



Iceland is a natural wonder. Pristine fjords. Stark natural beauty. Cold, clear rivers teeming with life. But this Iceland is under attack.

*Help us spread the word: #AgainstTheCurrent is fighting to protect Iceland from uncontained aquaculture, a dirty and environmentally devastating form of fish farming.*

March 8, 2019 - Reykjavik, Iceland. In just days Iceland's Parliament is set to consider a bill that would give the world's largest aquaculture corporations unfettered access to the country's famously pristine rivers and fjords, with dire consequences for the environment and local aquatic life.

These companies want to import a cheap and destructive method of salmon farming called open-pen net farming, or "uncontained aquaculture." Barred from expanding in their home country, they need new territory to exploit—and Iceland's unspoiled waters and lax oversight make it the perfect target.

But in true Icelandic spirit, environmentalists, business owners, and residents are demanding a stop to the bill, demanding a thorough environmental review and consideration of sustainable alternatives.

They need your help. Can you share their story and let Parliament know the world is watching?

*Why is uncontained aquaculture harmful?* Uncontained aquaculture poses three grave threats to the environment and wild fish stocks: pollution, disease and lice, and genetic contamination.

1. *Pollution.* Thousands of salmon are grown in crowded net pens, fed meal made from soybeans, ground-up feathers, genetically-modified yeast, and chicken fat—a diet rich in chemicals, drugs, and dyes. This mixes with concentrated fish feces and falls through nets, smothering and contaminating aquatic life.
2. *Lice & disease.* High densities of trapped fish are vulnerable to infestation by disease and parasites. Sea lice is the biggest threat. They feed on the mucus, blood, and skin of salmon, eating fins, eroding skin, and causing constant bleeding and deep open wounds—even death. They also attack wild baby salmon migrating to sea. These lice are typically removed before coming to market, so consumers don't even know their food was infested.
3. *Genetic contamination.* Some farmed salmon inevitably escape their net pens. When these fish breed with wild salmon, they create hybrid offspring that are ill-equipped to survive. Wild eggs fertilized by farmed salmon equal lost eggs.

*But with wild salmon populations in danger, how else can we meet the increasing demand for protein and food?* There are other safer and better alternatives, like closed containment and land-based farming. These systems force aquaculture companies to deal with waste, chemical runoffs, diseases and parasites, without contaminating local ecosystems. And there's no escapes, so wild salmon populations have a chance at surviving without interference from man-made technologies.

Help us tell Iceland's Parliament to freeze expansion and to support sustainable alternatives. #AgainstTheCurrent seeks to reverse the trend of destroying nature to cheaply produce fish. Sign the petition and spread the word!



# AGAINST THE CURRENT

## FIGHT FOR THE WILD SALMON

**FACT:** The waste produced by raising approximately three pens' worth of salmon creates the waste equivalent of 120,000 people. This is like dumping raw sewage from the entire city of Reykjavik into the ocean.

**FACT:** 25% of farmed salmon die before harvest from disease and parasites. Can you imagine a farm where 1 out of every 4 cows died before maturing?

**FACT:** Genes from farmed salmon affect timing of sexual maturity, size at sexual maturity and when returning from sea, and other factors that dramatically decrease wild salmon's ability to survive in the wild.