

Global Alliance Against Industrial Aquaculture, 17 June 2014

Geldof Caught in 'Greed of Feed'

- Salmon Farming Steals Food Not Feeds the World!

Farming Salmon is Stealing Food from Poor People!



Sir Bob Geldof wades into the controversy of salmon farming later today (17 June) when he is a [keynote speaker](#) at AquaVision - a trade conference [organised by salmon farming giants Nutreco and Skretting and sponsored by chemical company DSM](#).

"Far from being a panacea for the global food crisis, salmon farming actually exacerbates the problem," said Don Staniford, Director of the Global Alliance Against Industrial Aquaculture (GAAIA) in a [letter sent yesterday to Sir Bob Geldof](#). "Peer-reviewed scientific studies have clearly shown that salmon farming does not feed the world. The farming of carnivores such as salmon, prawns, tuna and cod effectively drains our global oceans and steals precious protein out of the mouths of hungry people in Africa, Asia and Latin America. Supporting such an ethically, environmentally and socially bankrupt industry is morally repugnant and leaves a bad taste in the mouth much like the farmed salmon served at the AquaVision conference." [1]

Last week, the Guardian newspaper [revealed](#) how Asian slave labour was producing prawns for supermarkets in the UK and US leading to [calls for a boycott](#) of farmed prawns. Calls for a [boycott of farmed salmon](#) were sparked in 2004 following damning evidence of cancer-causing contaminants in the flesh of farmed salmon on sale in supermarkets.

Geldof's talent management company, [Kruger Cowne](#), told GAAIA in an email earlier this year: "Just for the record, Sir Bob is not promoting salmon farming at the event, and would not be qualified to do so. He will be speaking on his own life and business interests and lessons he learnt from Live Aid / 8." [2]

However, the organisers of AquaVision 2014 are clearly attempting to abuse Geldof's good image to promote salmon farming as sustainable. "Sir Bob Geldof is one of the world's highest ranked and most authoritative corporate speakers and I am therefore delighted he will be one of our main speakers at AquaVision 2014," said Viggo Halseth, COO of [Nutreco](#) in a [press release announcing Geldof's participation](#). "His presentations are highly provocative, uplifting and inspiring. Sir Bob motivates audiences through his own personal experiences, the lessons learned from Live Aid as well as from building successful commercial businesses. At the conference we will explore ways in which aquaculture can contribute sustainably to feeding the planet's growing population."

MEETING TOMORROW TODAY
WORLD BUSINESS CONFERENCE ON AQUACULTURE
STAVANGER, NORWAY 16-18 JUNE 2014

FEEDING 9 BILLION PEOPLE

THE BLUE REVOLUTION

BEYOND TOMORROW

With a continuing population and consumption growth the global demand for food, according to FAO (Food and Agriculture Organization of the United Nations) will need to increase by 70% within 2050. Along with tackling the linked problem of climate change, delivering global food and nutrition security is the challenge of our time. The world needs to produce more food, ensuring efficiently and equal distribution. At AquaVision 2014 we will discuss how aquaculture can be an important part of the solution.

SIR BOB GELDOLF TO AQUAVISION 2014

Read more via "[Geldof Drinks the Kool-Aid, Not Feeds the World](#)"

Kofi Annan's good name was similarly exploited when he was a keynote speaker at AquaVision 2012. "Aquaculture has a strong potential to contribute to reducing hunger in the world said Kofi Annan when addressing delegates at AquaVision 2012 in Stavanger, Norway," trumpeted the conference organisers in a [press release](#). Kofi Annan's participation was [criticised by the Green Warriors of Norway](#) with media coverage of protests outside the conference featured by [NRK](#), [TV2](#) and [Aftenbladet](#).

"Speaking at the AquaVision conference and lending his good name to such a malignant and morally bankrupt industry is a serious mistake," continued Staniford who warned Geldof back in January [3]. "At best, Sir Bob Geldof is guilty of gullibility. At worst, Geldof's

greed for appearance money has clouded his judgment. Sir Bob should use today's platform to tell salmon farming executives that their business is not only polluting the planet but also spreading social misery and food poverty all over the world."

The Ecologist featured the controversy back in 2008 via a film - "[The Greed of Feed: what's feeding our cheap farmed salmon?](#)". "The salmon we produce is eaten by the mouths of people in the USA and Europe, but the asshole is here in Latin America," said Juan Carlos Cardenas of Ecoceanos. "The true cost of the cheap salmon you eat is being paid with the blood of our people and the health of our oceans."

"Carnivore farming, which requires three to four pounds of smaller fish to produce one pound of a larger one, thus robs Peter to pay Paul," wrote Dr. Daniel Pauly of the University of British Columbia in an article - "[Aquacalypse Now](#)" - published in 2009. "The more farmed fish we produce, the less fish there is," he said in [another article](#).

"The fishmeal industry competes with humans for these fish," said Dr. Pauly in the 2009 film [Farmed Salmon Exposed](#)!. "Grinding these fish for fishmeal amounts to stealing good food out of their mouths and feeding them to salmon which are then a luxury item that only the people in rich countries can afford".

For more background watch "[Grinding Nemo - a film about fish meal](#)"

Contact:

Don Staniford: +44 01854 612564

Notes to Editors:

[1] Read the letter to Sir Bob Geldof in full [online here](#)

[2]

From: Mark Cowne [<mailto:mark@krugercowne.com>]

Sent: 30 January 2014 10:00

To: director@protectwildscotland.org

Cc: Sophie

Subject: FW: Sir Bob - concerns re. speaking event in Norway in June

Importance: High

Dear Don

We represent Sir Bob Geldof in terms of his personal appearances and keynote speaking. Currently Sir Bob is travelling in Ethiopia and Tanzania currently and only in contact occasionally.

You mentioned that you can expand further. We would be grateful to receive any information that you have on the subject. Just for the record, Sir Bob is not promoting salmon farming at the event, and would not be qualified to do so. He will be speaking on his own life and business interests and lessons he learnt from Live Aid / 8.

I look forward to hearing from you.

Best wishes

Mark

Mark Cowne

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[3]

From: Don Staniford [mailto:director@protectwildscotland.org]

Sent: 30 January 2014 11:27

To: 'Mark Cowne'

Cc: 'Sophie'

Subject: RE: Sir Bob - concerns re. speaking event in Norway in June

Mark,

Thanks - I can update the shameful situation regarding salmon farming in a formal letter before June. I would also be happy to expand on the phone.

I intend to be in Norway protesting outside the conference in June and could meet Bob prior to his talk. Norwegian TV - both NRK and TV2 - covered the protests vs Kofi Annan's participation via <http://www.tv2.no/play/nyheter/innenriks/jaman-haapte-aa-faa-treffe-kofi-annan-621795.html?page=31>.

Perhaps he could use his speech as a platform for the starving Africans and Latin Americans who have been impacted by fishing fleets from Europe stealing precious marine protein? Or would that bite the hand that feeds him and forfeit his speaking fee?

A letter to Kofi Annan when he spoke in 2012 at the same event details the key concerns and is worth Bob reading: <http://www.nmf.no/index.aspx?pageId=14&articleId=2916&news=1>

A letter Professor Marion Nestle - a foodie - also details the salient points and dangers of promoting salmon farming: <http://www.foodpolitics.com/wp-content/uploads/Letter-to-Marion-Nestle-July-20121.pdf>

Bob should also read scientific papers on how salmon farming is contributing to food insecurity and raises issues of social and food justice - especially in Africa:

<http://www.lenfestocean.org/project/competition-between-catch-forage-fish-fishmeal-and-human-consumption>

An Ecologist video report on "The Greed of Feed" is also a useful summary:

http://www.theecologist.org/tv_and_radio/ecologist_film_unit/1074547/the_greed_of_feed_the_hidden_cost_of_your_cheap_farmed_salmon.html

This issue was featured by Hugh Fearnley-Whittingstall in 2011 on Channel 4 - and included the following quote:

http://www.theecologist.org/News/news_round_up/724568/hugh_fearnleywhittingstall_tackles_farmed_salmon_feed_controversy.html

"The salmon we produce is eaten by the mouths of people in the USA and Europe, but the asshole is here in Latin America,' Jean Carlos Cardenas of Ecoceanos told *The Ecologist*. 'The true cost of the cheap salmon you eat is being paid with the blood of our people and the health of our oceans"

I hear your view (however naive) that Bob "is not promoting salmon farming at the event" but you can be assured that the conference organisers are attempting to place Bob and his "feed the world" image into the same story of salmon farming. The risk is that Bob's appearance alone will be spun as a ringing endorsement of salmon farming.

You only have to read the AquaVision press release announcing Bob's participation to see how the industry is attempting to abuse his good name and public image as a champion for social justice and food security: <http://aquavision.org/sir-bob-geldof-aquavision-2014>

"According to the FAO (Food and Agriculture Organization of the United Nations), current global food production needs to increase 70% by 2050 in order to feed 2 billion additional people. The growth of aquaculture will become an increasingly important part of that future food supply, while paying particular attention to environmental concerns"

News of his participation has already precipitated a backlash on Facebook and Twitter - and has led to news reports in the pro-salmon farming media:

http://www.fishupdate.com/news/fullstory.php/aid/20609/Sir_Bob_Geldof_is_keynote_speaker_for_AquaVision_2014.html

http://www.fishfarmer-magazine.com/news/fullstory.php/aid/2339/Sir_Bob_Geldof_is_keynote_speaker_for_AquaVision_2014.html

<http://www.aftenbladet.no/karriere/Bob-Geldof-til-akvakonferanse-i-Stavanger--3344644.html>

Please take a closer look at the conference organisers (<http://aquavision.org/organisers-and-sponsors>) and you can see that this is a salmon farming proponent conference: Skretting & Nutreco are the biggest salmon farming feed companies (the latter was a former owner of Marine Harvest, the world's largest salmon farming company) and DSM is a chemical giant manufacturing artificial colourings (Canthaxanthin and Astaxanthin - the pink dye which colours farmed salmon pink and has health risks according to the European Commission - details via: <http://donstaniford.typepad.com/files/canthaxnthin-backgrounder-ugly-in-pink.pdf>).

Marine Harvest was listed on the New York Stock Exchange this week and also played the "feed the world" card in their press release:

<http://www.marineharvest.com/en/Investor1/Press-releases/2014/Marine-Harvest-listed-at-New-York-Stock-Exchange/>

"According to the UN, the world must increase its food production by 70 percent by 2050"

What AquaVision, Skretting, Nutreco and Marine Harvest fail to mention is the fact that salmon farming is not a panacea for the global food problem and crisis in overfishing but is part of the problem. As Professor Daniel Pauly from the University of British Columbia said in his essay "Aquacalypse Now": <http://www.newrepublic.com/article/environment-energy/aquacalypse-now>

"Our oceans have been the victims of a giant Ponzi scheme, waged with Bernie Madoff-like callousness by the world's fisheries.....Some Pollyannas believe that aquaculture, or fish farming, can ensure the health of stocks without government action--a notion supposedly buttressed by FAO statistics showing such rapid growth in aquaculture that more than 40 percent of all "seafood" consumed now comes from farms. The problem with this argument is that China reports about 68 percent of the world's aquaculture production, and the FAO, which has been burned by inflated Chinese statistics before, expresses doubt about its stated production and growth rates. Outside of China--where most farmed fish are freshwater vegetarians, such as carp--aquaculture produces predominately carnivorous marine fish, like salmon, which are fed not only vegetal ingredients, but also fishmeal and fish oil, which are obtained by grinding up herring, mackerel, and sardines caught by "reduction fisheries." Carnivore farming, which requires three to four pounds of smaller fish to produce one pound of a larger one, thus robs Peter to pay Paul. Aquaculture in the West produces a luxury product in global terms. To expect aquaculture to ensure that fish remain available--or, at least, to expect carnivore farming to solve the problem posed by diminishing catches from fisheries--would be akin to expecting that Enzo Ferrari's cars can solve gridlock in Los Angeles."

For a quick review of the environmental impacts read:

<http://www.protectwildscotland.org/salmon-farms/five-fundamental-flaws/>

For an overview of the food safety impacts read: <http://www.protectwildscotland.org/salmon-farms/food-safety/>

I would also recommend that Bob read the new book "Farmageddon":

<http://www.amazon.co.uk/Farmageddon-True-Cost-Cheap-Meat/dp/1408846446>

Here's an excerpt from a review in The Guardian:

<http://www.theguardian.com/books/2014/jan/29/farmageddon-cost-cheap-meat-lymbery-review>

"....the facts don't add up when you consider how much wild fish has to be caught to fatten up carnivorous species such as salmon and trout. A fifth of all fish caught in the sea are now pulped into fishmeal, contributing to the over-exploitation of global fish stocks. Peru exports a million tonnes of anchoveta for this purpose every year – 13.5% of it to the UK alone. Removing these fish from the sea has not only depleted fish stocks for human consumption,

SIR BOB GELDOF TO AQUAVISION 2014



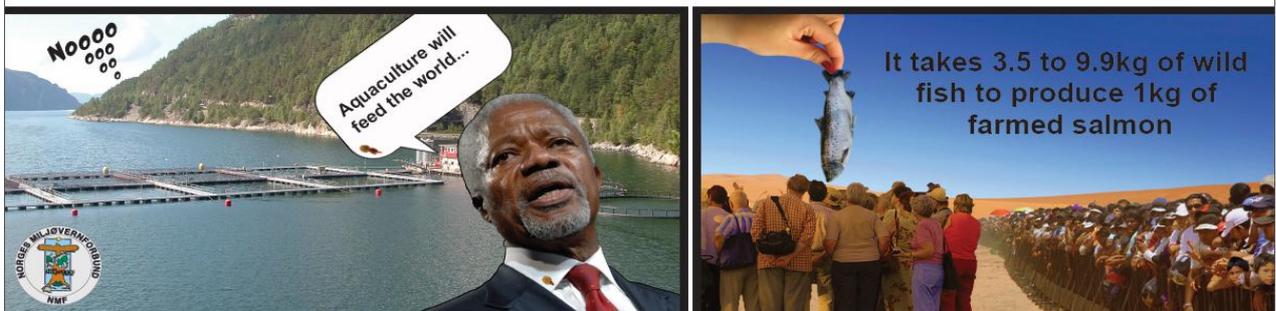
"Sir Bob Geldof is one of the world's highest ranked and most authoritative corporate speakers and I am therefore delighted he will be one of our main speakers at AquaVision 2014. His presentations are highly provocative, uplifting and inspiring. Sir Bob motivates audiences through his own personal experiences, the lessons learned from Live Aid as well as from building successful commercial businesses. At the conference we will explore ways in which aquaculture can contribute sustainably to feeding the planet's growing population," says Viggo Halseth, COO of Nutreco Aquaculture.

Suffice to say that salmon farming steals precious protein from the mouths of starving people in Africa and Latin America - here's a letter to Kofi Annan (who gave the same keynote address in 2012):

<http://www.nmf.no/index.aspx?pageId=14&articleId=2916&news=1>

<http://www.nmf.no/default.aspx?pageId=14&articleId=2917&news=1>

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I can expand further.

Best fishes,

Don