

## MARINE STEWARDSHIP COUNCIL BULLYING ALASKA SALMON PROCESSORS

Greetings,

There is a monumental struggle going on between the Marine Stewardship Council (MSC) and the domestic seafood industry although not everyone realizes what is happening to them. If MSC beats the Alaskan salmon processors into submission, by convincing giant retailers like WalMart to boycott Alaskan salmon, then its game over.

Alaska, which has a magnificent reputation for good, healthy, sustainable seafood, recently decided to use another certifying group concerning sustainability of their job producing salmon fishery, a fishery that has been well managed for fifty years.

Alaska salmon processors decided to leave the MSC when their current contract ends in late 2012. The salmon processors circulated their decision in an announcement citing the reasons. What happened then? All hell broke loose in the ranks of the globalizers. A smear campaign was launched against Alaska salmon. Can anyone imagine a vendor lashing out at a customer in such a bullying manner? Not only did the Marine Stewardship Council start bellowing to the world, the "Fox emerged from the Panda House" offering support for fellow globalizing Eco-sealers.

Ask yourself why is MSC's anger so great? Why is their rhetoric so heated? It's because they understand if they lose control over how seafood sustainability is defined; it becomes harder for them to ban fishing gear they don't approve of. There is more to this issue than qualifying for their seal.

If MSC can force the major retailers to rally behind their United Nations based sustainability movement, they can demand all bottom trawling, trapping, long lining or lobster pot fishing be prohibited. The determination of sustainable fishing gear and allowable species would be made by unelected men and women sitting around a conference table in London. Retailers would have to accept MSC's ban of fishing gear in order to carry their Eco-seal for sustainability.

To make the point about the power of the Agenda 21 movement, read John Saxton's report (2/3/12) on Julie Packard repudiating, Mike Sutton, who is her Vice President at Monterrey Bay. Sutton is known to many from past anti-fishing encounters.

Stay involved and always follow the dollars.

*Bob Jones, Executive Director  
Southeastern Fisheries Association*

**”Top Story Seafood.COM:**

**Julie Packard of Monterrey Bay repudiates Mike's Sutton's attack on Alaska and Global Trust**

**In a very surprising development Julie Packard personally put out a statement repudiating the remarks her vice president, Michael Sutton, made slamming Alaska and Global trust. Mike was clearly furious that anyone would think other certification schemes might be accepted alongside the MSC. The Aquarium is supposedly considering just such**

issues. The larger question - which we address in our video - is the damage that MSC's negative campaign to discredit Alaska might cause. It will hurt the entire global seafood sustainability movement. This is not about NGO's. It is about how retail partners can fulfill their corporate responsibilities on sustainable purchasing, and the MSC by its behavior is threatening to harm all seafood sellers, their own partners included.”