

[Your Name & Address]

[Date]

[Company Name & Address]

Re: Your Sale of Net-Pen Farmed Salmon

Dear _____,

As a customer of yours, I would like to express my concern with your continued sale of net-pen farmed salmon from the Pacific Coast of the United States and Canada. Both scientific and government studies have identified serious problems with the salmon farming industry's current use of net-pen salmon farming, and the impact it is having on declining wild salmon stocks and human health. Until the industry cleans up its act and adopts less harmful closed-containment systems, I strongly urge you to stop selling net-pen farmed salmon at your stores.

The reasons to stop selling farmed salmon are clear. First and foremost, net-pen farms are harming already declining wild salmon stocks. Wild salmon are integral to Pacific region's ecosystems and provide food for bears, wolves, seabirds, eagles, killer whales, and many other species. Wild salmon are sacred in many indigenous cultures. They also provide a food source and livelihood for thousands.

Wild salmon runs have been returning at record lows in the last few decades; while the record return of Fraser River sockeye in 2010 marks hope for wild salmon, this run does not signify an end to the trend of dwindling wild salmon overall.

Although not the sole cause of declining wild salmon, open-net farms are a recognized threat. The farms transfer disease and parasites, including sea lice, onto migrating wild salmon. The farmed salmon diseases are treated with highly toxic chemicals, polluting the local ecosystem. The salmon from these farms contain enhanced levels of PCBs and other toxins.

Stopping the sale of farmed salmon not only fulfills your role as a good corporate citizen, it also makes good business sense. Target has recently dropped net-pen farmed salmon from their 1,700 stores in 49 states, referencing the need to provide sustainable products to their customers, and its share prices rose as a result.

If you have further interest of the impacts of open-net farming, I would encourage you to watch this video: http://www.farmedsalmonexposed.org/2009/film_advisory.html.

Clearly the use of open-net farms cannot be condoned, and I sincerely hope that you immediately stop the sale of net-pen farmed salmon in your stores. Until you do so, I will be unable to shop at your store in good conscience.

Yours Truly,
XXXXXX