

# CELEBRATING WILD PACIFIC SALMON

Wild Pacific salmon are a valuable **cultural resource** for all Americans, an important **economic resource** for West Coast fishing communities, an **exciting recreational fishing** experience, a **nutritious food source**, and a **vital ecological link** between our freshwater and marine ecosystems.

## TAKE ACTION FOR SALMON - FILL OUT THE POSTCARD BELOW

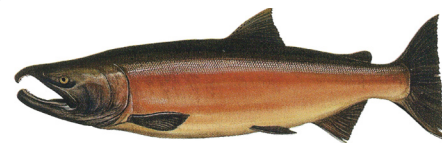
Wild Pacific salmon are in dramatic decline across the coast, with at least 26 Pacific salmon and steelhead populations in danger of extinction. Our major river systems - like the Columbia-Snake, Klamath and Sacramento - still have great potential to support healthy, fishable salmon populations, but they need your help.

## THANK YOU FOR SUPPORTING THE 2009 SALMONAID FESTIVAL

SalmonAid is a coalition of conservation, commercial and sportfishing organizations, tribes, fine food providers and musicians who support protection and restoration of our wild Pacific salmon and the watersheds on which they depend. **Your donation to SalmonAid is tax-deductible and much appreciated.**

## LEARN MORE AT [WWW.SALMONAID.ORG](http://WWW.SALMONAID.ORG)

2009 sponsors: Alameda Creek Alliance, Alaska Seafood Marketing Institute, Baja Taqueria, The Basin Restaurant, The Bay Institute of San Francisco, Center for Biological Diversity, CalTrout, Central California Joint Cable/Fisheries Liaison Committee, Central Coast Women For Fisheries, Comcast, East Bay Municipal Utilities District, Federation of Fly Fishers, Faces of California Fishing, Fish or Cut Bait, Fish. Restaurant, Friends of Butte Creek, Food & Water Watch, Honest Beverages Inc., Karuk Tribe, Klamath Riverkeeper, Half Moon Bay Fishermen's Marketing Assoc, Institute for Fisheries Resources, Jack London Square, NOAA, Morro Bay Commercial Fishermen's Organization, Oregon Wild, Pacific Coast Federation of Fishermen's Associations, Port of Oakland, Port Orford Ocean Resource Team, San Francisco Public Utilities Commission, Sacramento River Trust, Salmon Producer's Cooperative, Save Our Wild Salmon, Seafood Watch/SF Zoo, Sierra Club, Sierra Nevada Brewing Co., Small Boat Commercial Fishermen's Association, SPAWN, South Yuba River Citizens League, Tuolumne River Preservation Trust, Trout Unlimited, Water 4 Fish-CA Inland Fisheries Foundation, Waterbar.



**"SALMON HAVE BEEN A BACKBONE FOR OUR WEST COAST ECONOMY, CULTURE, AND ECOLOGY... THE FUTURE OF THIS VALUABLE NATURAL RESOURCE AND OUR COMMUNITIES REQUIRES A COMMITMENT FROM OUR ELECTED LEADERS TO FIX OUR BROKEN RIVERS AND BROKEN WATERSHEDS."**

Joel Kawahara, Quilcene WA,  
Salmon Troller

 Please tear out and send this postcard today!

# RESTORE RIVERS, RECOVER SALMON, REBUILD JOBS!

Dear President Obama & NOAA Administrator Dr. Jane Lubchenco,

Wild Pacific salmon are a national treasure supporting green jobs and thousands of businesses worth billions of dollars to the West Coast economy. In recent years, however, our salmon have suffered drastic declines. Immediate action must be taken to reverse this alarming trend.

**We need active, sustained leadership from the White House to save the West Coast's salmon-based economy. Effective salmon restoration will require a strategic, coordinated approach guided by the best available science. I urge you to prioritize the following actions to restore our rivers, recover our salmon, and rebuild good jobs across the West Coast:**

**REMOVE** costly, outdated, fish-killing dams, like those on the Snake, Klamath, and Yuba River systems.

**REDUCE** water diversions and require adequate stream flows for fish and a healthy environment. This will require supporting a transition to sustainable water usage and agricultural practices - a job made more difficult and more urgent as a result of our rapidly changing climate.

**ENFORCE** our existing wildlife, wetland, and river protection laws including the Endangered Species Act and the Clean Water Act.

Thank you.

Name \_\_\_\_\_ Email \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Phone \_\_\_\_\_



# SALMON FACTS...

**CHINOOK, COHO, SOCKEYE, CHUM, PINK, AND STEELHEAD** salmon once populated most coastal waterways from southern California north to Alaska. Renowned for their long distance migrations, wild salmon lay eggs in freshwater, live as young fish in rivers, and then migrate into the ocean before returning to their natal stream as adults. By contrast, "farmed" salmon are raised at high densities in estuary net pens, fed food pellets and treated with antibiotics. The "Atlantic" salmon you find in the store are farmed in this manner.

What are wild Pacific salmon?

Why are salmon in decline?

**ACROSS THE WEST COAST**, outdated dams, agricultural competition for water, and unenforced environmental laws destroy the streams, rivers, and estuaries that wild salmon need. Fish that evolved over millenia to survive nature's disturbances now face extinction from a few generations of human carelessness. The good news: since humans are causing salmon problems, humans can also cause salmon solutions!

**BY SIMPLY ASKING, "IS YOUR SALMON WILD?"** you can use the power of the marketplace to help recover wild salmon stocks. Commercial fishing of wild salmon is highly restricted to protect endangered fish, and the industry supports family-scale green jobs across the West Coast. In fact, fishermen have supported reductions in their fishing season for many years in order to protect salmon – but unless we also protect and restore freshwater spawning and rearing habitats, their sacrifices will be in vain.

Why eat wild salmon?

How can I help?

**SALMONAID REFLECTS A GROWING COALITION** of commercial and sport fishermen, Native Tribes, and conservation groups and others working together to solve the West Coast salmon crisis. Learn more about our member organizations by visiting their booths and their websites, or go to [www.salmonaid.org](http://www.salmonaid.org).

✂ Please tear out and send this postcard today!



Affix  
1st Class  
Stamp  
Here

**President Barack Obama**  
**NOAA Administrator Jane Lubchenco**  
C/O The White House  
1600 Pennsylvania Avenue, NW  
Washington, DC 20500