



Friends of Clayoquot Sound

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THANKS FOR KEEPING THESE GIANTS
OFF THE BESTSELLER LIST.

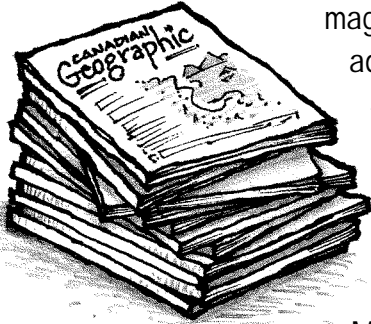
Above, an image from the Markets Initiative campaign to convince Canadian magazine publishers to switch to Ancient Forest Friendly paper.

Canadian Magazines Pledge to Start Using Ancient Forest Friendly Paper

Publishers now have information to make better paper and production choices, thanks to a FOCS co-initiative. Publishers of 34 Canadian magazines including Canadian Geographic, The Walrus and Cottage Life, recently announced their pledge to shift away from papers containing tree fibre from the world's ancient and endangered forests.

This initial honour roll of magazines committed to eco-minded paper purchasing was unfurled by the forest conservation group Markets Initiative at a week-long industry conference co-sponsored by the Canadian Magazine Publishers Association (CMPA) and a number of other industry groups.

Article continued on next page.



Markets Initiative, a coalition project of Friends of Clayoquot Sound, Greenpeace Canada and Sierra Club of Canada, BC Chapter, works to conserve biodiversity and ancient forests by helping Canadian businesses eliminate their use of papers originating from the world's ancient and endangered forests. For the past three years, the organization has been working with leading Canadian book and magazine publishers.

Magazine publishers can effect real change. Their combined influence in the marketplace is already inspiring the emergence of new, environmentally sound paper choices and will soon provide choices that are Ancient Forest Friendly. In light of this, the CMPA and the British Columbia Association of Magazine Publishers (BCAMP), in partnership with Markets Initiative, have released the

Coated Paper Eco Kit, designed to assist magazine publishers and printers in adopting and implementing eco-friendly papers and production practices.

The effort to shift magazines away from ecologically damaging papers follows upon Markets Initiative's successful campaign to encourage Canada's book publishers to adopt Ancient Forest Friendly paper. Notably, Raincoast Books chose 100-percent recycled stock for the 1.3 million copies of the Canadian printing of *Harry Potter and the Order of the Phoenix*. There are now nine Ancient Forest

Friendly book papers available from Canadian mills; there were none three years ago when Markets Initiative began its book paper campaign. Encouragingly, international book publishers are now starting to follow their Canadian colleagues' lead.

by Neva Murtha
Magazine Campaigner,
Markets Initiative

Please visit
www.marketsinitiative.org
for more information on
Markets Initiative.

Market Campaigns Pay Dividends for Clayoquot Forests

In the early 1990s, Friends of Clayoquot Sound (FOCS) was among the first environmental groups to launch what are called "Market Campaigns". The campaigns consisted of identifying major corporate buyers of wood products, such as paper manufacturers and building materials distributors, and educating these companies and their customers about logging practices in BC's forests. As a result, several buyers cancelled contracts with MacMillan Bloedel, the largest logging company that operated in the province. FOCS continues to educate major buyers of endangered forest products and has most recently focused on Japanese markets.

Gisele and Joseph Martin of the Tla-o-qui-aht First Nation, representing FOCS, travelled to Japan last November and met with several major corporate customers of the logging company Interfor. The two activists expressed their concerns regarding Interfor's ongoing "violation of aboriginal rights of the Tla-o-qui-aht" and its impending logging of intact

valleys in Clayoquot Sound. Several of these companies subsequently wrote to Interfor and expressed their concerns regarding what they had learned. The result? Just months later, Interfor released a declaration stating that it will not log in the intact Sydney and Pretty Girl Valleys for five years, and that conservation options will be explored with environmental organizations and First Nations. Interfor's Area Manager, Don McMillan, confirmed in a local newspaper that Interfor's declaration was due to the markets work of FOCS in Japan.

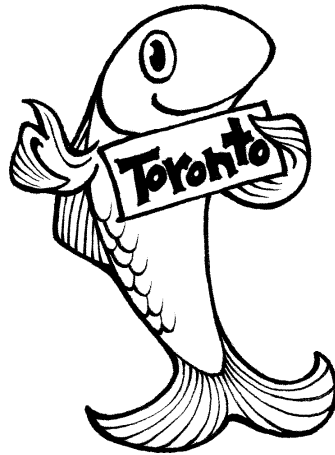
Though temporary, the commitment is significant since it marks the first time Interfor has gone on public record stating its willingness to explore conservation options for the Sydney and Pretty Girl Valleys - two of Clayoquot Sound's largest unprotected watersheds. With your help (see page 4), FOCS will keep the market campaign pressure alive to permanently protect this area of contiguous virgin rainforest spanning more than 12,000 hectares or about 30,000 football fields.

by Diego Garcia

Farmed Salmon Message Heads East to Toronto

With so much media about the environmental damage and human health risk related to farmed salmon, the Markets Team from Coastal Alliance for Aquaculture Reform (CAAR), including Dom Repta from FOCS, decided it was time to take the message east. With a vibrant pro-organics community, progressive chef scene and Canada's largest supermarket chain, Loblaws, (also owner of Heritage Salmon Farms), the team felt Toronto was the place to start.

CAAR was invited to the Toronto chapter of the Feast of Fields put on by the Organic Advocates and chef Jamie Kennedy. The event brought urban chefs into a rural environment for people to sample organic food and wine. The Organic Advocates set up a talking forum before the official event to discuss the differences between farmed and wild salmon and the risks posed by salmon farming. Dr. David Suzuki opened with a broader message of sustainability, referencing the salmon farming industry's and government's failure to recognize long term sustainability. A panelist discussion was then held with Dr. John Volpe, Jennifer Lash (Living Oceans Society) and David



Rideout (Canadian Aquaculture Industry Alliance), mediated by high profile lawyer Clayton Ruby. The audience of about 250 consisted of chefs, media and interested citizens.

The overall message was clear (despite David Rideout's best attempts to make the industry sound like it's doing its best): salmon farming is a tax on the environment, disrupts coastal communities, is economically insane, and most importantly, is killing wild salmon.

A marker of success was the dialogue opened up between the Markets Team (Dom Repta of FOCS, Kate Dugas of LOS) and Toronto area chefs. Chefs who have been selling farmed salmon have been in communication with the markets team and are committing to phasing out farmed salmon!!

The Challenge: Supermarket Tours in Toronto

You may ask, "Why is the Markets Team working on education in Toronto?" It's because Toronto area retailers and chefs are selling BC farmed salmon, and they are marketing it as "organic", even though organic certification for farmed salmon does not yet exist. The Team met with 15 supermarkets, educating employees, most of whom were very open to receiving information on the environmental and human health impacts of salmon farming.

The Team was also successful in getting a mid-sized Toronto area grocer, The Big Carrot, to move BC "organic" farmed salmon off its shelves until closed containment systems are in place and prove to be sustainable!

by Dom Repta

Global Study Provides More Information about Potentially Harmful Contaminants in Farmed Salmon

A recent study found much higher levels of chemical flame retardants (known as polybrominated diphenyl ethers or PBDEs) in farmed salmon than in most wild salmon. The study analysed approximately 700 farmed and wild salmon (totalling 2 metric tons), in order to present data representative of the salmon being purchased around the world. It found that farmed salmon contain almost 4 times the concentration of PBDEs than most wild salmon. Wild Pacific Chinook salmon also contained high levels of PBDEs, most likely because Chinook feed high on the food chain.

Since the 1970s, PBDEs have been added to hard plastics, polyurethane foam and

textiles to make them less flammable. They are found in things like upholstery, furniture cushions, carpets, mattresses, computers, TVs, automobiles and building materials. PBDEs aren't chemically bound to the plastics that contain them, so they can leach out into the environment while the products are being used or after they are discarded. Researchers believe that PBDEs can get into the food supply, accumulating in the body fat of people and animals.

Health authorities are concerned about the increased presence of these substances in animal tissues because they have been associated with nervous system problems, such as impaired learning and memory,

as well as problems with the reproductive and endocrine systems, affecting growth and development.

Although the health benefits associated with the omega-3 fatty acids in salmon are high, research shows that frequent consumption of farmed salmon will increase human dietary exposure to PBDEs. A simple solution exists for consumers concerned about the levels of any contaminants they might be exposed to from farmed salmon: when buying salmon, ask if it's farmed or wild, and avoid eating farmed salmon.

by Brenda Harriman

INTERFOR LOGGING HAS REACHED EDGE OF INTACT SATCHIE AND HESQUIAT LAKE VALLEYS IN CLAYOQUOT SOUND

◀ This Interfor engineered clearcut and road, completed mid-2004, overlook the intact Satchie Valley (visible at right of photo, with the road poised to descend into the valley). Satchie Creek and neighbouring Hesquiatic Lake Creek (visible in background, to right of tip of Hesquiatic Lake) are the only 2 intact or pristine (completely unlogged) valleys left in the Hesquiatic region of Clayoquot Sound. Next year, Interfor is scheduled to continue this road into the Satchie, and to build 22 km of road and log 6 cutblocks along the valley. Interfor is also scheduled to log 4 cutblocks in intact Hesquiatic Lake Creek — currently, road building is happening at the edge of Hesquiatic Lake Valley.

Let's Keep Market Pressure on Interfor

All of Clayoquot Sound's intact valleys are rare and ecologically precious, and require permanent protection. Interfor's 5-year moratorium on logging in the Sydney and Pretty Girl valleys is a good start, but the company needs to be pressured to permanently stay out of all intact valleys in its Clayoquot Sound tenure.

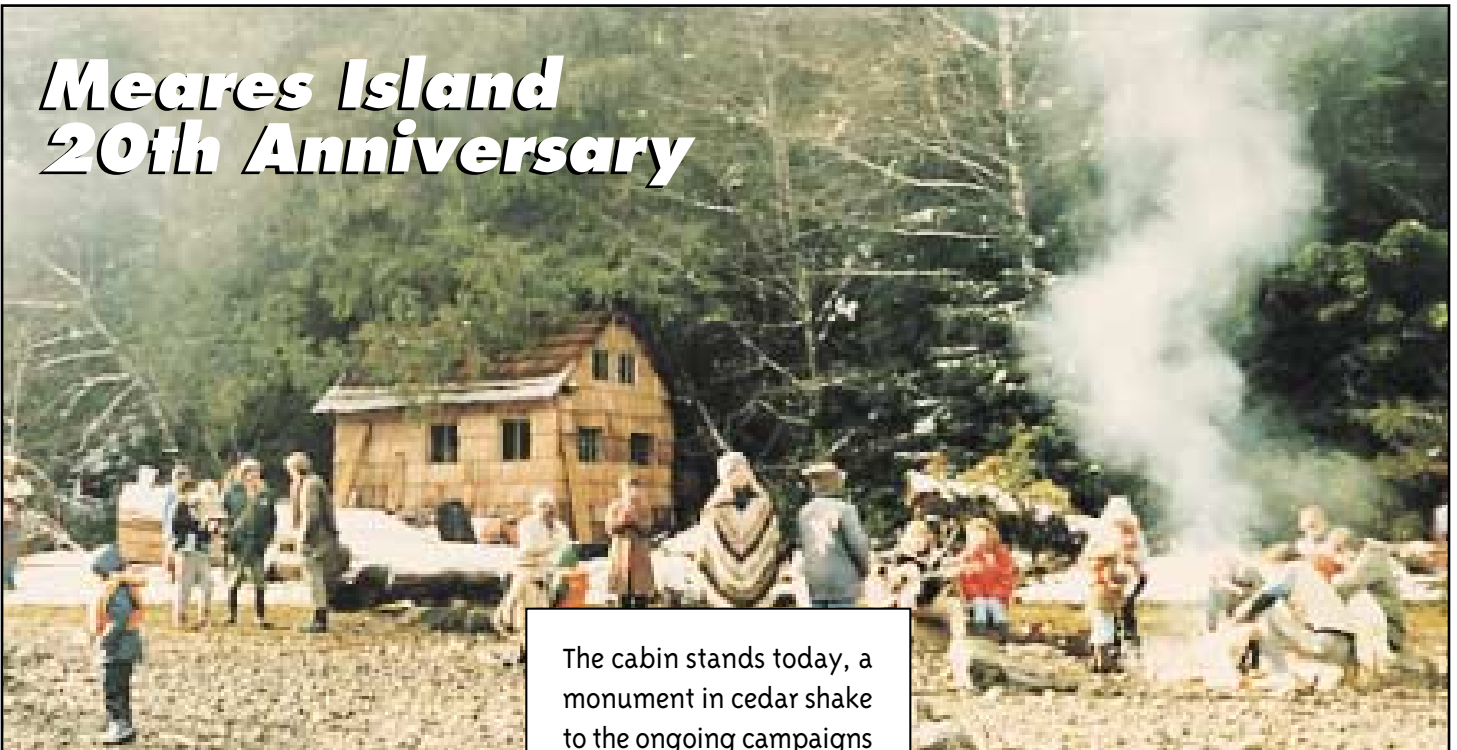
You can exert that pressure by writing to one of Interfor's corporate buyers, Itochu Corporation. Let Itochu know that Satchie Creek and Hesquiatic Lake Creek intact valleys are imminently threatened by Interfor. Email Mr. S. Suzuki of Itochu's Global Environment Department at: Suzuki-sho@itochu.co.jp

by Maryjka Mychajlowycz

Photo: Maryjka Mychajlowycz



Meares Island 20th Anniversary



The cabin stands today, a monument in cedar shake to the ongoing campaigns for environmental protection and Native self-determination.

Twenty years ago this autumn, a cabin was built on the eastern side of Meares Island at C'is-a-qis, which appears on the nautical charts as Heelboom Bay. It was built because a logging company, MacMillan Bloedel, had plans to mow the island down and run off with the money. It was built because British Columbia was more concerned with getting money from the logging company, than with respecting the rights of nations who have a legal claim to Meares Island. The cabin stands today, a monument in cedar shake to the ongoing campaigns for environmental protection and Native self-determination.

Thanks to all those who stood at C'is-a-qis on November 21st, 1984—the very first blockade in Clayoquot's history. Here's an excerpt from an account of the event, written by Leigh Hilbert. Readers can email us at info@focs.ca for the full text of Leigh's account.

"...The red & white M&B [MacMillan Bloedel] crew boats came into the bay. Friends of Clayoquot Sound members and other Tofino locals placed their boats between the huge crew boats and the beach, preventing M&B from proceeding. Media recorded heated exchanges between these two groups...

"MacMillan Bloedel not only stepped onto the beach with loggers actually

packing chainsaws, but also with a contingent of lawyers, company executives and spokesmen. Nearly the entire elected and hereditary native chiefs and council from both Ahousaht and Clayoquot [Tla-o-qui-aht] bands stood together facing the advancing M&B entourage. The light rain eased, the media pressed closer as we all did."

"The M&B spokesman read a declaration claiming their 'lawful rights issued by cutting permit from the British Columbia Ministry of Lands and Forests to log portions of their lawful timber licence holdings on Meares Island. Step aside and allow us to proceed' (and things to that end). There were a few jeers from Tofino's townspeople then a silence fell as Moses Martin, the elected chief of the Clayoquot band, stepped forward facing the M&B spokesman, lawyers and loggers."

"Based entirely from my memory of that day twenty years ago, Moses said in part something like this:

" 'In 1955 your company, MacMillan Bloedel, purchased existing cutting permits from the previous licence holder. As an agreement within that exchange

you signed a document that does not allow logging in our burial grounds, plots or gardens.' And with a circling sweep of his hand, gesturing to the forests around the rain soaked crowd, Moses proclaimed: 'We, the Ahousaht & Clayoquot people, consider all that you see here as our garden. You are welcome to walk upon our land, but you are not allowed to cut any trees here. We have declared this Island a Tribal Park for all to use, but again we allow no cutting of trees on these lands. Please return your chainsaws to your boat and come enjoy this beautiful place with us.' "

"In that moment, all native land issues on the entire Canadian Pacific West Coast took a complete about-face—altering entirely the future direction of Native land claims and rights, logging operations in coastal temperate rainforests, as well as government forest policies. But that would not be realized for years. On this day the battle lines had been drawn and MacMillan Bloedel was not going to accept this without a fight. Into the courts it went..."

The Meares blockade and court action proved successful. To this day, a court injunction obtained by the Tla-o-qui-aht and Ahousaht First Nations prohibits logging on Meares Island, pending the outcome of treaty negotiations.

Give to Clayoquot Sound and Receive Tax Benefits

Friends of Clayoquot Sound, in partnership with Tides Canada, is pleased to announce the launch of the Tides Canada Clayoquot Conservation Fund.

This Fund is set up as a means to support FOCS' research, education and outreach work, and will offer charitable tax receipts to supporters who contribute gifts of \$250 or more. (Our existing FOCS Clayoquot Conservation Fund welcomes gifts of any size).

If you would like to make a meaningful gift toward conservation of the unique forest and ocean of Clayoquot Sound and receive tax benefits for your gift, please contact FOCS Funding Coordinator, Theresa Bullock at 604-732-0013 or email Theresa@focs.ca



Photo: © Jacqueline Windh

Intact Pretty Girl Watershed

Clayoquot Conservation Fund

Give today. Cherish forever.

Local Businesses Contribute to Conservation

This summer in Tofino, local businesses showed their commitment to protecting Clayoquot Sound by participating in our first annual Clayoquot Conservation Day Initiative. July through September, participating businesses contributed a percentage of profits earned on the second Wednesday of each month toward the Clayoquot Conservation Fund, established to support local conservation efforts.

We offer warm thanks to the participating businesses: Tofino Sea Kayaking, Breakers Deli, Common Loaf Bakery, Whalers on the Point Guesthouse, Rainforest Kayak Adventures, Enchanted Gift Shop, Surf Sister, Shelter Restaurant, Jensen's Bay B&B and Zoe's at North Beach.

FOCS will begin planning the 2005 Conservation Day Initiative this coming April. If you would like more information or would like to join as a participating business, contact FOCS Funding Coordinator, Theresa, at 604-732-0133 or Theresa@focs.ca



Support the Wild!

Friends of Clayoquot Sound is a grassroots organization advocating protection for the ancient temperate rainforests and marine ecosystems of Clayoquot Sound. We are part of an international movement calling for a shift of consciousness in the way humans relate to the Earth. We need your support to continue to educate, and to inspire people to action. Please send in your donation today to help protect one of the most spectacular places on earth. Visit our website to find more ways to help.

Send your donation to:

Friends of Clayoquot Sound

Box 489, Tofino, B.C., Canada V0R 2Z0

Ph: 250-725-4218 Fax: 250-725-2527 Email: info@focs.ca

Office: 331 Neill St., Tofino Check out our website: www.focs.ca



Name: _____

Address: _____

Phone: _____ E-mail: _____

Total Donation: \$25 \$40 \$100 Other _____

Become a member of our Protector's Circle with your gift of \$500 or more.

All members receive the informative Friends of Clayoquot newsletter hot off the press!

Visa or Mastercard

NUMBER _____ / EXPIRY _____

SIGNATURE _____ DATE _____

Please charge my donation to my credit card noted above.

Join our Wilderness Team!

Your monthly donation will allow us to plan ahead more effectively and reduce administration costs.

To make monthly donations please fill in this section.

I hereby authorize Friends of Clayoquot Sound to draw on my credit card as noted above, the amount of \$ _____ every month beginning _____.

I (we) hereby authorize Friends of Clayoquot Sound to draw on my (our) chequing account a debit in electronic form in the amount of \$ _____ every month beginning _____.

SIGNATURE OF ACCOUNT HOLDER _____ DATE _____

SIGNATURE OF ACCOUNT HOLDER _____ DATE _____

Please include a sample cheque marked VOID for banking information purposes.

UBC Club Gets on Board

The Friends of Clayoquot Sound thank David Kahn, a 2nd year University of British Columbia student, for supporting our group by starting the UBC Students for Clayoquot Sound. The club will be educating the student body about forestry and salmon farming issues in Clayoquot Sound.

