



# NEWS RELEASE

THE PACIFIC RIVERS COUNCIL • 921 SW MORRISON, SUITE 531 • PORTLAND, OREGON • 97205  
(503) 294-0786 • FAX (503) 294-1066 • WWW.PACRIVERS.ORG

EMBARGOED FOR RELEASE  
10 a.m., April 30, 1997

Contacts: Daniel Kent (503)294-0786  
Diane Dulken (503)221-7742

## **PACIFIC RIVERS COUNCIL LAUNCHES “SALMON-SAFE” CAMPAIGN: FIRST COOPERATIVE EFFORT WITH NW FARMERS AND RETAILERS TO PROTECT WILD SALMON**

### **Salmon-Safe Logo to Appear on Select Wines, Juices, Other Food Products Throughout Oregon and Washington**

Pacific Rivers Council, one of the nation’s leading river conservation groups, today launched Salmon-Safe, a cooperative marketing effort with Northwest farms, vineyards and retailers to help revive the Pacific Northwest’s depleted populations of wild salmon.

Beginning today, the Salmon-Safe logo will appear on select Northwest foods and beverages, signifying that they were produced using farming practices that keep rivers clean enough for wild salmon to spawn and thrive. Some products are sold nationally.

“Buying this product can help make salmon leap,” reads a grocery store ‘shelf talker’ showing a logo with two intertwined fish. The logo, with text explaining the program, will appear on wines produced by some of Oregon’s largest wineries including Sokol Blosser, Rex Hill, Bethel Heights, and Yamhill Valley; other participating wineries are Tyee, Cameron, Amity, and Brick House.

In addition, Pacific Rivers Council has certified wild rice and vegetable farms in the Willamette Valley and orchards in the Hood River Valley. In northern California, the Council has certified Lundberg Family Farms, one of the nation’s largest rice producers. Many of the participating wineries and Lundberg Family Farm products are sold nationally.

“Finally there’s a logo that means something,” said the Council’s CEO Tryg Sletteland, at a press conference launching the program. The event was held this morning in the Sokol Blosser Vineyards in Yamhill County. “When consumers buy Salmon-Safe products they are supporting farmers who are taking extra steps to protect a resource important to all residents of the Northwest. This is the beginning of a win-win-win arrangement for consumers, farmers and the environment.”

The Salmon-Safe program is the first market-based cooperative effort between agriculture and environmental advocates to address an issue that has thus far polarized and



- more -

divided Northwest communities. Because the vast majority of salmon streams flow through farmlands, farming practices that protect stream habitat and water quality are essential to restoration efforts. “This cooperative program is meant as a complement to the many salmon restoration efforts underway by governments, tribes and other parties, not a replacement for federal and state mandates,” said Sletteland.

Susan Sokol Blosser, owner of one of the largest vineyards in Oregon, said, “The Oregon wine industry has always been environmentally conscious and we are delighted to participate in an effort to promote conservation practices that benefit salmon.”

Salmon-Safe products are being sold at Nature’s Fresh Northwest and other leading natural foods and specialty retailers in Oregon and Washington, including the high-profile Made In Oregon stores. Salmon-Safe products will be promoted in northern California later this year. (A list of participating retailers is available.) “We expect our customers to respond enthusiastically,” said Brian Rohter of Nature’s Fresh Northwest. “The Salmon-Safe logo appeals to our customers who want to know that their buying habits make a difference to the community and the environment.”

Pacific Rivers Council will expand the Salmon-Safe program by certifying other agricultural products, adding retailers who carry Salmon-Safe products and increasing awareness and demand among consumers in the Northwest and nationally.

“We are starting a trend,” said Daniel Kent, marketing director for Pacific Rivers Council. “We intend to expand the presence of Salmon-Safe products in the marketplace over the coming months.”

To raise awareness of the program, the Portland firm Dalbey & Denight Advertising has created a retail point-of-sale promotion and public service advertising campaign; and MacWilliams Cosgrove Smith Robinson, a national strategic communications firm with Northwest offices in Portland and Seattle, is donating public relations services.

“After alligators and polo ponies, there’s finally a logo that means something,” say the print ads that Pacific Rivers Council intends to place as public service announcements in regional publications.

To earn the Salmon-Safe logo, a product must be produced according to Pacific River Council’s conservation guidelines. These guidelines 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 to ensure that growers maintain those standards.

# # #

*More information about Salmon-Safe is available upon request or by visiting Pacific Rivers Council’s web site at [www.pacrivers.org](http://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.*