Brochure.pdf)

#### Brochure titled, *Why You Shouldn't Eat Farmed Salmon*, Last Archived Feb. 3, 2010

The screenshot shows the Wayback Machine interface for the URL [http://www.davidsuzuki.org/files/PSF\\_Salmon\\_Broch](http://www.davidsuzuki.org/files/PSF_Salmon_Broch). The main content area displays a blue banner with a photo of David Suzuki on the left and the text "Why You Shouldn't Eat Farmed Salmon" in white on a blue background. Below the banner, the Wayback Machine logo and the URL are visible. A "Go Wayback" button is present. A bar chart shows the archive history, with a red arrow pointing to the date February 3, 2010. Below the bar chart is a calendar grid for the year 2010, with the date February 3, 2010, highlighted with a red box.

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## The Fish Farm Fuss Explained (a bit)

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Three articles shed a new light on the fish farm fuss. All three are published in The Financial Post, one of Canada's top newspapers.

- [Packard's Push Against B.C. Salmon](#). This article looks at the \$88 million dollar program funded by the David & Lucile Packard Foundation to prop up certain commercial fisheries, especially from Alaska, by swaying market share away from the competition, farmed fish. The "punching bag" is farmed salmon.
- [David Suzuki's Fish Story](#). A look back at questionable studies about contaminants in farmed salmon and their worldwide media coverage that in hindsight, seems to me to have been part of a marketing campaign.
- [The case of the missing sea lice](#). The story about the David Suzuki Foundation's lousy sea lice science and how the foundation quietly removed [16 press releases & web-pages](#) about farmed salmon and salmon farming, on Feb. 3 & 4, 2010.

Join the Salmon Nation Army

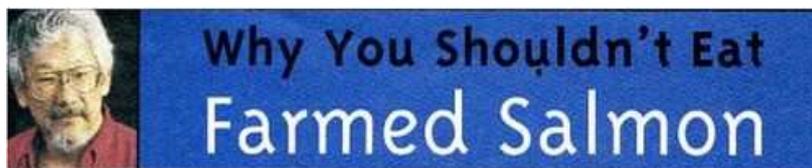


Posted at 03:16 PM | [Permalink](#)|[Comments \(1\)](#)

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## QUIETLY REMOVED: David Suzuki's brochure called "Why You Shouldn't Eat Farmed Salmon"



"There is good science in the campaign of course. All campaigns at the David Suzuki Foundation begin with good science."

- [Dr. David Suzuki](#)

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The two questions raised here are as follows:

- 1) Why did David Suzuki's Foundation quietly remove its brochure titled "[Why You Shouldn't Eat Farmed Salmon](#)"? Internet archives show that this was off-line on February 3, 2010. That's the same day that I posted an [open letter](#) to David Suzuki in which I asked whether his foundation had deliberately manufactured controversy over farmed salmon as part of a sophisticated, well-funded marketing strategy for Alaskan "wild" salmon.

2) Was the David Suzuki Foundation's brochure, "*Why You Shouldn't Eat Farmed Salmon*" one of the "market intervention tools" paid for by a U.S. foundation (the David and Lucile Packard Foundation) as part of its "Market Intervention" strategy to sway consumers and retailers towards wild fish? As I wrote in The Financial Post, since 2000 the Packard foundation has spent \$88 million to prop up the market for commercial fisheries, especially from Alaska.

The David Suzuki Foundation has been asked these questions in a series of letters and e-mails over the past four years. No reply has been received.

For many years, farmed salmon has been the target of a multi-million dollar "demarketing" campaigns, funded primarily by three pro-Alaskan, American foundations: the David and Lucile Packard Foundation, the Gordon & Betty Moore Foundation and the Pew Charitable Trusts. The two main components of this "antifarming campaign" are Farmed and Dangerous and the Pure Salmon campaign. The David Suzuki Foundation is a founding member of both campaigns (see here and here).

**Demarketing** is the opposite of marketing, its getting people to buy *less* of something rather than more. Depositioning and demarketing farmed salmon sways consumers towards wild salmon - most of which is Alaskan.

Depositioning is instilling fear, uncertainty and doubt, not only in the minds of consumers and the media, but within the competition itself. A classic example of depositioning and demarketing is the ads that Apple runs about Mac vs. PC.

A key tactic of the depositioning and demarketing of farmed salmon has been the well co-ordinated publicity of research studies, especially about PCBs in farmed salmon, and sea lice. About sea lice alone, there have been more than 500 news stories. After a study about PCBs by Ronald Hites and others, bad press about farmed salmon tripled for two years, according to an University of Idaho study.

If research shows that farmed salmon is high in PCBs, and that sea lice originating from salmon farms put wild salmon at risk of extinction - as the David Suzuki Foundation has been saying - I would agree that farmed salmon should be boycotted and banned. However, on the basis of what I have presented in my papers about research on contaminants and sea lice, it is clear to me that this is not what research actually shows. Nevertheless, the "demarketing" of farmed salmon has had a hefty impact.

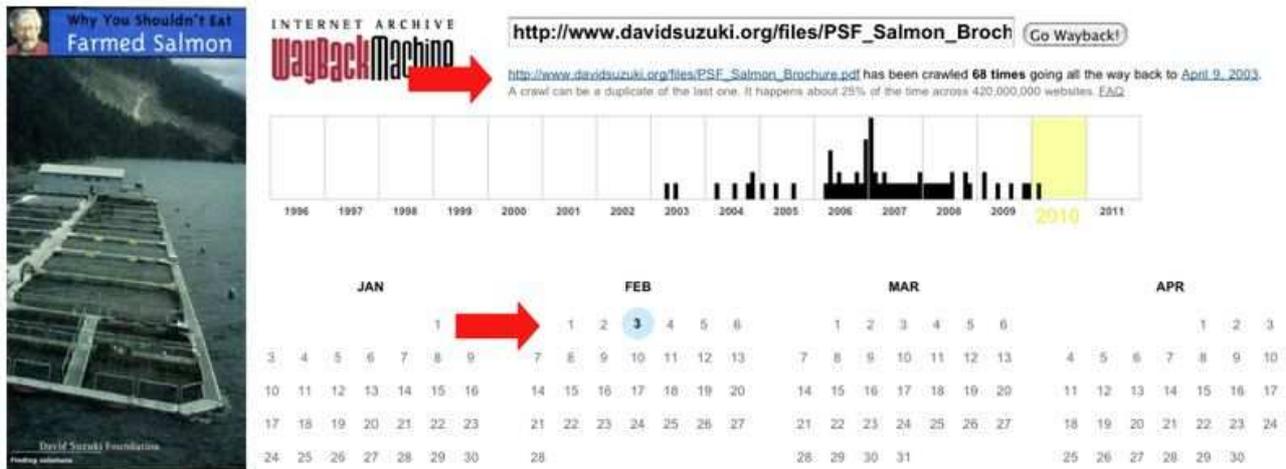
Although it would come as a surprise to a lot of people, especially in Vancouver, farmed salmon is one of the few foods that most of us should actually eat more of, not less. According to a U.S. Institute of Medicine report, farmed salmon is higher in heart-healthy omega-3 fatty acids than any other commonly eaten fish, and is very low in contaminants, especially mercury. That's about as good as fish gets! But that's not what we've been hearing from the David Suzuki Foundation.

What's gone largely unnoticed is that at the same time that some environmental groups are vehemently "demarketing" farmed salmon, others are enthusiastically promoting wild salmon (most of which is Alaskan), and they're all heavily funded by the same American foundations. The Coastal Alliance for Aquaculture Reform, for example, runs two campaigns: Farmed and Dangerous and Wild Salmon Supporters. This program promotes specific, high-end restaurants that sell wild salmon in major cities of the U.S. and Canada. eg. The Mandalay Bay Resort & Casino in Las Vegas, and the Rattlesnake Club in Detroit. For the list, click here. The logos of the two campaigns of the Coastal Alliance for Aquaculture Reform, are shown below.



One of the tools that has been used in "demarketing" farmed salmon is a brochure produced by the David Suzuki Foundation, titled, "Why You Shouldn't Eat Farmed Salmon." This brochure is posted on-line in various places, including, for example, the public library in Prince Rupert.

According to Internet Archives, the brochure "Why You Shouldn't Eat Farmed Salmon" was last archived at the web-site of the David Suzuki Foundation, on **Feb. 3, 2010**. That's the same day that I sent David Suzuki an open letter to appeal to him to please tell the whole truth about his research findings on PCBs in farmed salmon, and sea lice - and his foundation's American funding. I also posted my open letter on the blog that I had at the time, called Fish Farm Fuss. However, that blog didn't have many readers so my open letter to David Suzuki hardly got noticed.



Back in 2002, David Suzuki wrote that this brochure had quickly zoomed to the top of the list of the foundation's most down-loaded web -pages. That comment was in a form letter that David Suzuki sent to his supporters - including me.

U.S. tax returns show that since 2000, the David Suzuki Foundation has been paid more than \$10 million by U.S. foundations - including \$762,600 from the David and Lucile Packard Foundation. that was specifically for Pacific Salmon Forests, the project that produced, among other things, the brochure titled, "Why You Shouldn't Eat Farmed Salmon."

At the time that studies of contaminants in farmed salmon and sea lice were published in the journal **SCIENCE**, the Editor-in-Chief, Dr. Donald Kennedy, was a trustee of the David and Lucile Packard Foundation.

For more than ten years, the Packard foundation has been funding a "market intervention" strategy to sway consumers and retailers towards wild fish under the banner of the Marine Stewardship Council. According to my research published in the Financial Post, the Packard Foundation has spent a staggering \$88 million for this "market intervention" program, including \$2.7 million for the demarketing campaigns (Farmed and Dangerous and Pure Salmon). Is the David Suzuki Foundation's brochure one of the "market intervention tools" that was funded by the David and Lucile Packard Foundation?

\* \* \*

For a .PDF file from the Internet Archive showing that the last day that the web-page for *Why You Shouldn't Eat Farmed Salmon* was archived, was Feb. 3, 2010, click here. To access this web-page in the Internet Archive, click here. NOTE: the web-pages in this archive can be slow to load. The link: [http://waybackmachine.org/\\*/http://www.davidsuzuki.org/files/PSF\\_Salmon\\_Brochure.pdf](http://waybackmachine.org/*/http://www.davidsuzuki.org/files/PSF_Salmon_Brochure.pdf)

#### **Related correspondence with the David Suzuki Foundation:**

- January 20, 2011: e-mail RE: 20 press releases and web-pages removed from the web-site of the David Suzuki Foundation
- January 21, 2011: e-mail RE: Funding for the brochure, "Why You Shouldn't Eat Farmed Salmon"
- March 23, 2011: e-mail RE: When the brochure, "Why You Shouldn't Eat Farmed Salmon" was taken off-line.

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### **Economic Interests or the Environment? What are the Enviros Really Protecting? The Tommy Schnurmacher Show on Montreal's CJAD Radio, May 31, 2011**

Today, I had the privilege of being a guest on the The Tommy Schnurmacher Show, on CJAD radio in Montreal. We talked about the campaign against farmed salmon, the campaign against Alberta oil and the flawed science and the American funding behind these campaigns.

To listen to the interview, click on the link below:

**Vivian Krause on Montreal CJAD Radio about Foreign Funding Behind Canada's Enviro Groups Vivian Krause  
Tuesday, May 31, 2011**

#### **U.S. Funding for the "Antifarming Campaign"**

Below, here's the grant that I mentioned for \$560,000 for an "antifarming campaign." U.S. tax returns say that the purpose of this campaign was "..... to shift consumer and retailer demand away from farmed salmon. To see those tax returns, click [here](#). After I raised concern about this grant with the foundation, back in 2008, this grant and three other grants for \$3.6 million for campaigns against farmed salmon were [quietly re-written](#). The American foundation, the Gordon & Betty Moore Foundation, that funded this "antifarming campaign" has poured [\\$64 million](#) into B.C. environmental groups.

Term	Amount	Date Approved
24 mo.	\$560,000	Apr. 2004

**Purpose**  
This grant helps SeaWeb provide a toolkit and coordination for salmon aquaculture campaigns. Outcomes for this grant include identification of antifarming audience and issues, integration of aquaculture science messages into antifarming campaign, standardization of antifarming messaging tool-kit, creation of an earned-media campaign, and coordination of media for antifarming ENGOs.

**Grantee Websites**  
[SeaWeb](#)

For the form letter that I received from David Suzuki in which he falsely said that he had uncovered the "fact" that B.C. farmed salmon is heavily contaminated with PCBs and other toxins, click [here](#).

#### **Open Letter to CEOs of U.S. Foundations:**

For the letter that I sent to the CEOs of four U.S. foundations that have funded the campaign against B.C. farmed salmon, please click [here](#). These U.S. foundations have \$21 billion in assets and give away about \$1 billion every year.

#### **Related columns:**

- [David Suzuki's Fish Story](#), The Financial Post
- [Packard's Push Against B.C. Salmon](#), The Financial Post
- [U.S. foundations against the oil sands](#), The Financial Post
- [Demarketing Alberta](#), The Financial Post
- [Americans are meddling in B.C. politics](#), The Vancouver Sun
- [The American gorilla in the oil sands](#), The Vancouver Sun

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05/27/2011

### **American Foundation Paid \$64 Million To B.C. Environmental Organizations (2003 - 2010)**

Since 2003, the [Gordon & Betty Moore Foundation](#) ("Moore") has granted nearly \$64 million to environmental organizations operating in British Columbia. Of that, [\\$27 million](#) was for [PNCIMA](#), a marine planning initiative for the north coast of B.C. That just happens to be right smack where oil tankers and other freighters, export bound for Asia, would need to travel.

Of all the countries in the world, why is the Moore Foundation spending so much money in Canada, and especially in British Columbia? Aren't there other countries of the world that are far more needy than Canada? Moreover, its not as if there are no environmental problems in the U.S.

Most of the grants from the Moore foundation are for the north coast of B.C., an area now named The Great Bear Rainforest. This huge, strategic part of Canada's coastline extends from the northern tip of Vancouver Island to the southern tip of the Alaskan panhandle.

Banning oil traffic in the Great Bear Rainforest - as Moore-funded organizations are advocating - would not only protect the environment, it would also block oil



exports to Asia and would continue the virtual monopoly that the United States currently has on Canadian oil exports.

The Great Bear Rainforest was created by [Rainforest Solutions](#), a project of Tides Canada which includes or somehow seems to support the campaign [Pipe Up Against Enbridge](#).

By far, the largest recipient of funds from the Moore foundation is Tides Canada Foundation which has been paid \$23.4 million by Moore. According to my analysis of Tides Canada's U.S. tax returns for 2009, fully HALF of all funds granted by Tides Canada went towards projects on the north coast of B.C.



Based in San Francisco, the Moore Foundation has three areas of focus: 1) [Environmental Conservation](#), 2) [Science](#) and 3) Projects in the [San Francisco Bay Area](#). The Moore Foundation is one of the world's biggest supporters of the environmental movement. As part of its Environmental Conservation program, the Moore Foundation has three initiatives:

- The [Andes-Amazon Initiative](#)
- The [Wild Salmon Ecosystems Initiative](#)
- The [Marine Conservation Initiative](#)

The \$64 million that the Moore Foundation has granted to B.C. organizations was provided under the umbrella of the Wild Salmon Ecosystems Initiative and the Marine Conservation Initiative. The Wild Salmon Ecosystems Initiative has a total budget of approximately \$190 million.



The Moore foundation isn't the only American foundation that has granted tens of millions of dollars to environmental organizations operating in British Columbia. Since 2000, the Packard foundation and the Hewlett foundation (two separate foundations) have granted more than \$70 million to environmental organizations, mostly in B.C. That included \$42 million from Hewlett and \$32 million from Packard. The Pew Charitable Trusts has granted at least \$44 million for the Boreal Forest Initiative and \$15 million for Sea Around Us at the University of British Columbia.

Below, here are links to grants from the Gordon & Betty Moore Foundation to B.C.-based organizations, for a total of \$64 million since 2003.

1) Canadian Parks and Wilderness Society, B.C. Chapter

- \$210,853 in 2006 for Advancing MPA dialogue and practice
- \$111,334 in 2009 for Provincial government engagement in marine spatial planning
- \$419,978 in 2010 for Technical Analyses for Marine Spatial Planning

2) Conservation Fund

- \$500,000 in 2010 for Closed Containment Salmon Aquaculture Research

3) David Suzuki Foundation

- \$450,000 in 2003 for Wild Salmon Stock and Habitat Protection in B.C.
- \$329,525 in 2010 for Salmon Market Standards
- \$471,972 in 2006 for Reframing marine conservation in British Columbia
- \$130,334 in 2009 for Sustaining an Area-Based Management Constituency for the PNCIMA Initiative

## 4) Earthlife Canada Foundation

- \$510,000 in 2003 for Haida Gwaii Habitat Protection
- \$300,000 in 2006 for Haida Gwaii Land and Resource Management Plan

## 5) Ecotrust Canada

- \$500,000 in 2003 for Wild Salmon Conservation, Heiltsuk Nation Traditional Territory
- \$550,000 in 2003 Haida Gwaii Protection
- \$175,000 in 2006 for Haida Gwaii Conservation – Salmon Habitat Protection
- \$422,924 in 2006 for Linking sustainable fishing to secured access
- \$384,891 in 2009 for the Skeena Commercial Fishery Transition

Note: The Moore foundation also granted \$7.2 million to Ecotrust USA

- \$25,000 in 2001 for Copper River Planning
- \$2,030,000 in 2003 for State of the Salmon
- \$660,000 in 2003 for Copper River Watershed Conservation
- \$620,319 in 2004 for State of the Salmon
- \$386,162 in 2005 for State of the Salmon (Renewal)
- \$1,597,222 in 2006 for Copper River Watershed Conservation
- \$927,136 in 2007 for State of the Salmon
- \$969,617 in 2008 for Management Agency Database Pilots

The Moore foundation also granted \$21.5 Million (2001 - 2011) to the Wild Salmon Center which works closely with Ecotrust:

- \$75,000 in 2001 for Pacific Rim Survey and Symposium
- \$1,450,000 in 2001 for Conservation of Salmonid Fish on Russia's Kamchatka Peninsula
- \$1,425,000 in 2003 for Wild Salmon Biodiversity Program, Kamchatka Peninsula, Russia
- \$6,000,000 in 2004 for Kamchatka Wild Salmon Biodiversity Program
- \$535,000 in 2004 for Building Institutional Capacity for Wild Salmon Conservation
- \$482,685 in 2005 for State of the Salmon (Renewal)
- \$1,453,299 in 2007 for State of the Salmon
- \$354,488 in 2007 for the Kamchatka Biostation Research Program – 2007 Field Season
- \$2,080,349 in 2008 for the Kamchatka Salmon Refuge Creation and Consolidation
- \$6,840,589 in 2008 for Kamchatka Wild Salmon Conservation
- \$690,875 in 2010 for State of the Salmon
- \$187,293 in 2011 for a Salmon Climate Conference

## 6) Environmental-Aboriginal Guardianship Through Education &amp; Law (EAGLE)

- \$400,000 in 2003 for the Haida Gwaii Title Case

## 7) Living Oceans Society

- \$453,400 in 2003 This grant was re-written after concerns about it were raised.
- \$1,125,000 in 2005 for .....
- \$500,000 in 2006 for Coastal Alliance for Aquaculture Reform – Framework for Dialogue
- \$600,000 in 2007 Joint Research on Salmon Farming (with Marine Harvest)
- \$1,843,531 in 2008 for the Coastal Alliance for Aquaculture Reform in BC
- \$855,783 in 2010 for the Coastal Alliance for Aquaculture Reform in BC
- \$578,098 in 2006 for Increasing stakeholder participation in Area-Based Management
- \$239,835 in 2008 for Securing deep sea coral protection
- \$282,626 in 2010 for Technical Analyses for Marine Spatial Planning

## 8) Middle Bay Sustainable Aquaculture Institute

- \$1,113,750 in 2006 for Salmon Aquaculture Closed Containment Demonstration Project
- \$1,886,807 in 2010 for Closed Containment Demonstration Project Completion

## 9) Marine Conservation Biology Institute

- \$469,574 in 2006 for Destructive Fishing Gear Analysis

## 10) National Environmental Trust (now part of the Pew Charitable Trusts)

- \$1,525,000 in 2005

## 11) Nature Conservancy

- \$268,714 in 2004 for The Great Bear Rainforest

## 12) Northwest Institute for Bioregional Research Society

- \$150,000 in 2005 for Open-Net Pen Aquaculture in the Skeena River Watershed
  - \$225,791 in 2009 for the Skeena Water Quality Protection
- 13) Nanwakolas Council
- \$1,154,019 in 2010 for the Nanwakolas Council Marine Spatial Planning
- 14) Pacific Salmon Foundation
- \$1,359,652 in 2008 Skeena Watershed Participant Process
  - \$276,961 in 2008 Skeena Watershed Monitoring Baseline Research
  - \$288,109 in 2008 for the Skeena Independent Science Review Panel
  - \$408,957 in 2009 for the Skeena Watershed Monitoring Baseline Research 2
  - \$852,864 in 2010 for Skeena Watershed Monitoring Baseline Research 2
  - \$505,962 in 2011 for MSC Certification for BC Salmon
- 15) Pew Charitable Trusts
- \$150,000 in 2005 for Boreal Conservation Work in the Stikine River Region
  - \$710,000 in 2008 for British Columbia Mining Reform
- 16) Pembina Foundation
- \$548,296 in 2006 for Capacity to Analyze Potential Impact of Mining Projects
  - \$462,393 in 2008 for Skeena Energy Development
- 17) Rainforest Conservation Foundation
- \$550,000 in 2003 for Wild Salmon Project for the North and Central Coasts of BC
  - \$599,876 in 2006 for Incorporating science into British Columbia's resource management decisions
- 18) Sierra Club of B.C. Foundation
- \$475,000 in 2003 for Wild Salmon Conservation on Canada's Pacific Coast
- 19) Skeena Wild Conservation Trust
- \$1,543,966 in 2010 for Skeena Integrated Management Reform
- 20) Tides Canada Foundation
- \$350,000 in 2003 for a Donor Advised Fund for Wild Salmon Conservation
  - \$400,081 in 2004 for the Rainforest Solutions Project
  - \$277,525 in 2004 for the Transboundary Watershed Alliance
  - \$600,000 in 2004 for the Donor Advised Fund for Wild Salmon Conservation (Renewal)
  - \$469,227 in 2006 for Taku Watershed Conservation – Salmon Habitat Protection
  - \$600,000 in 2006 for British Columbia Salmon Conservation – Small Grants Fund
  - \$500,000 in 2006 for the Stikine Conservation Network
  - \$250,000 in 2007 Test Case -- Legal Framework for Aboriginal Rights and Title
  - \$655,000 in 2007, Strategic Acquisition of Guide Outfitter Operating in Taku Watershed
  - \$529,629 in 2007 for Great Bear Deal Implementation/ Coast Opportunities Funds Start-up
  - \$1,811,939 in 2008 for the Skeena Integrated Management Reform
  - \$162,785 in 2009 Sustainability Plan
  - \$395,910 in 2009 for the British Columbia Wild Salmon Conservation – Small Grants Fund
  - \$2,408,753 in 2010 for the Salmon Aquaculture Innovation Fund
  - \$832,910 in 2010 for the British Columbia Wild Salmon Conservation – Small Grants Fund
  - \$1,212,150 in 2006 for Increasing Environmental Non-Governmental Organization
  - \$889,946 in 2007 for Informing Area-Based Management
  - \$1,241,635 in 2008 for Securing the PNCIMA ABM process through an ENGO strategic plan
  - \$726,757 in 2009 for Developing an Innovative Oceans Partnership to support the PNCIMA Initiative
  - \$8,281,994 in 2010 for Supporting the Pacific North Coast Integrated Management Area Initiative
  - \$880,933 in 2010 for British Columbia Marine Conservation - Small Grants Fund
- 21) T. Buck Suzuki Foundation
- \$292,193 for Securing commercial fishermen's support of Area-Based Management
- 22) Turning Point Initiative Society
- \$3,562,658 in 2007 for First Nations Area-Based Management
  - \$247,727 in 2009 for First Nations Marine Spatial Planning Leadership
  - \$2,257,226 in 2010 for Integrating First Nations' Marine Spatial Plans
  - \$214,493 in 2010 for Integrating First Nations' Marine Spatial Plans

## 23) Vancouver Aquarium Marine Science Centre

- [\\$2,350,516](#) in 2004 for the Pacific Open Shelf Tracking (POST) Project
- [\\$1,982,332](#) in 2005 for the Pacific Open Shelf Tracking (POST) Project
- [\\$2,345,000](#) in 2006 for Pacific Ocean Shelf Tracking Project

## 24) Watershed Watch Salmon Society

- [\\$450,000](#) in 2007 for the Implementation of Wild Salmon Policy
- [\\$578,280](#) in 2010 for Wild Salmon Policy Implementation

## 25) West Coast Vancouver Island Aquatic Management Association

- [\\$775,624](#) in 2008 for Securing Area-Based Management in the West Coast Vancouver Island coastal-marine ecosystem

## 26) World Wildlife Fund Canada

- [\\$1,656,083](#) in 2006 Science and stakeholder participation in resource management
- [\\$2,105,625](#) in 2007 for Facilitating federal government commitment to Area-Based Management
- [\\$711,279](#) in 2010 for Tools and solutions to advance Marine Spatial Planning

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## \$15 Million Granted from the Pew Charitable Trusts to Sea Around Us at UBC

Over the years, the Pew Charitable Trusts has paid at least \$15 million to the Sea Around Us program at UBC. The program's director is Dr. Daniel Pauly.

- [\\$US 2,105,000 in 2000](#)
- [\\$US 2,134,000 in 2000](#)
- [\\$US 300,000 in 2002](#) (for Dr. Daniel Pauly to communicate about PCBs in farmed salmon).
- [\\$US 2,000,000 in 2002](#)
- [\\$US 560,000 in 2004](#)
- [\\$US 401,000 in 2004](#)
- [\\$US 109,000 in 2004](#)
- [\\$US 298,000 in 2004](#)
- [\\$US 150,000 in 2004](#)
- [\\$US 1,650,000 in 2005](#)
- [\\$US 2,500,000 in 2006](#)
- [\\$US 100,000 in 2007](#)
- [\\$US 723,000 in 2008](#)
- [\\$US 1,172,000 in 2008](#)
- [\\$US 1,328,000 in 2009](#)

When the Hites study about PCBs in farmed salmon was published, Dr. Daniel Pauly of UBC [told the press](#) that if his daughter was pregnant, he would tell her to avoid farmed salmon. In 2002, Dr. Pauly likened salmon farms to [floating pig farms](#). "They make a terrific mess," he told the L.A. Times. **Three days later**, the Pew Charitable Trusts paid Dr. Pauly [\\$300,000](#) to publicize the findings of the Hites study.

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