## The Salmon Consumer's

# Bill of Rights and Responsibilities



Just as we have the right to expect clean water and air, consumers have the right to expect healthy wild populations of Pacific salmon and steelhead, whether to enjoy in nature, at the table, or on a rod and reel. With that right comes a responsibility to demand and uphold it—in our own actions as consumers, from the businesses and industries which buy or sell salmon, and from the government decision-makers who manage salmon and habitat.

Business and industry must support consumers' right to wild salmon. Consumers, in turn, must support them.





### As consumers who care about wild Pacific salmon and steelhead, we demand...

#### I. TRUTH IN LABELING AND MARKETING.

... that we know where our salmon comes from, and that it is labeled correctly.

#### 2. HIGH-OUALITY HABITAT.

... that salmon and steelhead habitat is protected and, where necessary, aggressively restored.

#### 3. FREE-FLOWING RIVERS.

... that wild salmon and steelhead have access to and from spawning and rearing habitat, and that dams and other barriers to that habitat be modified or removed to allow fish access.

#### 4. IMPERILED SPECIES PROTECTION.

... that threatened, endangered, and other depleted wild Pacific salmon and steelhead receive the highest levels of protection under the law.

#### 5. SUSTAINABLE FISHING.

... that recreational, commercial and subsistence fishing practices are managed to support the long-term health of wild salmon and steelhead.

#### 6. RESPONSIBLE HATCHERY MANAGEMENT.

... that hatchery production of salmon and steelhead works in concert with wild fish recovery efforts for Pacific stocks, and that they only be used to enhance fishing opportunity in stocks healthy enough to sustain harvest.

#### 7. CLEAN WATER.

... cooperation among communities, industry and government to stop pollution and protect high-quality water sources.

#### 8. WATER CONSERVATION.

... that state water laws and municipal, industrial, and agricultural water-users conserve water so that salmon and steelhead streams flow year-round.

#### 9. INVESTMENT IN RESTORATION AND MANAGEMENT.

... that increased sources of state, federal, and international funding be made available for the restoration and management of degraded wild salmon and steelhead and their habitat.

#### 10. NO IMPACT FROM SALMON FARMS.

... that salmon farms and their operations, if permitted to operate anywhere in the range of wild Pacific salmon and steelhead, be required to have no impact on those wild fish or their habitat.

VISIT WWW.WHYWILD.ORG TO SIGN ON TO THE BILL OF RIGHTS AND TO RECEIVE REGULAR WILD PACIFIC SALMON CONSUMER AND CONSERVATION UPDATES FROM TU.