



have your salmon
and eat it too



Recipes for **savoring** Pacific salmon at home
and **saving** them in the wild

Looking for ways to help wild salmon?

It seems most of the news we hear about wild Pacific salmon these days is bad, but there's still **good news** out there you should know:

For example, there are still **plenty of wild Pacific salmon** available from strong, healthy runs we can eat in local restaurants and buy in markets.

And it's **even better news** that the more we choose wild salmon in stores and restaurants, the more we're ensuring a strong future for wild Pacific salmon, both in nature and on our menus. This booklet explains why.

But for many of us, the **best news yet** is that wild salmon is both tasty and healthy, so by eating them we're making a healthier future for them *and* for us. We've provided six recipes from local wild salmon experts that prove conservation can indeed be delicious.



Eat one.

Your local market or restaurant has plenty of wild Pacific salmon to choose from, harvested from healthy, productive runs in Alaska, British Columbia and the Northwest. Regulations try to concentrate fishing on strong salmon runs and spare the weaker runs to allow them time and space to recover. That's why conservation work like habitat improvements and making sure our dams, fishing and hatcheries do minimal long-term harm to wild stocks is so critical. **Conservation benefits all salmon, from the strongest to the weakest.**

Choosing wild salmon sends a message to fish managers in government that wild Pacific salmon is a resource you demand, both on your table and plentiful in the wild; we won't have one without the other. That demand can only be met by responsible conservation, sustainable fishing and real habitat improvements enacted by the US and Canadian governments. Without that **consumer demand**, the economic incentive to protect wild salmon disappears, and eventually the wild salmon with it. Farmed salmon will be the only option left.

The Pacific Salmon Treaty is one of the keys. The PST governs the management of wild salmon between the US and Canada, and also carries much of the burden for conserving those fish to ensure their long-term sustainability, whether through responsible fishing regulations or habitat protection. The PST expires in 2009, and Trout Unlimited will be working hard to make sure that the US and Canada make real and lasting conservation commitments integral to the renewed treaty. A strong public message that wild salmon matter will help make it so.

By understanding the consumer public's voice in the international marketplace and our role in the future of wild salmon, we can, through mechanisms like the Pacific Salmon Treaty, guarantee that for now and future generations we truly can **have our salmon and eat it too.**



a chef's perspective

Wild salmon, more than any other culinary ingredient, evokes the uniqueness and wonder of the Pacific Northwest. It tastes and smells of the sea, fast running mountain rivers and ancient forests. It deserves to be celebrated as the centerpiece of our region's cuisine.

We should value these magnificent fish not only as a gourmet food icon, but also for their role as a barometer of our environmental successes and failures. Wild Pacific salmon offer us a source of protein high in Omega-3 fatty acids and other essential nutrients for our personal health. They also nurture our communities in other ways – providing vital nutrients to other organisms and the forested watersheds that spawned them as they return to complete their cycle and die. Local fishing communities are intrinsically linked to the continuation of this cycle – their economies ebb and flow with the wild salmon's population. Numerous threats to these fish exist and must be considered and managed to ensure their future – habitat degradation, water loss, genetic dilution and fishery mismanagement are all key factors.



Ironically, the most significant thing we can do to protect our wild salmon is to make them our favorite. If we fail as consumers to demand wild salmon as our fish of choice they will soon be replaced in the marketplace by inferior chemically-laden farm-raised Atlantic salmon. Wild salmon conservation and management programs will diminish as a priority and the wild salmon populations will begin to disappear as well. Salmon is big business and we as consumers control the purse strings – remember to vote with your fork. Consumer demand steers the marketplace and environmentally aware choices on our part can incrementally affect change that will help ensure better wild salmon management and a permanent place for those fish in our region's ecosystem.

*Chef Greg Higgins,
Higgins Restaurant, Portland, Oregon*

Grilled Wild King Salmon with Forest Mushrooms & Leeks

Courtesy of Chef Greg Higgins,
Higgins Restaurant, Portland, Oregon

- 4 pcs. wild Salmon pave 6 oz.
(3" x 3" squares of fillet)
- ¼ cup tamari sauce
- 1 tablespoon chili paste (Sambal)
- 1 teaspoon sugar
- 1 ½ lbs. chantrelles or other
wild mushrooms sliced 3/8"
- 2 leeks- crescent cut 1/8"
- ¼ cup extra virgin olive oil
- ¼ cup balsamic vinegar
- 1 cup white wine
- salt & pepper to taste

Whisk together the tamari, chili paste and sugar. In a shallow baking dish marinate the salmon paves in the tamari mixture, turning till evenly coated – cover and refrigerate for 3-4 hours. Turn the fish twice during that period to marinate evenly.

Preheat the oven to 400° and fire your barbecue grill. In a roasting pan or casserole combine the leeks, mushrooms, oil, vinegar and white wine; season to taste with salt & pepper. Place in the oven and roast for 25-30 minutes, stirring occasionally. Remove the salmon from the marinade and blot the pieces dry on some paper towels. When the mushrooms are nearly cooked (25 minutes) brush the paves evenly with olive oil and cook top side down on the



hot barbecue. Turn the salmon after 2-3 minutes and cook to desired doneness; 5-7 minutes total cooking time.

Serve the grilled fish with the roasted mushroom and leeks, a loaf of crusty bread and a bottle of Oregon Pinot Noir.

Higgins Restaurant

A staple in Portland and the Pacific Northwest's culinary scene, Higgins Restaurant and its Chef Greg Higgins are committed to sustainable food practices.

Greg Higgins, whose premise is

between nature and man in

the community's economy and quality of life.

Higgins

All Salmon Are Not Created Equal

wild salmon

Wild Pacific salmon are just that: wild and **100 percent natural**. Evolving and adapting over millennia to the great rivers of the West, the wild Pacific salmon has no equal in nature. From the gravel where it begins as an egg, it emerges, feeds, grows and survives in fresh water until it's old enough to travel to the salt. At sea, wild salmon grow big, travelling often thousands of ocean miles before returning to its birth stream to spawn and die, restarting the cycle for another generation. Even after its death, the wild salmon provides a **nutritional boost** to nearly every living thing around it, from forests and ferns to bears and bald eagles.

farmed salmon

Confined its entire life to tanks referred to as “pig pens,” the farmed salmon’s life is essentially the opposite. Starting as an egg in an incubator then progressing from tank to tank, the farmed salmon dines on ground-up fishmeal pellets, pink **dyes, antibiotics and other medications** necessary to compensate for the lack of a natural diet and to avoid disease outbreaks common in such close quarters. Unlike the living legacy wild salmon leave behind, the salmon farm usually leaves little behind but a polluted plume in the open waters around it, **threats to wild fish**, and more local fishing boats tied up at the docks.

hatchery salmon

Hatchery salmon are a life-cycle **hybrid** of wild and farmed fish. Most start life in a plastic bucket as a mixture of harvested eggs and sperm. Much like the farmed salmon,

the first and early stages of the hatchery salmon’s life are spent in **incubators and concrete tanks** feeding on pellets. When the right age and size, they are released into open waters, with the hatchery

operator’s hope that they will survive to return as adults to be caught. Hatchery salmon **enter the wild** without the benefit of the natural adaptations of wild fish. Lacking the instincts hard-wired into wild fish to help them navigate home, hatchery salmon often stray to random streams and interbreed with other genetically distinct wild salmon stocks, diluting unique adaptive traits in one generation that took thousands of years to evolve. Hatcheries can have a place in future salmon management, but only if we are able to **learn from and correct** some of the mistakes of past and current hatchery management.



SALMON FACTS

- > Number of salmon fry released from southeast Alaska’s hatcheries in 2004: **1.65 billion**
- > Pounds of farmed salmon harvested in British Columbia in 2003: **145.4 million**
- > Average number of farmed salmon contained in a single net pen: **10,000**
- > Percentage of restaurant consumers who prefer wild, ocean-caught seafood: **77**

Quince Jelly and Thyme Cured Wild Pink Salmon

**Courtesy of: Robert Clark, Executive Chef
C Restaurant, Vancouver, British Columbia**

for the cure:

- 1 ½ lbs. wild pink salmon fillet, pin bones removed
- ¼ cup sugar
- ¼ cup quince jelly
- ¼ cup coarse sea salt
- ¼ tablespoon white peppercorns, freshly cracked
- 1 tablespoon fresh thyme

to serve:

- quince jelly
- mustard
- lemon juice
- olive oil

Take a baking dish that is large enough to allow the salmon fillet to lay flat, and line it with plastic wrap.

Combine the salt, sugar, thyme leaves, quince jelly and cracked pepper. Spread 1/4 of this mixture into the lined baking dish and put the salmon on top.

Spread the remaining mixture on the fish.

Fold the plastic wrap over the fish and place a slightly smaller baking pan on top. This needs to be weighted down with 4 to 5 pounds of anything.

Leave refrigerated for 16-24 hours. Turn the fish over every 8 hours.



When the salmon feels firm, but not hard, remove from the brine liquid, rinse under cold running water and pat dry.

Slice the salmon and toss with a touch of quince jelly, mustard, lemon juice and olive oil to taste.

Serve on your favorite salad leaves, or as a canapé.

C Restaurant

A high-end seafood culinary destination in Vancouver, C Restaurant recognizes and promotes the importance of local, high-quality ingredients, which is why the majority of their seafood comes from British Columbia's abundant waters, and in particular their wild Pacific salmon. C Restaurant's Executive Chef, Robert Clark, is especially mindful to the influence his role as a chef can have on the seafood industry, and therefore the responsibility he has in making sustainable choices about the foods he uses. Clark and C Restaurant's philosophy on making sustainable seafood choices serves as a model for others in the restaurant industry and salmon consumers as well. For more information: www.crestaurant.com



savor: british columbia

Healthier People

you are what they eat

Wild Pacific salmon are big on **natural foods**, eating mostly zooplankton, tiny invertebrates, squid, shrimp, and small fish they find out in the ocean or in fresh water. They seek out the **best food sources possible**, since they need high-quality foods to stay strong for their long journey out to sea and back. Salmon, wild or farmed, store up all the essential and healthy nutrients and energy that they derive from their food in their fat – a sort of sponge of their habitat and ecosystems.

But farmed salmon eat pellets made up of ground-up fishmeal, and in some cases chicken parts. These pellets often contain **high levels of toxins** and other unwanted chemicals. Farmed salmon chow also contains **chemical additives and dyes** used to turn a farmed fish's grayish flesh more pink and appetizing to consumers; wild salmon, conversely, get their pink hues naturally by eating shrimp and krill.

Salmon raised in net pens are exposed to a smorgasbord of toxins and carcinogens (like PCBs), and these not-so-tasty additions **bioaccumulate** in the farmed salmon's meat and fat, passed on to whomever eats it. In addition, salmon farms routinely treat caged salmon with **antibiotics and pesticides** intended to prevent disease and lice outbreaks in the over-crowded net pens. **Packed like sardines** into a net pen, farmed fish have no room to move and little to do but eat pellets, and eating is certainly encouraged by the farm operators: the fatter the fish, the fatter the price. It follows, then, that farmed salmon have a much higher fat

content than wild salmon, but in the farmed salmon's case that also means higher toxin levels.

It's not surprising, given all of this, that wild salmon are better for you and taste better too. Professional

chefs, nutritionists, scientists, and doctors alike agree that wild salmon is **superior** to farmed salmon in flavor and health benefits. A recent surge of scientific studies links wild salmon consumption to decreased risks of coronary heart disease and certain cancers. Salmon are also a lean source of **protein and essential Omega 3 fatty acids** ("Omega-3's"). Research by the Environmental Working Group indicates that Omega-3 oils, contained in the salmon's fat, help **alleviate and prevent** some of the symptoms of various inflammatory diseases, the hardening of arteries, Alzheimer's disease and heart attacks.



SALMON FACTS

- > Farmed salmon are given **more antibiotics than any other livestock** by weight.
- > A study published in *Science* found that farmed salmon had up to **10 times higher levels of PCBs and dioxins** than wild salmon.

Spring Salmon Salad

Courtesy of Chef Cory Schreiber
Wildwood Restaurant, Portland, Oregon

Serves 4-6

- 8 ounce boneless fillet of wild king salmon, preferably with the skin on
- ¼ cup plus one tablespoon extra virgin olive oil
- Salt and freshly ground black pepper
- juice of one lemon
- 2 sprigs fresh mint (about 10-12 leaves), thinly sliced
- celery leaves from the inner stalk of one bunch of celery, coarsely chopped
- 2 tablespoons capers, drained and rinsed
- 1 teaspoon whole fennel seeds, lightly toasted in a 350° oven for 8 minutes, then coarsely chopped with a knife, or in a coffee grinder
- 2 half-inch slices of rustic country style bread or levain, toasted until medium brown in color, then broken into small pieces to be used as croutons
- 4 ounces spring lettuce or mesclun mix
- 2 ounces soft goat cheese, such as fromage Blanc

To bake the salmon:

Preheat oven to 350 degrees. Place salmon in a shallow baking dish. Rub with the one tablespoon olive oil and season with salt. Bake salmon in the oven until completely set in texture, about 20-25 minutes. Let cool. (Salmon may be baked the day before and refrigerated.)



To make the vinaigrette:

Blend the remaining olive oil and lemon juice, and add salt and freshly ground black pepper. Add the mint leaves, celery leaves, capers and toasted fennel seeds. Let stand and adjust seasoning.

In a large bowl, flake the salmon into the bowl in 1-inch pieces. Add the lettuce, croutons and vinaigrette. Season with salt and toss to mix ingredients evenly. Distribute salad evenly onto chilled plates. Crumble goat cheese on top of each salad and serve.

Wildwood Restaurant

Inducted into the Nation's Restaurant News Fine Dining Hall of Fame in Chicago in 2003, Wildwood epitomizes sustainable, Pacific Northwest cuisine. Executive Chef and Founder, Cory Schreiber (also an Oregon native), opened up Wildwood so that he could create a restaurant focused on "cooking from the source." Schreiber's

that implement environmentally sound and sustainable practices. For more information: <http://wildwoodrestaurant.com/>



Healthier Environment

The production of wild Pacific salmon at its essence costs nothing, and is a process that has been perfecting itself without human help over thousands of years. Not only do wild salmon support human diets and over 130 other species, but they are also a huge **key to the greater ecosystem**. Wild salmon bring vital nutrients from the ocean back to their natal streambeds, where - after mating and dying - their decomposing bodies release these nutrients into the water, soil, plants, and animals. Even forests grow bigger and stronger where the wild salmon still swim.

Farmed salmon cost substantially less than wild salmon and they are available year-round. But the market price does not factor in the many **“hidden” ecological costs** of salmon farms. Most are open, netted pens in coastal waters, allowing **hazardous chemicals and pesticides, waste and effluents** inside the pens to pass through the nets freely, contaminating local ecosystems. The waste settles and accumulates beneath and around the salmon farms, creating a dead, uninhabitable zone. Microscopic germs and diseases also pose big problems, infecting and weakening nearby wild salmon. **Sea lice outbreaks** in net pens are taking an especially heavy toll on wild salmon, since the sea lice can easily escape through the nets, contaminating young wild salmon as they migrate out to sea.

Non-native Atlantic salmon make up the vast majority of the output from Pacific salmon farms, and they often escape in large numbers such as when a pen is damaged by a storm or predator. Escapees pose direct threats to wild Pacific salmon by increasing competition for food and habitat, introducing diseases and pathogens originating

from the farms, and genetically degrading wild salmon stocks through interbreeding. Interbreeding threatens the **irreplaceable genetic integrity** of unique wild salmon stocks that have genetically adapted to survive and thrive in their specific streams and watersheds over thousands of years.

While salmon hatcheries are not as environmentally costly as salmon farms, improper hatchery management does add to the ecological toll on wild salmon. Since hatchery salmon are released into open waters as juveniles, they can interbreed with wild salmon and compete for food and space. Much **more careful management** of necessary hatcheries would almost certainly lead to fewer problems for wild stocks, and in certain cases could allow imperiled wild stocks to rebound to harvestable levels without the stressful influx of hatchery fish.

SALMON FACTS

- > **Number of Atlantic salmon escaping from a Washington state net pen in a single 1997 incident: 360,000**
- > **Rivers in British Columbia in which Atlantic salmon farm escapees have been found: 80**
- > **Number of pounds of fish required to produce 1 pound of farmed salmon: 3**



Rolf Sklar photo

Recipe for the Freshest Wild Pacific Salmon

Courtesy of David and Kathy Larson,
Poplar Park Lodge B&B, Hazelton, British Columbia

- 1 just-caught wild [coho, chinook] salmon (any size)
- salt & pepper to taste
- lemon juice (2 tbsl for each fillet)
- any desired spices (dill, etc)

- 1 driftwood camp fire
- 1 sunny day
- 1 or more families and good friends

Notes:

The salmon should be bled out and promptly filleted, taking care to keep the fillets joined at the belly.

Also, go light on the spices as salmon has a delicate flavour that is easily overpowered.

Rub the salt, pepper and lemon juice into the flesh and place it on a wire rack in the sun until the salt starts to bring the moisture out. We use two racks out of an old refrigerator wired together for this.

When the camp fire (or grill) is down to coals (be sure it is a deep bed of coals) prop the wire racks over the coals in a shallow A-frame and drape the salmon - skin side down - over the racks. Keep the salmon 10-12 inches away from the coals. Another method would be to place a large log on either side of the coals and cook the salmon on racks laid flat across the logs.



How long it has to cook depends on how thick the fillets are. Don't be alarmed at the condition of the skin; it will be black and inedible. When the thickest flesh starts to open, take it off the fire and serve. Be sure you do not overcook it. The thicker fillets will continue to cook after they are taken off the fire so don't delay. Call in the troops and eat it hot!

Cheese and crackers spread to use up your leftover salmon the next day:

In a medium size bowl put:

- 1 cup cooked salmon, bones removed
- ½ cup cream cheese warmed to room temperature
- ¼ - ½ tsp cayenne pepper

With a fork, mix and stir all the ingredients into a fine paste. Serve in a bowl on a platter surrounded with several different kinds of crackers and dry breads.

Poplar Park Lodge and B&B

Situated on one of British Columbia's world famous rivers, David and Kathy Larson's Poplar Park Lodge and B&B on the Kispiox River not only allows its guests to enjoy the natural beauty of Northern Central BC, but also allows them to really experience wild Pacific salmon: fresh-off-the-line, cleaned and prepared on the river bank, and grilled outside over an open fire. Poplar Park Lodge is not only a destination for avid fly-fishers, but is also a working certified organic farm, emphasizing the Larson's value and respect for the majestic ecosystem that surrounds them.

For more information: www.kispiox.com/poplarpark/index.html



Healthier Communities

Wild Pacific salmon fisheries provide us with fresh, wholesome food. These local, independent fisheries are run by skilled local fishers and their **families**. Salmon fishing is a heritage and way of life that has been passed down for **generations** along the coasts of Alaska, British Columbia, and the Pacific Northwest. The coastal fishermen are deeply connected not only to their boats, their **communities and their traditions**, but also to the wild salmon and the ecosystems that sustain them. It is in the fisher's best interest to understand, respect, and adapt to the fish and the environment so that both they and the salmon can thrive together.

Unfortunately, this livelihood is becoming a part of history as more and more fishers are **docking their boats for good**. While several changes and factors together have resulted in the plummet in the wild Pacific salmon's market value, the drop most noticeably coincides with the recent **surge in global farmed salmon production**. Over the last two decades, salmon farms have pumped out tens of millions of salmon to the market, flooding the market and undermining the value of better quality wild salmon. It's **basic economics**, where the more supply there is of a product and the cheaper its production, then the lower its value and price. While cheaper prices might seem good news to the consumer, it spells disaster for the local fishers and fisheries being out-competed by mass-producing corporate salmon farms. It also threatens the choice for the consumer who insists on eating or serving wild salmon and won't settle for farmed.

Today's salmon farm operations are predominantly run by **multi-national, multi-billion dollar corporations**. While these salmon farm operations might offer limited jobs for

those who reside near the farms, they often disappear as quickly as they arrived. Recent disease outbreaks in salmon farms have forced corporations to shut the farms down, leaving **employees job-less** for indefinite lengths of time. With multi-nationally run corporations comes the risk of mergers and absorption into other corporations, resulting in unexpected **shut-downs** for consolidation and cost-cutting.

Wild salmon and wild salmon fisheries are at the **very root of Pacific coastal communities** and their economies, and without them wild Pacific salmon would not be on our menus or in our grocery stores.



SALMON FACTS

- > Average annual salary of salmon farm employee in BC: **\$35,000**
- Combined salaries of seven senior executives of salmon farming corporations: **\$6.19 million**
- > Percentage of farmed salmon's contribution to world salmon supply in 1980: **2**
- Percentage in 2004: **60**
- > Percentage of Alaska's contribution to the world salmon supply in 1980: **43**
- Percentage in 2000: **19**

New Seasons Market Salmon Cakes

Courtesy of Krista Anderson, Executive Chef
New Seasons Market, Portland, Oregon

Yields about 16 four ounce patties

- 1 lb. wild salmon fillet, pin bones removed
- 1 tablespoon vegetable oil
- ½ small red onion, finely diced
- 2 cloves garlic, chopped
- 2 green onions, diced
- 2 tablespoons fresh dill, chopped
- 3 tablespoons whole grain mustard
- ½ cup sour cream
- ½ cup mayonnaise
- 2 eggs
- 3 cups Panko (Japanese style breadcrumbs)
or breadcrumbs
- Vegetable oil to pan fry in

Season salmon with salt and pepper and bake in a 350°F oven to an internal temperature of 160°F. Allow to cool.

Cook onions and garlic in oil until tender; allow to cool.

Combine the green onions, dill, mustard, sour cream, mayonnaise and eggs in a bowl. Flake salmon apart and add mustard mixture. Add one half of the Panko or breadcrumbs and mix well. Add more Panko or breadcrumbs until you reach a “cooked oatmeal” consistency.

Allow to set for at least one hour.

Portion into 16 4-ounce balls and form into patties.



Pan fry in oil until golden brown on both sides.

Place in a 350°F oven for about 5 minutes until heated through.

Serve with tartar sauce or a creamy cucumber yogurt sauce.

New Seasons Market

New Seasons Market, founded in 1999 in Portland, OR, was a collaborated effort by three families to start a company that was truly committed to its community, promoted sus

Market only offers wild

value the future health of not only their customers, but of the Pacific's wild salmon as well. For more information: www.newseasonsmarket.com



savor: **pacific northwest**

Copper River Wild Salmon: Worth their weight in gold

by Ken Olsen

It begins the moment fishermen start catching Copper River salmon. Supermarkets and chefs hire helicopters and airplanes to speed these succulent fish from Alaska to Seattle as they race to be first to serve these world-renowned salmon each spring.

Business stays brisk long after the first fillet crosses the finish line. Alaska Airlines annually flies more than 2 million pounds of fresh Copper River sockeye and chinook salmon around the country. The fish commands as much as \$30 a pound early in the season.

In short, a watershed one-tenth the size of the Columbia River basin transformed its wild salmon fishery into a sustainable, multi-million dollar enterprise. The reasons

are simple: high-quality wild fish, smart marketing, careful fisheries management and a river system that has healthy salmon runs because it has been spared the ravages of dams, heavy industry and industrialized agriculture.

Climate, geography and a sparse population all contribute to the Copper River's largely unspoiled condition. There also is a history of human effort to keep the salmon fishery intact. Teddy Roosevelt and Gifford Pinchot created the Chugach National Forest to protect the Copper River and surrounding drainages from the robber barons who wanted to exploit the timber and coal in the early 1900s. The Chugach is one of the few national forests in the country where fish and wildlife conservation are, by law, top management priorities.

Alaska has focused on sustaining its fisheries since statehood – one reason it is the source for 90 percent of the wild salmon commercially harvested in the United States. Fish farms have been outlawed to keep artificially raised



Rafting the Copper River. Craig Buck photo

Atlantic salmon from infecting wild Pacific salmon with diseases and genetic defects.

Fisheries management is cutting edge. Sonar counters, aerial surveys, and other tools continually monitor the number of salmon migrating up the Copper River and its tributaries to spawn. Commercial harvest is adjusted throughout the season to ensure future runs are robust.

Meanwhile, Copper River fishermen have banded together to better market their catch. They've capitalized on the fish's abundance, early availability, high oil content and excellent flavor. Wild Copper River salmon now is synonymous with the best fish money can buy. Commercial fishermen, local political leaders and grassroots groups such as the Copper River Watershed Project and the Eyak Preservation Council simultaneously work to keep this prime salmon habitat intact.

The result is a viable, valuable, world-renowned salmon fishery well worth protecting. It is a sample of what the Pacific Northwest once had – and could have again by restoring the rivers that once made the Columbia and Snake river basins the most productive salmon waters in the world.

Journalist and author Ken Olsen has written about natural resource issues throughout the West for 20 years. He worked his way through college in a fish processing plant near Alaska's Copper River.

Tom's Seared Copper River Salmon

Courtesy of Sue Laird, co-owner and Vice-President of Prime Select Seafoods, Inc., Cordova, Alaska

½ lb portion (per person) wild Copper River salmon fillet [chinook or sockeye]
olive oil
crackers, finely crumbled, or seasoned breadcrumbs

dipping sauce
mayonnaise
fresh lemon juice to taste
capers to taste

Rinse fillet with cold water; pat dry with paper towel; let fillet rest while preparing rest of meal...the fish won't take long to cook!

Rub fillet very lightly with olive oil, then roll fillet in fine cracker crumbs or breadcrumbs (Tom's favorite...seasoned breadcrumbs)

Sear fillet in hot, lightly oiled or non-stick pan; flip over when first side is browned (5 minutes or less).

Remove from heat when second side is browned (5 minutes or less). Be careful NOT to OVERCOOK!

Mix a little mayonnaise, lemon juice and capers in small bowl to use as dipping sauce.

Prime Select Seafoods, Inc.

Prime Select Seafoods, Inc. provides salmon consumers with some of the world's highest quality and most celebrated wild salmon: Copper River Wild Salmon. The Copper River's commercial salmon fishery is the oldest and most famous fishery in Alaska, and still consists of small, local family operations. Prime Select Seafoods plays an important role in the promotion and conservation of healthy, wild salmon populations, enabling consumers to enjoy it as they should. For more information: www.pssfifish.com



Salmon Without Borders

The wild Pacific salmon's migratory path covers thousands of miles, weaving in and out of **human-imposed boundaries and borders**, making it one of the most complicated species to manage. And with hundreds of thousands of salmon migrating together in the open water, it is a headache to figure out where the salmon came from and where they're going. Not only this, but who gets to catch the salmon? Is it the country of origin? Or, is it the fisher who intercepts the salmon on its migration back home? **Whose fish is it, anyway?**

These questions plague the salmon fisheries all along the Pacific coast. Salmon fisheries in Alaska catch salmon born in British Columbia, and vice-versa. The question then becomes: How can **both countries** regulate their fisheries' harvest so that everyone gets a **fair share**?

The U.S. and Canada have been struggling with this question of how to allocate and cooperatively manage Pacific salmon harvests for nearly a century. After decades of negotiations, they finally agreed upon a resolution: the **Pacific Salmon Treaty**, which deals with the issues created by the wild salmon's migration across international boundaries. The Treaty has undergone several makeovers since its first enactment in 1985, and was improved in 1999 to better meet conservation concerns of weakened salmon stocks. The Treaty is a huge step in salmon management and is one of the **key ingredients** in the recipe for **effective management** of wild Pacific salmon populations.

While managing the number of fish being caught is critical to sustainable fisheries, the number of fish not being caught

is equally essential. In order to **ensure a future with wild salmon**, there must be enough making it back to the rivers to spawn. Therefore, every stage of the salmon's life cycle – from fresh- to saltwater and back - must be protected so that **sustainable** numbers of salmon can complete the cycle safely and begin the next generation.

As the Pacific Salmon Treaty nears **renewal negotiations** for 2009, it is incumbent on fishery managers, the purveyors of salmon commerce and the public to remain mindful that the Treaty's purpose is not just to make sure that all parties get enough fish. More importantly, the Treaty's purpose is to also incorporate the stewardship and **conservation ingredients necessary** for wild Pacific salmon fisheries to be healthy and sustainable for now and well into the future. An active and informed consumer public committed to having wild salmon as a choice will help make it so.



SALMON FACTS

- > Number of Puget Sound (US) chinook caught by Canadian fisheries in 2003: **414,700**
- > Number of Fraser River (Canada) pink salmon caught by US commercial fisheries in 2004: **773,000**
- > Approximate number of miles a Columbia River chinook salmon travels during its life: **2500**

whose fish is it, anyway?



recipe for a healthier salmon future

We hope that as you've paged through this book you've gained an appreciation for the innumerable benefits wild Pacific salmon give us. By choosing wild salmon, we are choosing better food, healthier people, a healthier environment and healthier fishing communities. That demand for wild salmon translates into a demand for healthy salmon habitat and strong, sustainable fisheries, and that's where the Pacific Salmon Treaty and Trout Unlimited come in.

In order to maintain a resource that takes such good care of people, people in turn need to take care of it. The Pacific Salmon Treaty, which governs the US-Canada salmon fishery and much of the salmon we eat, provides one of the best means to do so. Without the Pacific Salmon Treaty and other cooperative management measures in place, we would no longer be able to choose wild salmon on our menus or in our grocery stores. TU refuses to let that happen on our watch, and we will be there as the Pacific Salmon Treaty heads for renewal in 2009 doing all we can to ensure it contains the necessary provisions to keep wild salmon healthy and sustainable for us and our children.

TU has followed the Pacific Salmon Treaty since it was first enacted in 1985. However, as science teaches us more about these remarkable fish, and as the fish themselves struggle against the tide of human encroachment into salmon habitat, TU believes that the US and Canada need to make major changes when the current agreement expires in 2009.

Trout Unlimited and other conservation groups in the US and Canada are developing a series of common-sense recommendations that we will present to the two countries as they approach renegotiations. Broadly, we will recommend that the two nations:

- > protect key **salmon habitats**;
- > manage cautiously to ensure that **enough wild salmon return to the waters of their birth** to sustain wild populations;
- > provide incentives to **support local communities** that rely on salmon to encourage protection of salmon habitat; and
- > protect **wild steelhead** and other non-target species.

For more information about our efforts to reform the Pacific Salmon Treaty and other ways you can help Trout Unlimited help wild salmon and steelhead, please check out our wild Pacific salmon website: www.whywild.org.

what you can do

An informed choice is a smart choice. Know your salmon.

PACIFIC SALMON:

Chinook, King – The largest and least abundant of the Pacific salmon.

Most are sold fresh or frozen, and have a rich flavor owing to their very high oil content.

Coho, Silver – Second largest salmon, and very desirable for both table use and smoking because of its size, color, and high fat content.

Sockeye, Red – While traditionally sold as canned, recently fresh and frozen sockeye have become increasingly preferred, making it the most sought-after salmon species because of its flavor and uniquely deep red flesh.

Pink, Humpback – The smallest and most abundant of the Pacific salmon. While most pinks are canned, more are being sold as fresh and frozen.

Chum, Silverbrite – Of moderate size and sold in all forms: canned, smoked, fresh and frozen.

ATLANTIC SALMON:

Historically lived in the North Atlantic Ocean and freshwater tributaries along eastern Canada, the northern US, and the western European coast. Today, most wild Atlantic salmon stocks are severely depleted and not fished commercially. The vast majority of salmon farmed in Pacific waters, however, is Atlantic. Therefore, it's a safe bet that the "fresh Chilean Atlantic salmon" you see marketed in groceries is farmed – not wild.



THE FISHERIES:

Trolling – Fishers have large poles extending off the boat, feeding out multiple hooked lines. While it's the least efficient method, it's the most profitable; troll-caught (or, "line-caught") salmon are handled much more carefully, preserving their quality.

Gillnetting – Fishers lay a net wall in the water to block the salmon's path, entangling it for capture.

Purse seining – Fishers set out a purse-seine net in a circle, which is then drawn closed at the bottom, capturing the salmon in one scoop. Especially useful for catching tight schools of migrating salmon.

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