

Salmon Aquaculture Dialogue in Saint John, New Brunswick, Canada: November 1-2, 2010

On behalf of the Steering Committee of the Salmon Aquaculture Dialogue, I am pleased to invite you to attend a meeting of the Dialogue in Saint John, New Brunswick, Canada on November 1-2, 2010.

The Salmon Aquaculture Dialogue is developing measurable, performance-based standards that, when implemented, minimize or eliminate the key negative environmental and social impacts of salmon farming globally while permitting the salmon industry to remain economically viable. The Dialogue is directed by a Steering Committee that consists of representatives of the salmon industry and the NGO community from the world's largest salmon-producing countries. The standards under development will be voluntary and are intended to build upon existing regulation.

The meeting in Saint John, New Brunswick is open to the public and will focus on using input received during the public comment period to revise the draft standards. It is a unique opportunity for stakeholders to respectfully share ideas and shape the development of credible standards.

Meeting Objectives

The three main goals of the meeting will be to:

1. Ensure Dialogue participants are up to date on the Dialogue goals and process;
2. Review and discuss the draft standards and the key themes that emerged during the public comment period, and;
3. Discuss specific recommendations for revising the draft document based on stakeholder feedback.

The first day of the meeting will focus on reviewing and discussing key themes that emerged during the public comment process. On the second day, participants will have in-depth conversations about priority issues and discuss recommendations to improve the draft standards.

Materials for the meeting, including a detailed agenda will be posted on the website and distributed to participants approximately one week in advance of the meeting.

Meeting Logistics & Registration

The Dialogue meeting will run from 13:00 to 17:30 hours on November 1, 2010 and from 8:30 to 17:30 on November 2, 2010. The meeting will be held at the Hilton Saint John at (www.hiltonsaintjohn.com). The Hilton is providing a discounted rate to Dialogue attendees—details on the rates and how to make reservations are included below.

If you would like to attend the salmon Dialogue meeting, please register as soon as possible, and by **October 18**, 2010 at the latest. To register, email Cate Johnson (cate.johnson@wwfus.org) and provide the following information:

Name:

Title:

Organization/Company Name:

Email address:

Hotel Reservations

The Hilton Saint John is offering the following discounted rates to Salmon Aquaculture Dialogue participants:

- Single/Double room with either Downtown or Harbour View: \$119 CAD plus tax
- Upgraded Single/Double “Club” room including breakfast: \$149 CAD plus tax

To make a reservation at the discounted rate via the website:

- Go to www.hiltonsaintjohn.com and enter in the dates for your stay
- From there a new page will load and you will enter **SALA10** in the field marked “Group/Convention Code”
- After clicking “Continue” you will be given the rate options available and continue the reservation process as prompted.

To make a reservation at the discounted rate via phone:

- Call the toll free line at **1-800-561-8282**, or the toll number +1 (506) 693-8484. When making the reservation you must quote the group code **SALA10** and the agent will walk you through the reservation process.

Background

The Dialogues are a science-based process. Scientific experts from around the world developed State of Information reports for the Dialogue for each of six key environmental impacts as well as for social impacts.

The Dialogue is an iterative, participatory, process that is developing standards using a five-step process. First, Dialogue participants identified the key environmental and social impacts of salmon production. Second, they defined principles for addressing these impacts. Third, they identified the areas of primary focus under each principle. Fourth, the Dialogue developed draft indicators, or the items that would be measured, for the environmental impacts. The Steering Committee presented the draft environmental indicators at a Dialogue meeting in Bergen, Norway in November 2009. The Steering Committee used the public comment on those indicators to revise them and develop draft standards for them. The standards are the quantitative performance measure that a farm would need to achieve. The standards will be voluntary and are intended to build upon existing regulation. Draft standards were released in August 2010 for a 60-day public comment period. The standards will be revised taking into account the feedback then released for a final public comment period.

More information about the salmon Dialogue, including the complete list of Steering Committee members and the draft standards document, is available at www.worldwildlife.org/salmondialogue. Please contact me (katherine.bostick@wwfus.org) or any of the Steering Committee members with questions and feel free to forward this invitation on to other individuals or organizations who may be interested in attending.

Sincerely,
Katherine Bostick