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LACK OF BAD NEWS doesn't sell US & Canadian newspapers when it comes to farmed salmon...

The British Columbia Pacific Salmon Forum on release on Wednesday (March 12th) of a review by British Columbia scientist Dr. Brian Harvey of 87 peer-reviewed studies on the topic of sea-lice and wild/farmed salmon didn't get one single mention in the North American media, as far as one can tell by searching today (two days after the BCPSF's press announcement) the US & Canadian news databases.

In contrast, when a study – any study or argument – has a doom and gloom element to it and hails the looming death of Pacific salmon in the Broughton Archipelago, the same news databases yield dozens, if not hundreds, of results within a day or two.

Interesting thus to note the power of communication in the media (and thus the public)'s perception of the 'wild vs. farmed' debate...

Dr. Brian Harvey commented upon his study's findings Wednesday: "The burden of proof - that sea lice from farmed Atlantic salmon don't cause population decline in wild salmon - is with the salmon farming industry."

But through media coverage, it's another burden that rests on the salmon farming industry's shoulders...

Science and Sea Lice: What Do We Know is now available on the **BC Pacific Salmon Forum's** website. The views expressed in the report are those of the author.

Click here for the direct link to the 78-page pdf report.