

SUBMISSION:

Proposed Marlborough Salmon Farm Relocation

1/5/2017

INTRO:

My name is Jean Loomis I moved from Gisborne to Blenheim last year. I have taught Art in NZ Secondary Schools for 30 years now I work at my Art practice full time.

My submission today comes from the perspective of a New Zealand consumer.

Like 99% of New Zealanders I came here knowing nothing about salmon farming. 2 months ago I bought a large piece of Marlborough salmon from the supermarket for dinner. The following morning my husband came out of the bathroom all concerned saying that he needed to see a doctor asap because he thought he was suffering from internal bleeding - he thought there was blood in the toilet. A little later I also had the same experience. In reviewing what we had eaten the day before I realised that the only food we had both consumed that was red - was salmon.

So I began to investigate what farmed salmon were being fed. Wild salmon meat is naturally salmon coloured because they eat crustaceans from the sea floor. Farmed salmon are fed pellets which consist of offal from abattoirs, chicken offal and feathers + a red dye called **E161g** which is added to the feed. King Salmon's marketing is misleading, the consumer is led to think that Marlborough farmed salmon: (to quote the website) is 'healthy and produced **sustainably** in the pristine waters of the Marlborough Sounds'.

As a consumer I don't like being lied to by a producer - if they are lying about this what else are they hiding. In preparing this

submission I remembered a comment about 15 years ago made by my cousin a PR consultant in Wellington. At the time she had a contract with King Salmon and she mentioned there were stories about mutant salmon in the Marlborough Sounds. She was concerned how ethically she could deliver on her contract. Is experimentation with genetically modified salmon still taking place? If so aren't they breaking the law?

On a further search of the website there is a video of an employee holding a fan shaped colour chart like a Resenes paint swatch showing many shades of 'salmon', this was being held next to the flesh of a fish I guess for grading purposes but in reality all it was really doing was measuring the amount of red dye in the product. The flesh of farmed salmon is not salmon coloured but a greyish white. This whole process is an elaborate facade to fool the consumer and who knows whats in **E161g**.....

I don't buy eggs from caged chickens, I eat only organic chicken to avoid the antibiotics, and I wont eat pork because pigs are raised in pens. The farming methods used by King salmon are proven not be sustainable hence the company's need to move the farms to other 'pristine' sites. According to **NZX** King salmon have 8 functioning farms with 3 more coming on stream this = 11, and they plan to double their existing production. They are making millions at the expense of our environment and the people of New Zealand. This is another example of the neo-liberal economic model where the company uses the environment to make the product, never cleans up or pays for the damage. These farms are floating sewers and the company's answer is to have the tide spread it everywhere. Overseas examples show that real sustainable salmon farming is done on land with filtered water and proper disposal of waste - and not in the sea. Haven't we learnt anything from the ongoing disaster of the dairy pollution in our rivers that we are now actively pursuing the same agenda for this jewel called the Marlborough Sounds.

There is a growing body of global consumers who are very concerned about how our food is produced and it will only be a

matter of time before these ethical consumers discover the lies behind this company's PR spin. If they are serious about creating salmon that is really grown sustainably they will examine all of their processes and build their salmon farms on land with proper waste disposal. Otherwise in 10 years or so we will all be back here discussing new locations for the salmon farms.

There is no planet X to go to, this is it, we must be the kaitiaki / guardians of what ever place we find ourselves. At this stage of the 21st century we need to be creating Marine Reserves in the sounds in order to regenerate our indigenous fish stocks not contributing to the further degeneration of this special place.