

Bulletin

NEWS FROM CWF
NOVEMBER + DECEMBER 2014

Permission to Shop

Avoiding farmed salmon in grocery stores and restaurants doesn't have to be hard. We've got tips to help you along

By April Overall

Have you taken the CWF pledge to not eat farmed salmon? If so, well done! So, now what? If your cookbook library looks anything like mine, you've got a slew of recipes for salmon. Cedar plank salmon, salmon pot pies, salmon burgers. But what are your options if 

Permission to Shop...

farmed salmon is off the table? Here's the good news: You don't have to quit salmon. All you need are a few tips on how to navigate your food purchases. Keep reading and you'll be a pro in no time.

AT THE GROCERY STORE

Atlantic. Pacific. Coho. Sockeye. Fresh. Wild. Organic. The myriad labels that come with salmon don't make shopping easy. So here's a do-and-don't list to help you in the grocery store.

1. Do know what a healthy salmon looks like. When you're at the market, pick salmon with shiny flesh, clear eyes and, if you can (although it may be a little awkward), take a whiff—it shouldn't have any fishy odour.

2. Don't buy Atlantic salmon. No, really. Don't. If the label reads Atlantic salmon, you can bet it's farmed. There are no legal commercial fisheries for Atlantic salmon.

3. Do look for species names. Pink, coho, sockeye, spring/chinook or chum salmon are wild salmon more often than not. To be sure, ask someone at the seafood counter where the fish come from, because some chinook salmon are farmed.

4. Do speak up. As consumers, we hold the power for what is put on grocery store shelves. The owners of your grocery store will listen if you tell you want wild salmon stocked—and that you won't eat farmed salmon until the aquaculture industry adopts better practices.

5. Don't be fooled by the word "fresh." Just because a label reads "fresh salmon" doesn't mean it's wild. In fact, it's most likely farmed.

6. Do nosh on more salmon sandwiches. According to Health Canada, the canned salmon you use to make your sandwiches comes primarily from wild stocks.

7. Do head to the local fish shop to pick up your salmon. Their business is seafood, so they will be well informed when you ask where the salmon comes from.

AT A RESTAURANT

You want to be respectful of the chef, but you also want to know where your salmon is coming from. Here's how to ask (politely) about the fish on your plate.

1. Do check the menu. If it says Atlantic salmon, you can be sure it's farmed salmon. Don't order it. Better yet, speak up and tell the waiter you wish they'd served Pacific wild salmon.

2. Don't be scared to ask if the salmon was caught or farmed. If your waiter doesn't know, ask for the restaurant to find out for your next visit.

3. Don't be fooled by the pinky colour of your salmon dish. That bright colour may indicate your dish is wild (which, by the way, is due to their diet of shrimp and krill), but farmed salmon are fed pellets with colorants added in to give them colour. Gross.

Choisir le bon saumon!

How Did You Spend Your Summer Vacation?

If you participated in CWF's Summer Institute, you had an adventure in Pacific Rim National Park

Have you ever wondered what teachers do during their well-deserved summer break? I can't speak for all educators, but I do know what 14 were up to this past July. For 10 days, they were participants in the Canadian Wildlife Federation's Summer Institute.

The summer institute is a great program for educators. Its goal is to share unique knowledge about Canada—its wildlife and its people—so that knowledge grows across the country when the educators return to their classrooms.

Our troop of outdoor enthusiasts spent the better part of two weeks in Pacific Rim National Park, with our headquarters at the beautiful eco-lodge



in Tofino Botanical Gardens, in Tofino, British Columbia. The daily agenda brimmed with activities ranging from pre-breakfast yoga to paddle-boarding, surfing and even a frolic on the tidal mud flats, scouring the area for biological curiosities. Parks Canada also hosted several other activities, such as removing invasive plant species from the sand dunes and planting appropriate endangered species on these same dunes. One day, we all donned protective, full-body flotation suits and hopped into Zodiacs to be swept off into oceanic territories in hopes of spotting whales—and we did! Having knowledgeable, expert marine biologists from both CWF and Parks Canada enhanced our learning as well as our excitement. I for one had no idea why the same species of starfish could be found with at least two completely different colours or that the sea lions we spotted weighed as much as my Prius.

The teachers had homework to complete as well; all this excitement was to be documented in video format, edited down to a roughly three-minute editorial on a topic relevant to conservation, nature and their personal connection with this habitat. The final, finished works were shared with the group on our final evening to great applause, laughter and a few scoffs at the "outtakes and blunders." These works of visual art synthesized what each person learned from this marvellous experience. The videos will be shown to their respective colleagues, board administrators and, of course, students so that all may benefit.

CWF has hosted the Summer Institute for several years in places such as Tadoussac, Que., Iqaluit and now Tofino. As our program grows, the Summer Institute will be offered to CWF Youth Ambassadors and Youth Esprit de Corps representatives. For more information on CWF's education programs, visit the education section of our website, canadianwildlife.federation.ca. —KEN BEATTIE, CWF MANAGER OF HABITAT PROGRAMS

ISTOCK



Your Shot

Congratulations to Tricia Reid of Fort McMurray, Alta. She won August 2014's By Popular Vote monthly photo contest with her charming chipmunk photo. The theme of the August contest was "Wild Life." The themes for the November and December contests are "Getting Ready for Winter" and "Grin and Bear It," respectively.

Visit WildPhotoContest.ca for your chance to win a CWF prize package valued at \$100.



CWF NEWS, PARTNERSHIPS AND INITIATIVES

What's Happening



It's a Date

The new year is right around the corner, which means calendar season has arrived. If you're a CWF supporter, you'll be receiving our annual calendar, which features some of our

favourite wildlife photos from across Canada. So, check your mailbox. If a calendar doesn't come to you on its own, and you'd still like to receive one, you can order online at CanadianWildlifeFederation.ca while quantities last. Happy New Year!

Going to Bats

Small amounts of positive news about bats are

beginning to seep out, but concerns remain high for populations affected by a fungal disease called white-nose syndrome. To help the bats, CWF has been running a special campaign that includes distributing "bat boxes" to help surviving bats find roosting sites and raising funds for research and conservation through the sale

of "bat bundles," which include a poster, an adopt-a-bat plushie and other treats. CWF has also been promoting the cause at events such as Toronto's annual Halloween "Zombie Walk." Learn more at our website, helpthebats.ca.

New at Hinterland Who's Who

Barn swallows are taking the starring role in the newest

public service announcement from Hinterland Who's Who. The swallows can be found across Canada and have many remarkable traits, such as the ability to fly at more than 70 kilometres an hour. They're now at wintering grounds in South and Central America. But you can learn all about them before their return. Visit hww.ca.

Connect

For more online wildlife news, tips, facts and photos, sign up for CWF's free monthly newsletter, *Wildlife Update*. Visit CanadianWildlifeFederation.ca and enter your e-mail address under "Get CWF News." You can also follow the Canadian Wildlife Federation on Facebook, Twitter and YouTube.

