



NEWS RELEASE

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SALMON SAFE'S NEWEST SUPPORTERS: GOV. KITZHABER, RETAIL GIANT FRED MEYER

Governor Lauds Eco-Label's Expansion into 115 Fred Meyer Stores; Hails Cooperative Effort To Restore Salmon Habitat

In front of a colorful display of foods and beverages carrying the Salmon-Safe logo, Oregon's Governor today lauded a non-profit conservation group's effort to involve shoppers and farmers in the recovery of native salmon.

"Salmon-Safe is the best example yet of the voluntary cooperative approach that is needed to prevent the extinction of wild salmon," said Gov. Kitzhaber, speaking at a news conference at Fred Meyer's Hollywood West store, one of 115 Fred Meyer outlets in Oregon, Washington, Alaska, Montana, Idaho and Utah now carrying Salmon-Safe products. "Farmers participating in Salmon-Safe are working to restore our Northwest streams and I think that's worth supporting."

Since its launch last April, the Pacific Rivers Council's Salmon-Safe logo of two intertwined fish has appeared on select Northwest foods and beverages, including wines from some of Oregon's largest vineyards, as well as fruit from Hood River and the Willamette Valley, and rice from northern California's Lundberg Family Farms. All certified farms are located in watersheds where salmon spawn.

At today's event, Pacific Rivers Council officials announced that the cooperative program had expanded significantly in less than a year, adding new products, new growers and new retail outlets.

Fred Meyer's participation means a tripling of the number of participating stores, said Daniel Kent, Pacific Rivers Council marketing director. Fred Meyer's 115 stores join 60 original participants in Oregon and Washington such as Nature's Fresh Northwest, Zupan's and Oasis groceries, and the high-profile Made in Oregon stores.

Newly certified products include packaged frozen fruits and vegetables from Stahlbush Island Farms of Corvallis, one of the Willamette Valley's largest vegetable growers; Nancy's Organic Yogurt of Eugene; and Organic Valley dairy products from Trout Lake, Washington. With these certifications, the Council has certified more than 30 growers and 9,000 acres of agricultural land in important salmon watersheds.



While Salmon-Safe is still becoming known among consumers, the program already is a hit with growers, and there is now a waiting list of growers applying for the label. “Our one obstacle has been finding the funds to keep up with the demand from growers who want to participate in this program,” Kent said. Salmon-Safe is funded by private donations, including some from area foundations.

To earn Salmon-Safe certification, a grower must adhere to Pacific River Council’s strict conservation guidelines. These include using cover crops to minimize erosion into streams, promoting ecologically sound methods to control weeds and pests, planting trees near streams to keep them cool enough for fish to thrive and improving irrigation practices. Salmon-Safe certification includes on-the-ground verification of farms by an independent certifier to ensure that growers maintain those standards.

“Fred Meyer is promoting Salmon-Safe products in our stores because we believe that there is a need for public education about how our food purchasing behavior affects our environment,” says Nancy Collins, vice president, Fred Meyer Nutrition Centers. “As one of the largest food retailers in the West, Fred Meyer is committed to doing our part to help encourage better care of watersheds where salmon spawn.”

To raise awareness of the program among consumers, the Portland firm Dalbey & Denight Advertising has created retail point-of-sale displays and public service print ads. “Buying this product can help make salmon leap,” reads the grocery store ‘shelf talker’ that shoppers at Fred Meyer and other stores see in front of certified products.

Public service ads supporting Salmon-Safe carry the tag line “After alligators and polo ponies, there’s finally a logo that means something.”

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More information about Salmon-Safe is available upon request or by visiting Pacific Rivers Council’s web site at www.pacrivers.org. Pacific Rivers Council is a non-profit organization dedicated to protecting and restoring watersheds and native fish. The Council is working in the Pacific Northwest, California, Northern Rockies and across the West.