

Submitted by

Pacific Salmon Foundation

Fraser Basin Council

Living Rivers – Georgia Basin / Vancouver Island



Do We Make it Official?

Recognizing Pacific Salmon as a BC Emblem

*A report and recommendation to the Province of British Columbia
on the designation of wild Pacific Salmon as a provincial emblem
under the Provincial Symbols and Honours Act*

July 2011

About our organizations

The **Pacific Salmon Foundation (PSF)** is a non-profit society dedicated to the conservation and recovery of Pacific Salmon. The **Fraser Basin Council (FBC)** is a non-profit society that brings people together to advance sustainability in the Fraser Basin and beyond. For the past five years, the two organizations have co-managed the **Fraser Salmon and Watersheds Program (FSWP)**, which supports the health of Fraser River salmon and watersheds and funds projects focused on fisheries management, watershed governance, habitat enhancement and public education and outreach. FSWP has been funded through the provincial Living Rivers Trust Fund and Fisheries and Oceans Canada.

Living Rivers – Georgia Basin/Vancouver Island (LR-GB/VI) is managed by the BC Conservation Foundation for the provincial Living Rivers Trust Fund and also receives funding from several additional partners. LR-GB/VI supports a wide range of watershed projects of benefit to salmon now and in the future.

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Cover photo: Sockeye salmon en route to their spawning grounds. Copyright © Brandon Cole

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Executive Summary



British Columbians widely support Pacific salmon being named our provincial fish – to join BC’s other official emblems: the Pacific Dogwood, Steller’s Jay, Kermode (Spirit) Bear, Western Red Cedar, BC Tartan and Jade.

This is the conclusion of the Pacific Salmon Foundation, the Fraser Basin Council and Living Rivers – Georgia Basin/Vancouver Island, following our joint consultations with the public on whether wild Pacific salmon should be officially recognized under the *Provincial Symbols and Honours Act*.

This report, presented to the Government of British Columbia and available to all people of the province, summarizes those consultations and our recommendations.

The idea of making salmon a symbol for BC was raised publicly in early 2009. Our organizations agreed that the idea had merit. In mid-2010 we began raising public awareness of the proposal and inviting feedback. We supported media stories, created a webpage to receive online comments, received letters and checked in with visitors at the Adams River “Salute to the Sockeye” festival. To ensure we heard from a representative sample of British Columbians, we also commissioned a BC-wide public opinion survey, conducted by the Mustel Group in October 2010.

In the public opinion survey, 93% of British Columbians surveyed named Pacific salmon as BC’s most iconic fish. Moreover, 85% of respondents said they supported a proposal to designate Pacific salmon (all species collectively) as an official emblem of the province.

Perhaps most telling of all, one in four people surveyed said they already thought of Pacific salmon as a BC emblem, whether officially designated as such or not. The public is well ahead of us!

“The ‘romance’ of the Pacific salmon has ancient roots. From time immemorial, First Nations inhabitants of the land that is today’s British Columbia revered the primal odyssey of the salmon as representative of our own capacity for constant regeneration and renewal. Predating the formal establishment of this province by eons, salmon have sustained us and have come to help signify the love of human beings for this beautiful place that is also our home.”

— Iona Campagnolo, from “Salmon is a True Symbol of our Province”
Opinion-Editorial, *Vancouver Sun*, May 2010

Pacific salmon are particularly well suited to representing the province as an emblem, for several reasons:

- **Salmon tell an inspiring story.** Their epic journey from natal streams to the ocean and back is a natural drama of survival in the face of almost overwhelming odds.
- **Salmon support communities.** Salmon have a presence across the province, from BC's coastal communities to BC's interior. They have long been connected to the cultural traditions, food supply and economic well-being of First Nations, to the work and lives of those in the commercial and recreational fishing sectors, to the stellar reputation of BC's tourism and hospitality sectors, and to the lives of all British Columbians for whom they are a valued food and natural resource, as well as a cultural icon.
- **Salmon are integral to ecosystem health.** Pacific salmon are widely recognized as integral to the health of BC ecosystems. As wild salmon travel through BC's waterways, they spread nutrients and feed a wide variety of other species and the surrounding forests. Salmon health and abundance is a sign of environmental health — helping to show whether aquatic ecosystems are in balance and resilient.

We believe the designation of Pacific salmon as BC's provincial fish is a good way to raise awareness of their value to British Columbia. In short, the designation will:

- remind us all of the natural legacy we have in Pacific salmon, and the one we stand to lose if we are not mindful
- create a unifying symbol to help the public understand the environmental, social and economic role of Pacific salmon and also the importance of water and the watersheds on which we all rely
- inspire leaders across sectors and all other British Columbians to work together to ensure salmon are here for future generations.

We also believe it is important to invest in the health of BC's rivers and watersheds, for the good of all British Columbians and the future of Pacific salmon.

Based on our consultations, we recommend that the Province of British Columbia designate Pacific salmon as a BC emblem. When the time comes, we also ask both sides of the Legislature to support the designation and thereby honour Pacific salmon, our common heritage.



Submitted by:

E.L. (Ned) Pottinger
Chair, Pacific Salmon Foundation

Charles Jago
Chair, Fraser Basin Council

Bill Cafferata
Chair, Living Rivers –
Georgia Basin/Vancouver Island

What is meant by Pacific salmon?

In British Columbia, “Pacific salmon” encompasses the following seven salmonid species of the genus *Oncorhynchus* (pictured on page 5): Chinook (*O. tshawytscha*), Chum (*O. keta*), Coho (*O. kisutch*), Pink (*O. gorbuscha*) and Sockeye (*O. nerka*) salmon, as well as Steelhead (*O. mykiss*), and Cutthroat trout (*O. clarkii*). The proposal we have considered is to honour all species collectively. This is not to suggest these species are interchangeable – clearly they are not. But a collective designation of “Pacific salmon,” along with a listing of the individual species, could help unify support across BC and increase public awareness of the unique niches and collective contribution of these salmon species to British Columbia. Any or all of the Pacific salmon species could be used in graphic representations of the new emblem.



A Look at the Proposal

“Salmon are part of British Columbia’s collective DNA. Their continuing existence supports our provincial motto — splendor sine occasu — splendour without diminishment.”

— Miro Cernetig, *Vancouver Sun*, February 2009

In this report, we explore the issue of whether Pacific salmon should be designated as an official emblem for British Columbia under the *Provincial Symbols and Honours Act*, to join BC’s other emblems: the Pacific Dogwood, Steller’s Jay, Kermode (Spirit) Bear, Western Red Cedar, BC Tartan and Jade.

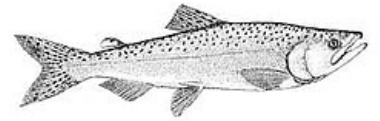
Columnist Miro Cernetig was an early champion of recognizing Pacific salmon as a BC emblem, an idea he expressed in columns in the *Vancouver Sun* in February 2009 and May 2010.

Concern for Pacific salmon was at the heart of this appeal, given historic high abundance and recent declines in salmon stocks. These declines were documented in *Sustainability Snapshot 4*, a report released at the Fraser Basin Council’s 2009 State of the Fraser Basin Conference, and sparked fresh discussions on the steps needed to ensure salmon in our future. To readers of his column, Cernetig made his case passionately: “The reason the plight of our great fish matters is that, as go the salmon, so goes the Fraser River, and as goes the mighty river, so goes what makes us Super, Natural.” He said he would nominate Pacific salmon as BC’s provincial fish as a way of building public awareness.

Former Lieutenant Governor Iona Campagnolo endorsed the idea of Pacific salmon becoming a BC emblem. In May 2010 the *Vancouver Sun* published a letter from Ms. Campagnolo in which she described wild salmon as “a precious inheritance that is deserving of our formal recognition.”

Vancouver-West End MLA Spencer Chandra Herbert brought forward his own motion in the Legislature in June 2010 to proclaim Chinook, Coho, Chum, Pink and Sockeye salmon collectively as British Columbia’s provincial fish. While that motion died, the underlying notion was very much alive.

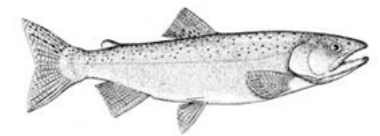
The Pacific Salmon Foundation, Fraser Basin Council and Living Rivers – Georgia Basin/Vancouver Island — organizations working for the cause of salmon and watersheds — believed the idea of designation had merit. Together we decided to invite people across British Columbia to express their views.



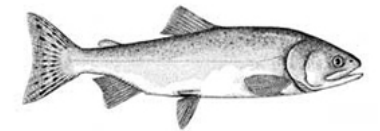
Chinook



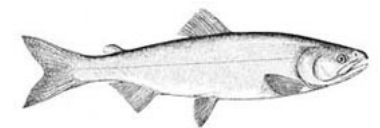
Chum



Coho



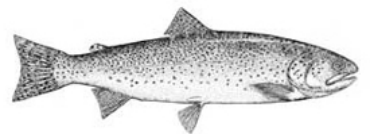
Pink



Sockeye



Steelhead



Cutthroat trout



Central to the well-being of many BC First Nations communities, Pacific salmon are a resource deserving careful management. The Xeni Gwet'in First Nations Government is leading the Chilko Watershed Roundtable, which encourages multiple interests to take an ecosystem-based approach to watershed planning and the long-term sustainability of salmon. The Fraser Salmon and Watersheds Program has helped support this initiative.

Why Recognize Pacific Salmon as a BC emblem?

There are a number of key reasons that wild Pacific salmon merit recognition as a BC emblem.

Salmon tell a story

The life cycle of the Pacific salmon is a natural drama. That story begins with young hatchlings (fry) that emerge from the gravel in rivers and streams across BC. As the fry grow, they gain strength for their long journey in the sea. Of those that reach salt water, most will not survive the perils of the coastal seas and open ocean.

Salmon that do reach maturity will ultimately head homeward to return to their native streams and spawning beds. These salmon travel far – sometimes many thousands of kilometres – from their freshwater birthplace to the ocean and back again.

The odds of survival are slim indeed. Of the thousands of eggs from one female parent, only a few fish return to spawn. Along the way, many become food for people and wildlife, including whales, eagles and bears. Those that return to their spawning grounds are destined to die soon after. In the gravels near their fertilized eggs, the dying salmon leave their own bodies to decay and decompose. And from these dead salmon come nutrients that help sustain their offspring and the ecosystem as a whole. This is the end of one generation and beginning of the next.

Salmon support communities

Pacific salmon have been pivotal to the cultural traditions and food supply of BC First Nations for thousands of years. In just the past 200 years, BC has become home to many people of many different cultures. Over that time, salmon have proved a cornerstone of both commercial and recreational fisheries, contributing to the overall economic development of BC and the enjoyment of all who live in and visit BC. Wild salmon are a precious resource for which demand remains high.

Salmon are a symbol of ecosystem health

Wild salmon are a barometer of our natural world. Salmon show us if aquatic ecosystems are in or out of balance. Today we recognize that ecosystems are indeed under pressure, and all species of BC wild salmon face a new, more arduous upstream battle for survival as a result of climate change, habitat loss and other risks. But there is hope. More than ever, communities, individuals, businesses and all orders of government (Federal, Provincial, Local and First Nations) are working together to create healthier watersheds for common benefit. The importance of this work is addressed in “Keeping Pacific Salmon in our Future” on page 23.

The Value of Pacific Salmon to British Columbia



Historical, Cultural and Social Value

- ◇ The earliest salmon fossil, *Eosalmo driftwoodensis*, was found in 1977 at Driftwood Creek in Smithers, BC. It is estimated to be 50 million years old and from the Early Cenozoic Period.
- ◇ People and salmon have maintained a complex relationship in the Pacific Northwest for at least 10,000 years. BC First Nations have formed a deep spiritual relationship with salmon dating back thousands of years, and many communities are founded on traditional fishing grounds. First Nations respect for salmon is reflected in their stewardship, customs, culture and art.
- ◇ The importance of salmon to all British Columbians is reflected in BC's celebrations, our arts, and the high level of public involvement in stream cleanups, storm drain marking, salmon fry releases and watershed projects.
- ◇ Children learn to make the connection with salmon early, in different ways. For over 20 years, classrooms in BC and the Yukon have participated in a Fisheries and Oceans Canada program called Salmonids in the Classroom. Today over 800 classrooms are raising salmon fry for release in local streams. It is an early opportunity for children to understand the circle of life, death and renewal.



Community and Economic Value

- ◇ Pacific salmon have been a major food for First Nations for thousands of years, and have remained a valuable food for all subsequent generations of British Columbians.
- ◇ Fisheries and Oceans Canada reports that, in an average year, about 28 million salmon, 75% of them pink and sockeye, are caught in British Columbia, with a landed value of approximately \$250 million.
- ◇ Freshwater and tidal sport fishing in BC has a large economic impact. The province hosts some 600,000 resident and tourist anglers, who spend more than \$1 billion annually on fishing-related equipment and expenses, and support more than 10,000 jobs.
- ◇ Public viewing of salmon and interdependent wildlife species is a growing part of BC's tourism industry. Tourists spend an estimated \$1.5 billion on wilderness tourism, not including money spent on hotels, restaurants and transportation.

Ecological Value

- ◇ Wild Pacific salmon have evolved over eons to be interdependent with all elements of their environment. They are a fundamental food source for many predators in freshwater lakes, rivers and streams and in the ocean. The carcasses of those salmon that make it to spawning grounds help feed the next generation of salmon fry.
- ◇ Wild salmon carry nutrients from the rivers to the sea and back; their remains also fertilize BC's forests.
- ◇ Salmon play a key role as a biosensor. Their health is an indicator of general ecosystem health, and a decline in salmon adversely impacts ecosystem integrity.



Wild Pacific Salmon — in and of British Columbia

Over 130 species rely on Pacific salmon, directly or indirectly. In British Columbia, one of these is the Kermode (Spirit) Bear, recognized as our provincial mammal since 2006. Science reinforces the important role salmon play in shaping the composition of our natural ecosystems. A 2011 SFU study of 50 watersheds in BC's Great Bear Rainforest found that bears, fish-catching wolves and other predators not only benefit directly from salmon, but carry huge amounts of salmon into the forest, providing a potent nutrient subsidy that drives the growth of trees and other vegetation. Interestingly, salmon fertilize salmonberries, another favourite food of the Kermode. It would be difficult to name a fish that complements the other BC official emblems more perfectly than Pacific salmon.

Above: Spirit Bear with salmon

Photo courtesy of Steve Williamson, wildlife photographer

Copyright © Steve Williamson



Official Flower (1956) Pacific Dogwood (*Cornus nuttallii*)

BC's native dogwood has long been a favourite flower and was protected by legislation until 2002. The idea of a provincial flower dates back to at least the mid-1930s. By 1940 a Vancouver women's group that was fundraising for soldiers dubbed the dogwood "BC's floral emblem." Members sold homemade pins representing the dogwood, and these were later distributed by the Vancouver Rotarians and Kiwanians. The flower soon became common on tourist items. It was named BC's official flower in 1956.



Official Bird (1987) Steller's Jay (*Cyanacitta stelleri*)

The Steller's Jay is a BC emblem chosen by popular vote, the result of province-wide mail-in ballot held by the Ministry of Environment and Parks. The naming of BC's official bird was intended to mark the national centennial of wildlife conservation in Canada. From 85,000 returned ballots, the Steller's Jay topped the poll at 21,261 votes, while the Peregrine Falcon finished second and the Trumpeter Swan third.



Official Mineral (1968) Jade

British Columbia is a top producer of nephrite, a popular form of jade. The designation of jade as BC's official mineral in 1968 was accompanied by creation of a Crown reserve for rockhounds on a stretch of the Fraser River between Hope and Lillooet – a place where amateur prospectors could scout for jade without need for a certificate. This semi-precious gemstone is very hard and was once used for tools; it is now a popular stone for jewellery and sculpture.



Official Tree (1988) Western Red Cedar (*Thuja plicata*)

The Western Red Cedar became BC's official tree in celebration of the BC Forest Service's 75th anniversary and recognition of the province's forest heritage. The process involved public nominations as well as student essays and a final recommendation by the British Columbia Tree Council, taking into account BC's culture, history and economy. BC's First Nations have had many uses for red cedar: wood for buildings, roots for baskets, and bark for clothing, to name a few examples. Cedar is a beautiful warm wood and a high-value building material for housing, fencing and other structures.



Official Tartan (1974) British Columbia Tartan

British Columbia adopted its own tartan in 1974. The tartan was designed in 1967 by Earl Kitchener Ward to honour the double centennial celebrations of 1966-67 that marked the creation of the United Colony of Vancouver Island and British Columbia (to be known as British Columbia) and Canada's Centennial. The tartan was recorded with the Court of the Lord Lyon in Edinburgh in 1969 (and is now in the Scottish Register of Tartans). The colours are: blue for the ocean; white for the dogwood; green for the forests; red for the maple leaf; and gold for the crown and sun on the shield and flag.



Official Mammal (2006) Kermode (Spirit) Bear (*Ursus americanus kermodei*)

A campaign led by West Vancouver teenager Simon Jackson in the late 1990s to protect the Kermode's habitat from logging brought public attention to this rare white bear, which is actually a subspecies of black bear whose white fur is a unique genetic trait. In 2005 the BC government introduced protections for Spirit Bear habitat, and the Kermode was designated as BC's official mammal the following year.

Photo courtesy of Picture BC.

British Columbia's Emblems and the Process for Designation

British Columbia now has an official flower, tree, mammal, bird, mineral and tartan. If similarly designated, Pacific salmon would become BC's official fish under the *Provincial Symbols and Honours Act*.

The legislation does not mandate a specific process leading to designation of an emblem. The history of previous designations shows variations in how provincial emblems have been chosen. We think the consultations to date provide a sufficient foundation for naming Pacific salmon as BC's provincial fish.

A summary of the history of symbols is available on the BC government website, and further background can be found in *British Columbia's Provincial Emblems* by reference librarian Emily Yearwood-Lee of the BC Legislative Library: see www.corporate.gov.bc.ca/bcspiritbear/provincial_emblems.htm and www.llbc.leg.bc.ca/public/background/200601bp_provincial_emblems.pdf.



The British Columbia flag, adopted in 1960, reflects the design of the provincial shield of arms. At the top is a rendition of the Union Flag, in the centre of which is the King Edward crown, representing the province's origins as a British colony. The wavy white and blue lines symbolize the province's location between the Pacific Ocean and the Rocky Mountains. The setting sun represents the fact that British Columbia is Canada's westernmost province.

Source: Wikipedia, quoting Province of BC "BC Facts" 2008

Our Consultations: Finding Out What People Think



Staff of the Fraser Salmon and Watersheds Program join the BC Conservation Foundation as they evaluate the effectiveness of habitat restoration projects in the Fraser Valley. Photo by Jessica Hawkins

Beginning in mid-2010, the Fraser Basin Council, Pacific Salmon Foundation and Living Rivers – Georgia Basin/Vancouver Island began to explore public views on making Pacific salmon BC's provincial fish.

All three of our organizations work on programs for the sustainability of BC's Pacific salmon and watersheds, and we saw potential to raise public appreciation of salmon through this initiative. The question was: *What did British Columbians think?*

To find out, we began two rounds of province-wide media outreach, in June and October 2010. We invited comments at ThinkSalmon.com, a public education website of the Fraser Salmon and Watersheds Program, co-managed by the Pacific Salmon Foundation and Fraser Basin Council.

Also in June, 2010, we wrote to Premier Campbell and the Hon. Barry Penner, then Minister of Environment, to raise the idea and explain our consultations. We promised to deliver a synopsis of public comments to the Province of BC and make these publicly available. Both the Premier and the Minister of Environment expressed interest, and we were encouraged to continue our consultations.

We heard from the public through online radio shows, through postings on the ThinkSalmon website, and through written comments from visitors at the Adams River "Salute to the Sockeye" celebration in October 2010.

Recognizing that qualitative feedback may come primarily from those

One in four people surveyed thought of Pacific salmon as a symbol of the province, whether officially designated as such or not



favourable to the proposal, we wanted to add rigour to our consultations by surveying a statistically representative sample of the BC public.

BC-Wide Telephone Survey

The Pacific Salmon Foundation and Fraser Basin Council commissioned a telephone survey of 502 adults across the province. The survey was conducted by the Mustel Group between October 5 and 15, 2010, a component of their provincial omnibus survey. The results are considered accurate within a $\pm 4.4\%$ margin of error.

The following questions were posed:

If British Columbia were to add a fish as one of its provincial symbols, what type of fish is most iconic for the province?

The question was open-ended, and the results were unequivocal: 93% of survey respondents named Pacific salmon as BC's most iconic fish. This was without any aiding or prompting. Of those, 72% named Pacific salmon, salmon or wild salmon as a whole, and 21% named a specific Pacific salmon species.

Among those naming a specific species, Sockeye was the most popular choice (14% of all respondents), followed by Chinook (3%), Coho (2%) and Steelhead (1%).

Would you support or oppose all wild Pacific salmon together as a provincial symbol for BC? Why do you say that?

Support for this proposition was also compelling: 85% of survey respondents said they would support the proposal to designate Pacific salmon collectively as a provincial emblem.

This was a multiple choice question. Respondents were asked if they "strongly support," "somewhat support," "somewhat oppose" or "strongly oppose" the proposal to so designate Pacific salmon. Of all respondents, 38% were somewhat supportive and 47% were strongly supportive.

When asked to explain their opinion, respondents most often pointed to the significance of salmon to the economy of the province, our cultural heritage and ecological health.

Of the respondents who were somewhat (6%) or strongly (4%) opposed to the idea, some expressed concern about whether it was appropriate to choose one salmon species over another, and some respondents were less interested in symbols than more substantive issues.



Elementary students learn about the fish ladder at Fee Creek near Pemberton. Watershed education for all ages has been possible through funding from the provincial Living Rivers Trust Fund and Fisheries and Oceans Canada.

In a province-wide survey, 93% of respondents named Pacific salmon as BC's most iconic fish

85% of survey respondents said they support a proposal to designate Pacific salmon collectively as a provincial emblem



Students and parents of the Sikh Academy in Surrey release 50,000 chum fry into Bear Creek Park in March 2011, one of many community engagement projects supported by the Fraser Salmon and Watersheds Program. Photos by Lindsay Gardner



Would you say that the state of health and well-being of BC's wild Pacific salmon is very good or excellent, good, poor or only fair? Why do you say that?

When asked about the state of Pacific salmon, 43% of survey respondents said they perceived it as poor or only fair, 34% as good, and only 14% as very good or excellent.

The survey interviews were conducted in October, 2010 at a time when record Sockeye returns were being widely reported. The survey reveals that the public has an enduring interest in the future of Pacific salmon and understands that one year of strong returns does not diminish the need for care. Respondents flagged their awareness of stock declines, the need for better conservation and monitoring, and concerns about environmental conditions for salmon.

For a summary of survey results, see [Appendix A: Salmon Attitude Research – Survey Results](#).

On the state of health and well-being of BC's Pacific salmon, 43% of respondents were of the opinion it was poor or only fair



Today wild Pacific salmon remains a staple for many Aboriginal communities, a cornerstone of commercial and recreational fisheries, and a culinary delight for BC residents and tourists alike.

“There is nothing that connects us as British Columbians more than our wild salmon. From remote spawning beds in the upper reaches of mountain valleys to the rivers that flow through our communities all the way to the ocean...and back again. Whether we are fighting for the right to harvest them, catch and release them or conserve them — they remain an important part of our culture, history, ecosystem and food chain.”

— Shannon McPhail, Kispiox Valley

“Pacific wild salmon have nourished and created the BC Coast. This fish has fed our forest, wild animals, First Nation Peoples, and communities for millennia. I cannot think of a single reason why Pacific wild salmon should not be recognized as our BC Fish.”

— Robert Tritschler, Parksville

“Pacific salmon are the lifeblood of BC. They feed everything — the bears, the trees, the soil, the people. ...They migrate far inland upriver — an unbelievable distance from the sea. This is unique to BC — Atlantic salmon do not die when they spawn, so they do not feed the soil as Pacific salmon do.”

— Cynthia Callahan-Maureen, Victoria

Online Comments at ThinkSalmon.com

Beginning in July 2010, members of the public had an opportunity to learn about the proposal to designate Pacific salmon as a BC emblem and to share their opinions at ThinkSalmon.com, an educational website of the Fraser Salmon and Watersheds Program, co-managed by the Pacific Salmon Foundation and Fraser Basin Council.

Visitors offered comments via the dedicated webpage called “Should wild Pacific salmon be an official symbol of British Columbia?” Some 120 people also joined a Facebook group in support of the proposal.

Almost all those offering an opinion on the ThinkSalmon webpage supported making Pacific salmon an emblem for BC, and echoed many of the reasons summarized earlier in this report.

To read these comments, see

Appendix B: Comments from the Think Salmon website.



One is never too young (or old) to share the story of salmon



The Count on Salmon project (above) has combined several sources of information about salmon abundance to improve estimates of the number of Sockeye, Chinook, and Pink salmon at critical points in the system. The project has been funded collaboratively by the Living Rivers Trust Fund through the Fraser Salmon and Watersheds Program, and by the Pacific Salmon Endowment Fund Society, Pacific Salmon Commission and Fisheries and Oceans Canada. The photos above show fish wheels used to live capture salmon on the Fraser River for species identification, tagging and DNA analysis.

“British Columbia is well known around the world for its wild Pacific salmon stocks. People come from all over to experience the beauty of the oceans and rivers of British Columbia that wild Pacific salmon thrive in. Salmon in British Columbia represent a massive sustainable business opportunity for our province if and only if we have courage to stand up and protect them. Wild Pacific salmon are our heritage and must be conserved for future generations to cherish.”

— Benjamin Kineshanko, Burnaby

“Salmon are a significant part of natural, beautiful BC. We need to protect what millions of residents and visitors enjoy about living and visiting inside BC. All levels of governments should recognize that this is an important symbol to First Nations and the culture of all residents of our Province. This will hopefully remind governments when they do decide on and set policy that they consider the ramifications of those policies on Pacific salmon in particular and wildlife in general. This is the foundation and culture of BC. This is why people come to live here and visit. To have Pacific salmon as the official fish of BC will remind us to conserve and protect this fish and its habitat for the future well-being of our land, waterways and oceans and all of its inhabitants.”

— Bob Stanton, Chilliwack



Visitors come to the Adams River from across BC and around the world to marvel over the returning Sockeye

Comments from Visitors at the Adams River

Every four years, people from across BC and around the world gather on the banks of the Adams River near Chase for the traditional “Salute to the Sockeye.” This popular festival kicks off at Roderick Haig Brown Provincial Park to celebrate the largest Sockeye runs in the area. The event has grown tremendously in recent years and offers an ideal way for the average person to get up close and personal with salmon.

In the fall of 2010, BC witnessed a very strong Sockeye run, which was a welcome change compared to previous years. Over 3.8 million spawners returned to the Adams River, and the waters soon sparkled crimson and green. The spectator turnout was almost as thrilling – an unprecedented 230,000 visitors made the trip – including 25,000 tour bus visitors and 15,000 school children. They came to learn about the salmon life cycle, and to see it for themselves. They did so from the viewing platforms, or while balancing on rocks and logs and peering into shallow pools. They breathed in the fishy smell of life ending, and new life beginning. Visitors came from all around the globe, including China, Europe, Japan and the United States.

The Fraser Salmon and Watersheds Program hosted an educational booth at this event and we invited comments on the proposal to designate Pacific salmon as BC’s provincial fish. While most people were focused on seeing the salmon (of course), some took time to stop and write down comments, all favourable to the proposal. In the spirit of the event, some of the children added artistic flair by illustrating their salmon stories.

Comments from that event are set out in **Appendix C: Comments from the Adams River 2010 “Salute to the Sockeye.”**

“Watching Adams River salmon is a sight to behold. What a wonderful designation the wild Pacific salmon would be for BC.”

— Ken Rogers, Calista

“It can make this west-coast-only natural phenomenon more well-known to the world and thus build an even better reputation for BC.”

— Calvin Chan, Burnaby



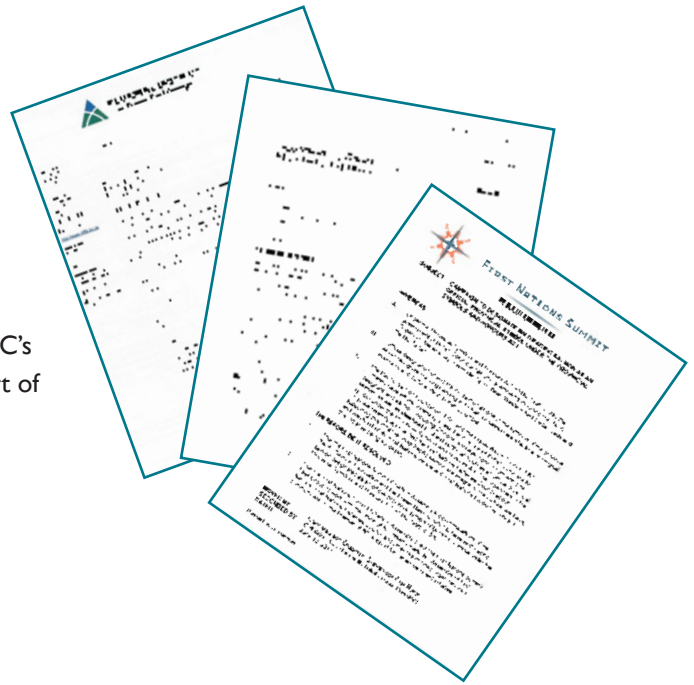
Letters and Resolutions of Support

First Nations

The Fraser Basin Council, Pacific Salmon Foundation and Living Rivers – Georgia Basin/Vancouver Island were pleased to learn that all three of BC’s First Nations leadership organizations have passed resolutions in support of Pacific salmon becoming a provincial emblem for BC:

- First Nations Summit
- Assembly of First Nations of BC
- Union of BC Indian Chiefs.

Letters confirming these resolutions are set out in **Appendix D: Letters and Resolutions of Support**.



BC Local Government

Our organizations were also pleased to receive resolutions and letters of support for this proposal from several non-profit organizations and from a number of BC local governments. We have received letters of support from:

- Bulkley-Nechako Regional District
- Cariboo Regional District
- Columbia Shuswap Regional District
- Fraser-Fort George Regional District
- Fraser Valley Regional District
- City of Port Alberni
- City of Salmon Arm
- District of Sicamous
- Squamish-Lillooet Regional District
- District of West Vancouver
- Pender Islands Conservancy
- BC Sustainable Energy Association
- Rivers Institute at BCIT.

The District of West Vancouver Council received delegations from the Pacific Fisheries Resource Conservation Council and from students at West Vancouver Secondary School. Council unanimously passed a motion in favour of the proposal, and Mayor Penny Goldsmith-Jones said Council was pleased to support the “volunteerism, leadership and vision of our students.”

For details, see **Appendix D: Letters and Resolutions of Support**.

“The Regional District of Bulkley-Nechako Board of Directors agrees that salmon are one of the species that link British Columbians and represent an important indicator of the health of our communities and watersheds, and therefore supports the concept of Pacific salmon as a provincial symbol under the Provincial Symbols and Honours Act.”

— Eileen Benedict
Chair, RD of Bulkley-Nechako

“It’s pretty hard to vote against it.”

— Alan Harrison
City of Salmon Arm councillor

Are There Any Concerns About Designation?

Among those who voiced an opinion during our consultations, there was little opposition to recognizing Pacific salmon as a BC emblem.

In face-to-face discussions and media interviews, we explored whether there were any drawbacks to the proposal. Here are the issues we canvassed, in the form of questions and answers, for consideration.

Would another fish be just as suitable, such as sturgeon or rainbow trout?

This is a good question. All BC's native fish species are unique and important. Yet it became clear to us in our consultations that Pacific salmon resonate most strongly with British Columbians. Salmon have played a star role in our history, culture, food supply, ecosystem health and economy, and are known to communities from the interior to coastal waters, both in the north and south of BC. In our survey 93% of people named Pacific salmon as most iconic of BC, and less than 4% named non-salmonid species.

Would designation of Pacific salmon as an emblem mean they are no longer fished?

No, the designation of Pacific salmon as a BC emblem would not affect policies over salmon or salmon fisheries. Pacific salmon will remain an important natural resource on which BC communities rely. In this sense, Pacific salmon would be similar to the Western Red Cedar, a mainstay of BC's forest industry and BC's provincial tree since 1988.

Still, let us be clear: nobody should underestimate the challenge of managing Pacific wild salmon sustainably for the long term. This challenge is there, with or without designation. Fisheries management has to conserve fish stocks and their genetic diversity, fulfill Aboriginal fishery obligations, and distribute fishing opportunities to other users. It is incumbent on all orders of government, public and private sector organizations, and all private citizens to work together to secure salmon for the future.

Would we be better to take action that directly benefits salmon?

Thankfully, this is not an "either-or" situation. The proposal to designate Pacific salmon should go hand-in-glove with measures in the public, private and non-profit sectors to promote salmon abundance over the long term. We have described opportunities under "Keeping Pacific Salmon in our Future" in the next section.

On the lighter side ...

"Of course the Pacific salmon should be BC's official fish. Why are we debating this? ... The salmon are mysterious, for one thing. They swim out into the ocean and disappear for four years. Nobody knows what the hell is going on out there. It's a perfect representation of Ottawa's general attitude toward BC. Then they swim back up the river to where they were born. Nobody knows how they know where they're going. It's like watching Vancouverites drive."

—Les Leyne, *Victoria Times-Colonist*, July 2010



Keeping Pacific Salmon in our Future

Pacific salmon are awe-inspiring. Indeed, these magnificent fish have captured and held human imagination for countless generations, whet our appetites, fed our communities and supported our ecosystems. But will it always be so, in the lives of our children, grandchildren and great-grandchildren?

There's a fragile balance of factors that contribute to salmon survival. For example, we know that Pacific salmon need good freshwater habitat, with an adequate supply of clean, cold water and suitable ocean conditions if they are to survive. For that reason, protection and sound management of BC watersheds is a major factor in the future of salmon and is an investment in our own health and well-being as a people. Healthy, sustainable watersheds are ever more a challenge in the face of climate change.

We intend the designation of wild Pacific salmon as BC's provincial fish to raise public awareness of salmon and to inspire collaborative efforts across BC to keep salmon in our future. When it comes to action, the provincial Living Rivers Trust Fund has been a big step in the right direction. In partnership with the federal government, the Province has shown leadership over the past five years by investing money in BC's watersheds – resulting in such programs as the Fraser Salmon and Watersheds Program and Living Rivers Georgia Basin/Vancouver Island.

Between 2006 and 2010 FSWP completed 275 projects across the Fraser River Basin that enhanced collaboration among the Province, the federal government, First Nations and local governments, as well as many stewardship organizations and fisheries interests. There have been over 100 partners in all, working together for healthy watersheds. For a look at our projects, visit ThinkSalmon.com. Over that time, we have seen distinct progress:

- Improved information to support better fisheries management
- Restoration of critical salmon habitat
- Better resource management through collaboration of government agencies and stakeholders
- Reduction in conflicts and search for solutions, thanks to better relationships.

The future of Pacific salmon will indeed depend on the willingness of people to work together across sectors and across jurisdictions for the health of freshwater ecosystems, the health of the oceans, and sustainable management of natural resources. There is an opportunity for the Province of BC to show ongoing leadership close to home through a renewed investment in the health of BC's watersheds.

“It is time for government to catch up with public opinion. Pacific salmon were an iconic symbol for First Nations long before others arrived. New Canadians quickly understood that salmon were a quintessential element of West Coast life, and successive generations of British Columbians have viewed all species of Pacific salmon as a unifying symbol of the connection between people and the natural environment. The time is overdue to acknowledge the obvious and name Pacific salmon the official fish of British Columbia.”

— Gerry Kristianson, Sidney



The Fraser Salmon and Watersheds Program has invested in win-win projects for people and fish. An example is the Farmland Riparian Interface Stewardship Program (FRISP), which offers peer-to-peer support for BC agricultural producers to maintain healthy waterways and prevent land loss from erosion.

Next Steps on Designating Pacific Salmon as BC's Fish

Since we began soliciting public comment in mid-2010 on the proposal to make Pacific salmon BC's provincial fish, the Pacific Salmon Foundation, Fraser Basin Council and Living Rivers – Georgia Basin/Vancouver Island have kept the Province of British Columbia current on our progress. We received encouragement on these consultations from the Minister of Environment.

In February 2011 John Woodward, Chair of the Living Rivers Advisory Group, briefed the Hon. Murray Coell (then Minister of Environment) on the results of the public opinion survey that showed public support for the proposal. Minister Coell said that staff of his ministry would consult with their counterparts in the Ministry of Natural Resource Operations and Ministry of Agriculture. He said he expected a recommendation from staff on whether to proceed with a process to designate a provincial fish under the *Provincial Symbols and Honours Act*.

As the Minister noted, a number of factors would inform that decision, including whether it is an appropriate legislative priority and whether resources are available. "I do recognize the role a strong symbol can have in promoting change," the Minister wrote to Mr. Woodward. "Therefore, the possibility that Pacific Salmon, as a symbol for our province, will promote sustainability will also inform my decision."

We are pleased to complete the circle by formalizing this proposal and presenting it to Terry Lake, Minister of Environment, Steve Thomson, Minister of Forests, Lands and Natural Resource Operations, and Don McRae, Minister of Agriculture and to the Office of Premier Christy Clark. We trust the proposal will be shared with officials and staff of all relevant ministries. We intend to present copies to the Official Opposition and make it publicly available in the near future.

In delivering this proposal to the Province of British Columbia, we ask that serious consideration be given to the designation of Pacific salmon as a provincial emblem. We also encourage both sides of the Legislature, when the time comes, to respect the non-partisan nature of this proposal and to offer support.



Recommendation: Designate Pacific Salmon as a BC Emblem

Following our public consultations and for the reasons given in this report, the Fraser Basin Council, Pacific Salmon Foundation and Living Rivers — Georgia Basin/Vancouver Island recommend:

That the Province of British Columbia designate wild Pacific salmon, all seven species collectively, as an emblem for BC.

We see the designation as an important way to:

- remind us all of the legacy we have, and what we stand to lose if we are not mindful
- create a unifying symbol that helps the public understand the environmental, social and economic role of Pacific salmon and also the importance of water and the watersheds on which we all rely
- inspire leaders across sectors and all other British Columbians to work together to ensure salmon are here for future generations.

Conclusion

Wild Pacific salmon have long been recognized as a British Columbia icon. Nothing represents the free, determined spirit of British Columbia so fully, or demonstrates the circle of life so dramatically. No creature better connects our past, present and future, unites our regions, or contributes more to the health of our people, our wildlife, our land and water, our culture and our economy.

We believe the time is right for Pacific salmon – all species collectively – to become a provincial emblem, alongside the Pacific Dogwood, the Kermode (Spirit) Bear, Steller’s Jay, Western Red Cedar, Jade and BC Tartan. From the consultations described in this report, we are satisfied that British Columbians support the designation of wild Pacific Salmon as BC’s fish emblem under the *Provincial Symbols and Honours Act*.

A key reason for the designation is to raise awareness of the importance of wild Pacific salmon to British Columbia. The proposal is also intended to deepen public commitment to keeping salmon in our future. It is an honour and a pledge, one true to our provincial motto: *Splendour without Diminishment, Beauty Without End*.

“The salmon runs are a visible symbol of life, death and regeneration, plain for all to see and share... The salmon are a test of a healthy environment, a lesson in environmental needs. Their abundant presence on the spawning beds is a lesson of hope, of deep importance for the future of man.”

— Roderick Haig Brown (1974),
from *The Salmon*

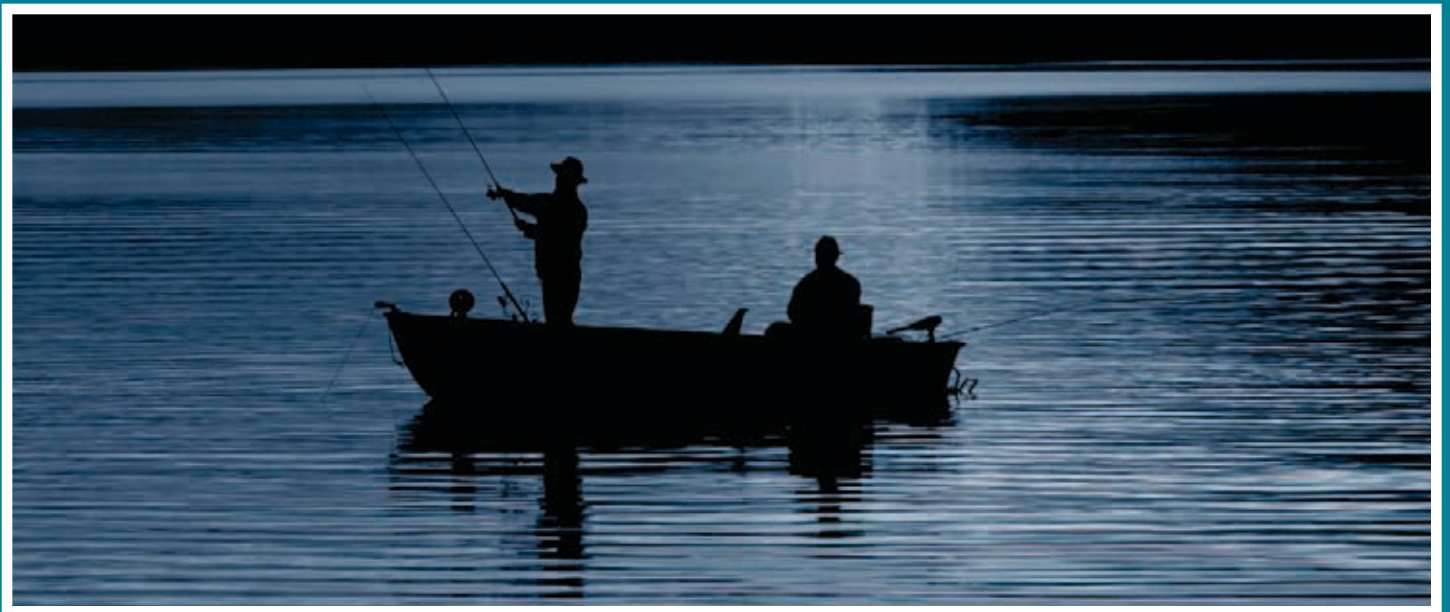
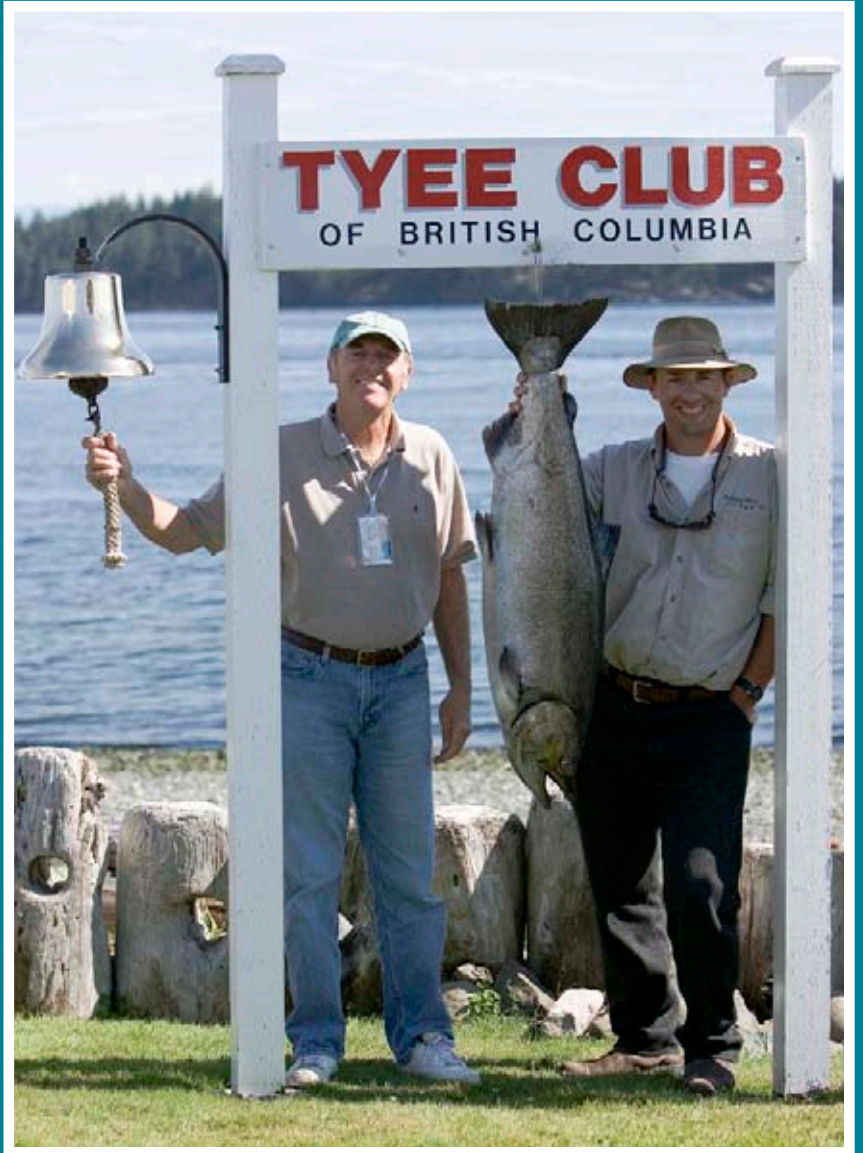


Spirit and tenacity in action, a salmon heads upstream in the Clearwater River.

Going for the Big One!

Anglers launch from the Tye Club in Campbell River, a city that takes pride in the name “Salmon Capital of the World.” Since 1924, the Tye Club has been dedicated to pursuit of the elusive *Tyee*, a Coast Salish term for a tribal chief, which in Chinook Jargon (trading language) also meant a very large Chinook salmon.

Tyee Club photos (top left and right) courtesy of Richard Schmon and Lisa Woodward



Appendix A: Salmon Attitude Research — Survey Results

In October 2010 the Pacific Salmon Foundation and Fraser Basin Council commissioned a telephone survey of 502 adults across the province. The survey was conducted by the Mustel Group, a component of their provincial omnibus survey.

These are the results, considered accurate within a $\pm 4.4\%$ margin of error.



➤ Introduction

Motivation: letter from Penner as Environment Minister encouraged PSF/FBC to continue public consultation on the question of whether salmon should be officially designated an icon of BC, and make a recommendation based on results

Omnibus Survey

- 502 telephone interviews with British Columbia adults, 18 years and over
- Margin of error: $\pm 4.4\%$ at 95% confidence level in the most conservative case; 6 percentage point spread required between measures
- Industry-standard, multi-stage random selection techniques employed
- Municipal quotas ensure the population is represented according to its actual distribution
- At tabulation stage, weighting adjustments bring basic characteristics of age, gender and region into their correct known proportions based on Statistics Canada population figures
- Interviewing conducted October 5th to October 15th, 2010

➤ Overview: Polling QUESTIONS

Support for salmon as an official icon

- If British Columbia were to add a fish as one of its provincial symbols, what type of fish is most iconic for the province? (open ended)
- Would you support or oppose all wild pacific salmon together as a provincial symbol for BC? (multiple choice)
- Why do you say that? (open ended)

Perceived state of the salmon

- What would you say is the state of health and well-being of BC's wild pacific salmon? (multiple choice)
- Why do you say that? (open ended)

➤ Overview: Demographic distinctions

- Gender: male , female
- Age: young=18-34, middle=45-54, senior=55+
- Household: single no kids, couple no kids, family
- Education: High school or less, Post high school
- Household income: under \$60k, \$60k and up
- Employed: yes, no
- Place of birth: BC, Other Ca, US, Europe, Asia, Other
- Parent place of birth

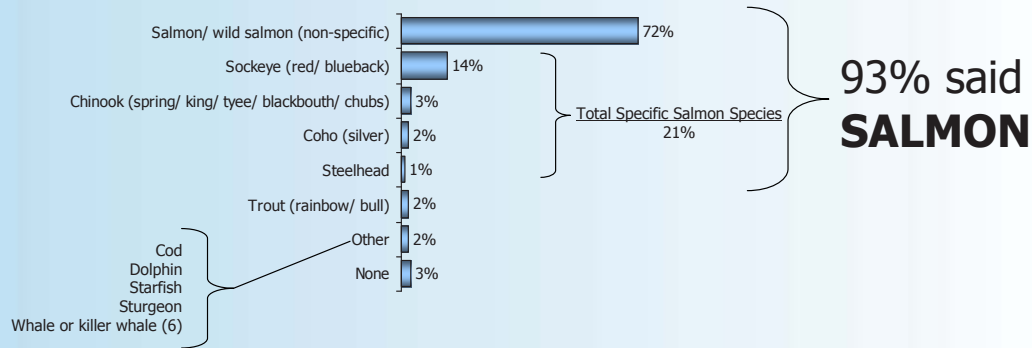
Overview: Geographic distinctions British Columbia



| REGION # | REGION NAME | % OF POPULATION | SAMPLE SIZE (n) |
|--------------|---|-----------------|-----------------|
| 1 | Capital Region | 8.7% | 44 |
| 2 | South Coastal/Balance Vancouver Island | 10.6% | 53 |
| 3 | North Coastal/Northern Interior | 7.9% | 40 |
| 4 | Southern Interior | 21.4% | 107 |
| 5 | Vancouver CMA (Excluding City of Vancouver) | 36.4% | 182 |
| 6 | City of Vancouver | 15.0% | 75 |
| TOTAL | BC | 100% | 500 |

- Regions
- Urban vs Rural based on postal code

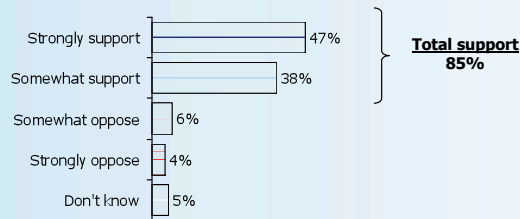
Opinion on Iconic Fish for British Columbia



Base: Total (n=502)

Q.1) In your opinion, if British Columbia were to add a fish as one of its provincial symbols, what type of fish is most iconic for the province?

Support for Salmonid Family as Symbol for British Columbia



Base: Total (n=502)

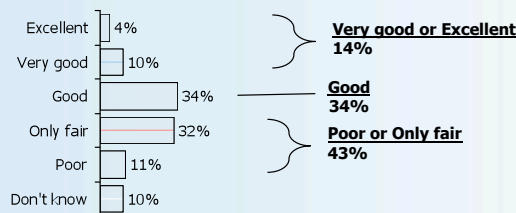
Q.2) And would you support or oppose all wild pacific salmon together (including chinook, chum, coho, cutthroat, pink, sockeye and steelhead) as a provincial symbol for BC?

► Reasons for Salmonid Family as Provincial Symbol

| | Total (478) % |
|--|---------------------|
| Significance of salmon in BC | 40 |
| Economic importance/ job creation/ resource for BC | 25 |
| Part of our culture and history | 14 |
| Importance of ecology/ reminder to protect the environment | 12 |
| Importance to First Nations | 6 |
| Importance to tourism and sport fishing | 5 |
| Concerns | 29 |
| Concerns about choosing one species over another | 15 |
| There are other things which could better represent BC | 6 |
| Symbols/ icons are not important/ other issues of concern | 6 |
| Concerns about impact of fish farms on wild salmon | 4 |
| Need for government action or responsibility | 1 |
| Thought it already was a BC symbol/ strong association/ big part of BC | 25 |
| Love salmon/ it's healthy | 11 |
| Miscellaneous reasons | 5 |
| No reason | 17 |

Q.3) Why do you say that?

► Opinion on State of Health/Well-Being of BC's Wild Salmon



Base: Total (n=502)

Q.4) Would you say that the state of health and well-being of BC's wild Pacific salmon is:

➤ Reasons for Stated Opinion

| | Total (454) % |
|---|---------------------|
| Information source | 31 |
| Impression, no particular source | 17 |
| Media reports | 7 |
| Personal experience/ observations | 6 |
| Word of mouth | 3 |
| Information Content | 49 |
| Awareness of current huge sockeye run | 45 |
| Awareness of last/ previous year(s) missing/ low runs | 10 |
| This huge sockeye run was not predicted | 5 |
| Environmental | 50 |
| Need for better conservation/ monitoring | 19 |
| There has been an overall decline in the amount of returning salmon | 16 |
| Fish farm/ sea lice concerns/ impact on wild salmon stocks | 15 |
| Concerns about environmental conditions | 14 |
| Improved environmental controls/ methods have had a positive impact | 3 |
| Miscellaneous reasons | 5 |
| No reason | 10 |

Q.5) Why do you say that?

➤ Sample Demographics

| | Province Wide Oct '10 (502) % |
|--------------------------------|--|
| Gender | |
| Male | 48 |
| Female | 52 |
| Age | |
| 18 – 34 | 16 |
| 35 – 44 | 19 |
| 45 – 54 | 24 |
| 55 – 64 | 19 |
| 65+ | 22 |
| Region | |
| Capital Region | 9 |
| South Coast/ Balance of Island | 10 |
| North Coast/ Interior | 7 |
| South Interior | 21 |
| Balance of Vancouver CMA | 38 |
| City of Vancouver | 16 |

Appendix B: Comments from the Think Salmon Website

In the summer and fall of 2010 the Fraser Basin Council and Pacific Salmon Foundation invited people to visit ThinkSalmon.com, a website for the Fraser Salmon and Watersheds Program, to share their views on these questions:

Question 1:

Do you think that wild Pacific salmon should be the official fish of British Columbia, making it a provincial symbol? Why or why not?

Question 2:

What aspects of wild Pacific salmon are symbolic of British Columbia?

Of the website visitors who commented on these questions, all but one said “Yes” to the first question. A number of people shared their reasons and also described what they see as the symbolism of Pacific salmon. Here is a table of comments.



APPENDIX B: SUMMARY OF COMMENTS ON THE THINK SALMON WEBSITE

| Question 1 Do you think that wild Pacific salmon should be the official fish of British Columbia, making it a provincial symbol? Why or why not?" | Question 2 What aspects of wild Pacific salmon are symbolic of British Columbia? | Website Visitor |
|--|--|---|
| Yes. For many of us on the coast, the large return of Sockeye to the Fraser this year created more excitement than the Olympics. They are so much a part of us that the salmon’s return is like the sun returning after the winter solstice. | They were the animals that first sustained people throughout this land west of the Rockies. They are part of our culture. When the salmon fill the rivers each fall we feel good. | Robert Field Mitchell Bay, Malcolm Island |
| Yes. British Columbia is well known around the world for its wild Pacific salmon stocks. People come from all over to experience the beauty of the oceans and rivers of British Columbia that wild Pacific salmon thrive in. Salmon in British Columbia represent a massive sustainable business opportunity for our province if, and only if, we have the courage to stand up and protect them. Wild Pacific salmon are our heritage and must be conserved for future generations to cherish. | The wild rivers in which Pacific salmon rear and spawn. The coastal ocean passages through which Pacific salmon migrate. Other symbolic animals of British Columbia, such as orca whales, black bears and grizzly bears are sustained by Pacific salmon. | Benjamin Kineshanko Burnaby |
| Yes. This species is SO integral to our culture, above every other animal, bird, fish in our province. | | Website visitor “C” New Westminster |
| Yes. Salmon embodies the spirit of land and sea in the Pacific Northwest. It is a critical link in the health of an entire ecosystem. It provides crucial nutrients to plants and animals, including humans. | Their amazing journey back to their spawning grounds, beating so many odds to survive and then ultimately die for the continuation of their species. | Sophie Verrier Kamloops |

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|--|---|---|
| <p>Yes. I think the salmon is a great official fish for BC. It is one of the few BC fish that are found both in the ocean and hundreds of miles inland in many rivers in BC. Their life starts inland, then they go to sea to explore BC's salt water coast and finally go back home to have their family and die.</p> | <p>The way they overcome the struggles in their lives, the constant fight with nature in their travel of thousands of miles. They then return home to have their family and die, as did many of the residents of BC. Their struggle is a good example for everyone in what can be done if you really try!</p> | <p>Terrance Wagstaff Nanaimo</p> |
| <p>Yes. The wild Pacific salmon's historical value is unquestionable. This would truly be an honour for all British Columbians to recognize the Pacific salmon as a symbol of our Province.</p> | <p>The wild Pacific salmon has been known to British Columbia since the first native peoples have lived in this Province. It has a very historical significance to all British Columbians. The west coast of Canada is symbolic with the wild Pacific salmon. It attracts all peoples who share an interest in the salmon as a food source and as a source of wonder as we follow the life cycle of the salmon.</p> | <p>Website visitor "K" Gibsons</p> |
| <p>Yes. The Pacific salmon embody the essence of the coastal ecosystem from the sea to the forest. They are a powerful cultural and biotic symbol.</p> | | <p>Jefferson Blair Victoria</p> |
| <p>Yes. Pacific wild salmon have nourished and created the BC coast. These fish have fed our forest, wild animals, First Nation Peoples, and communities for millennia. I cannot think of a single reason why Pacific wild salmon should not be recognized as our BC Fish.</p> | <p>They are the coming and going of the season and tide. They have been and must continue to show the consistency of nature. To smell Chinook salmon as they return to their natal streams is absolutely amazing. For me that smell is uniquely BC and the energy of the salmon on our society.</p> | <p>Robert Tritschler Parksville</p> |
| <p>Yes. What is more appropriate than the salmon... it has been used by First Nations since the beginning of time for food and ceremonial functions. Living on Vancouver Island. I have seen salmon fishing become a great tourist draw. We now have sockeye in a lake in the Okanagan.</p> | <p>Seeing them jumping in the ocean and swimming up our pristine rivers to spawn.</p> | <p>Website visitor "E" Port Alberni</p> |

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|--|---|--|
| <p>Yes. My child's father is an avid fisherman and we have been raising our son on fresh Pacific salmon. Salmon are such a strong part of BC that it only makes sense to have it as the symbol. It made me emotional reading this article because we are so fortunate in BC to have such a wonderful resource. There should be a heightened awareness for the Pacific wild salmon — people don't see that its population is diminishing and may not be around forever. What a shame that would be. :(</p> | <p>I guess the way they live their life makes them symbolic of BC. How they spawn up the river and move toward the oceans. To me, they represent all our amazing rivers and oceans in BC. We are so lucky to live here!</p> | <p>Christine Lambillon Nanaimo</p> |
| <p>Yes. I have worked in conservation in BC for most of my career life (over 15 years now). Having lived in a number of provinces and experienced many charismatic species, non has touched me in the way that my experiences with salmon have. Their life-history, fortitude, resilience and keystone role (not to mention the inspiration they provide to so many of us humans) in so many of this province's watersheds encapsulates everything that is worthy of being a provincial fish!</p> | <p>Incredible genetic variability and life-history diversity, speaks to BC as being the most bio-diverse rich province in Canada. BC is a water-rich province with a huge diversity of aquatic ecosystems and many still in great shape, to the envy of the world. Salmon are indicators of the health of that natural wealth. The First Peoples of BC, composed of so many nations, have a common link through salmon in their culture, food and belief systems.</p> | <p>Pamela Zevit Coquitlam</p> |
| <p>Yes. Salmon have existed in our lakes and rivers for centuries. They have supported Indigenous Native Peoples as well as settlers for many, many years. They are a part of our heritage, and continue to contribute to our economy to this day. We need to find ways to support the fisheries so that the populations increase and remain sustainable. If making salmon the official fish of British Columbia helps, then we should all support this designation.</p> | | <p>Erin Taggart Chilliwack</p> |
| <p>Yes. Because of the total mismanagement of the Pacific fishery by DFO in the last 10 years. The commercial fishery is left to do all the conservation because of closure and lack of fishing time, while the sports fishing industry continues to fish. The First Nations commercial fishermen have to live on food fish in the winter because they don't get enough time to commercial fish. The federal and provincial governments must find a coast-wide solution to their lack of concern for the commercial salmon industry.</p> | <p>The life cycle of salmon. The salmon dies in the end, just like the commercial fishery is doing because of the lack of concern by all levels of government.</p> | <p>Randy Pilfold Vancouver</p> |

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|---|--|-------------------------------------|
| <p>Yes. Salmon are a significant part of natural beautiful BC. We need to protect what millions of residents and visitors enjoy about living and visiting inside BC. All levels of governments should recognize that this is an important symbol to First Nations and the culture of all residents of our Province. This will hopefully remind governments when they do decide on and set policy that they consider the ramifications of those policies on Pacific salmon in particular and wildlife in general. This is the foundation and culture of BC. This is why people come to live here and visit. To have Pacific salmon as the official fish of BC will remind us to conserve and protect this fish and its habitat for the future well-being of our land, waterways and oceans and all of its inhabitants.</p> | <p>All aspects of the Pacific salmon's life history are symbolic of BC. From deep in the BC Interior watersheds of the Fraser, Skeena, Stikine and countless other coastal watersheds where adult Pacific salmon spawn, salmon fry rear and grow to prepare themselves for the ocean and the rearing to adult salmon within the Pacific coast of BC is remarkable and symbolic. How they fit into the freshwater and ocean ecosystems is significant and symbolic to the wildlife and peoples that benefit from them like bear, eagles, orca and, of course, First Nations and Coastal communities who fish to live.</p> | <p>Bob Stanton Chilliwack</p> |
| <p>Yes. They are a great symbol of British Columbia. They are ruled by the seasons as we are and very resilient and driven as we are and cannot survive without our wild surroundings.</p> | <p>They are survivors, they are driven, and they are the perfect symbol of British Columbia.</p> | <p>Maureen Wheeler Quesnel</p> |
| <p>Yes. The salmon life cycle is remarkable and fascinating. Healthy salmon populations mean healthy marine, freshwater, and terrestrial ecosystems. Salmon are dear to all of BC's peoples. They underlie economic, social, recreational, environmental, and cultural elements of this wonderful province. Can anyone seriously think of a fish that better represents the province? "The bull trout?", c'mon! I am not certain about the lumping of all Pacific salmon species, but perhaps that is the biologist in me speaking. I'd choose the Sockeye if I had to pick one.</p> | <p>Their remarkable spawning migration are an integral part of "Beautiful British Columbia."</p> | <p>Jan Verspoor Vancouver</p> |
| <p>Yes. Good idea. This has another plus: Gordon Campbell will have to recognize it (.. and the salmon) as our official symbol when he attends conferences.</p> | <p>The migrations are paramount; especially to first-time visitors to BC. Wild salmon are a delicacy in our diet. I don't eat aquaculture-produced salmon.</p> | <p>Donald Costin Chilliwack</p> |

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|---|---|-------------------------------------|
| Yes. Salmon are found though most of the Province. They played a significant role in the colonization of BC by the various waves of humanity through the last 10,000 or more years that have come to call BC their home. They form an integral part of many of the marine, freshwater and terrestrial habitats found in BC. | The salmon's drive to grow and thrive at three levels: at the community level in the lakes and streams that make up our province; at the provincial level as they transit through BC; and the international level when they leave the province and head to the high seas of the Pacific Ocean and then return as mature adults to spawn and give life to future generations. A compelling life history. | Douglas Swanston North Vancouver |
| Yes. There is nothing that connects us as British Columbians more than our wild salmon. From remote spawning beds in the upper reaches of mountain valleys to the rivers that flow through our communities all the way to the ocean... and back again. Whether we are fighting for the right to harvest them, catch and release them or conserve them, they remain an important part of our culture, history, ecosystem and food chain. | | Shannon McPhail Kispiox Valley |
| Definitely YES! Based on the salmon's importance and symbol for all of BC as a sustaining heritage. This will also serve as a reminder for everyone to better protect all of our natural resources. It is also inclusive for all of BC's cultural heritage. | Life-cycle struggle (i.e., grit and determination) sustainability and survival; both are symbolic of the importance for conservation of the salmonid resource. Legends of many First Nations peoples, key to early resource survival for BC people, important connection between aquatic & terrestrial habitats, important connection between rivers and ocean. | Glen Carlson Surrey |
| Yes. The life cycle of the salmon runs through all aspects of those who live in this province. This includes other species as well as plant life. I think it is the obvious choice. | Not only does the wild Pacific salmon inhabit our ocean, but their start and end is in our freshwater systems. They touch all of us that live and work in this province. | Shirley North Langley |
| Yes. Mean alot to the people of BC. Within Canada, exclusive to BC (naturally). Keystone species upon which many others are dependant. Culturally significant, particularly to First Nations. Spiritually significant. Indicators of healthy watersheds, which we all want. | Their resilience. Their abundance. Their durability. Their mystery. | James Craig Parksville |
| Yes. The life of the Pacific salmon is an amazing story. Born in our streams and rivers, travelling to the ocean and then returning back to the very same river they were born in to spawn and start a new generation is incredible! | CONNECTION: Wild salmon connect BC. From the ocean to the interior rivers and the small spawning streams, we are all linked to their story and their survival. | Website visitor "K" Lillooet |

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| Question 1 Do you think that wild Pacific salmon should be the official fish of British Columbia, making it a provincial symbol? Why or why not?" | Question 2 What aspects of wild Pacific salmon are symbolic of British Columbia? | Website Visitor |
|--|---|---|
| <p>Yes. When I think of BC, I would name salmon as a symbol of our province. I am surprised salmon is not an official symbol already.</p> | <p>Salmon are a symbol of BC because the species is linked to our provincial identity. Salmon are vital to the ecosystems of our wild forests and rugged shoreline. They sustain our population as a local source of food and recreation. Salmon are prominent features in local art and culture.</p> | <p>Website visitor "C" Victoria</p> |
| <p>Yes, absolutely. The salmon — the Pacific salmon — is THE dominant species in coastal British Columbia in its cultural importance to aboriginal peoples and increasing cultural importance to us latecomers. It is life-sustaining, not just for humans, but for many other species on the coast. It is emblematic, and an indicator species of the environmental health of the coast. Salmon are our call to action on climate change, ocean protection, and coastal, indeed global, ecology. Let's give them the status they deserve — before our children ask why BC never protected the salmon.</p> | | <p>Arthur Caldicott Victoria</p> |
| <p>Yes. A basic food source. Important to the indigenous peoples. Significant tourism draw. Economic motivator. Important to distinguish this "symbol" from the promoters of "farmed" fish.</p> | <p>The astonishing challenges to the species compare to those faced by early human presence.</p> | <p>Website visitor "J" Kamloops</p> |
| <p>Yes. It is time for government to catch up with public opinion. Pacific salmon were an iconic symbol for First Nations long before others arrived. New Canadians quickly understood that salmon were a quintessential element of West Coast life, and successive generations of British Columbians have viewed all species of Pacific salmon as a unifying symbol of the connection between people and the natural environment. The time is overdue to acknowledge the obvious and name Pacific salmon the official fish of British Columbia.</p> | | <p>Gerry Kristianson Sidney</p> |

APPENDIX B: SUMMARY OF COMMENTS ON THE THINK SALMON WEBSITE

| Question 1 Do you think that wild Pacific salmon should be the official fish of British Columbia, making it a provincial symbol? Why or why not?" | Question 2 What aspects of wild Pacific salmon are symbolic of British Columbia? | Website Visitor |
|---|---|--------------------------------------|
| <p>Yes. Wild Pacific salmon is ... an integral part of living in BC. It represents and should always play a significant role in the health and wellness of a person living in BC. I may not have the numbers, but people who eat more fish (especially Pacific salmon which is inherent in our region) than red meat have healthier bodies and temperament. With the inclusion of the Pacific salmon as an emblem of BC, programs need to be encouraged in the salmon cuisine... Let us promote the Pacific salmon, promote salmon industry in BC, and promote health and wellness.</p> | <p>Three aspects: 1. It's availability: it is available and inherent, considering the numerous streams and rivers of BC. Thus we need to support, protect to ensure its abundance 2. Consider the life cycle of the salmon. Fry in the streams in the rivers and streams grow-gain strength and journey to the sea through perils of seas and open ocean, and then back again to homeward to their native streams... Salmon life cycle represents strength and survival... 3. Its symbolism of the usefulness of a dying salmon: even as the salmon's body is decomposing at its point of origin, it is an invaluable contribution (source of nutrients to sustain the future generation of fry.) This I would like to see of BC... the future generation utilizing continuously the invaluable "learnings/legacy/tradition" of the previous generation... in spite of BC being a multi-cultural community. It creates a continuum of journey in continuous improvement... Let us continuously create an environment-conscious community, not only for the present but also for the future generations.</p> | <p>Liza Bawagan Vancouver</p> |
| <p>Yes. Assuming the Enbridge pipeline doesn't wipe them out... there can be only one: the Sockeye, jewel of the tribe, tastiest meat, toughest fighter pound for pound. Salmon have brought us food & fame for centuries. How can they not be our offishal fish?</p> | | <p>Blue Walker Victoria</p> |
| <p>Yes. Anything that helps to save the wild salmon is good. This may also help in getting the fish farms on land as well.</p> | <p>The Aboriginal reliance on salmon. The range of salmon species that are available. The livelihoods of the fishermen on the coast.</p> | <p>Phil Lyons View Royal</p> |
| <p>Yes. For all the reasons stated in the background articles.</p> | <p>Part of our ecosystem in the web of life, including First Nations and the people that followed.</p> | <p>Dave Palidor Pitt Meadows</p> |

APPENDIX B: SUMMARY OF COMMENTS ON THE THINK SALMON WEBSITE

| Question 1 Do you think that wild Pacific salmon should be the official fish of British Columbia, making it a provincial symbol? Why or why not?" | Question 2 What aspects of wild Pacific salmon are symbolic of British Columbia? | Website Visitor |
|--|--|----------------------------------|
| Yes. For all the reasons quoted in the newspaper article! | | Shirley Newell Victoria |
| Yes. Fishing for wild salmon on the waters outside of the Sunshine Coast is one of my most vivid childhood memories. Fifteen years later, I can still remember the colour of my giant fishing rod (red), the carving on the knife my father used to gut the fish, the feel of the boat floor when covered in salty water and fish scales. When my father passed away, the photos of us together with our catch are the ones that served best to remind me of his life. The salmon are central to my identity, my sense of place, and my relationship with my family. | Their journey through the Fraser River system exemplifies some of the greatest natural wonders here in BC. From the Gulf Islands, to the fertile Fraser Valley, to the arid Okanagan, to the vast and spiritual landscape of the Cariboo, all the way to the Rocky Mountains. So many different ecosystems, so many different communities, so many different rivers, just one fish. | Jillian Merrick Prince George |
| Yes. Because wild salmon are under pressure from various human activities that do not necessarily connect in people's day-to-day conversation. Making wild salmon the official fish of BC is one way of bringing attention to issues surrounding pressures on wild salmon. | The variety and geographical range of ecosystems necessary for their survival. Their ability to connect diverse peoples throughout the province in a common goal of conservation. Enhances the message of what makes BC special to people interested in and visiting BC. | Kim MacLean Prince George |
| Yes, as it both an indicator species to the health of our ocean and inland aquatic systems, specific to the West Coast of Canada and not in many other provinces in a migratory form (perhaps no other?) My only question is whether we should designate a specific salmon as there are several species. All other animal symbols are a specific species (i.e., Steller's Jay is the official bird, not all jays). Not that any salmon is better than another, but perhaps the Sockeye is the most emblematic. | Indicative of our freshwater ecosystems, and raging rivers, from glaciers to the sea. Also symbolizes the struggle of living in such a diverse landscape (having to move from ocean to river and swim upstream). Not migratory in other parts of Canada and not present in most provinces or territories at all. Sensitive to ecosystem change, so it is a key indicator species for resource extraction practices like forestry and mining and sensitive to global temperature increases. | Chloe Faught Victoria |
| Yes. Because of its historical significance to both Native and non-Native peoples. They are central to the forest, mountain, ocean and river ecosystems. We have a lot of them. They taste great! | As a part of the waterways that tie the Province together. That which connects people to their natural environment. | Jody Baker Vancouver |

APPENDIX B: SUMMARY OF COMMENTS ON THE THINK SALMON WEBSITE

| Question 1 Do you think that wild Pacific salmon should be the official fish of British Columbia, making it a provincial symbol? Why or why not?" | Question 2 What aspects of wild Pacific salmon are symbolic of British Columbia? | Website Visitor |
|---|--|---|
| <p>No. This is a dangerous precedent to lump all species of Pacific salmon into a single label. If we market them as a single species, we risk losing public support for conservation of a single species. Each of 7 species of salmon, have specific life histories and conservation status. Lumping all salmon in the ocean as a single symbol is like naming the national bird "That black bird" because ravens and crows are so closely related. This stinks of the fishing industry. When you are marketing salmon to a market, its species don't really matter, but if this is truly about conservation, then it's not helping.</p> | | <p>David Hope Victoria</p> |
| <p>Yes. Once proposed, I'm amazed that the salmon emblem wasn't considered and approved long ago. It seems a fitting symbol for our province.</p> | <p>I have always been struck by the tenacity of Pacific salmon. It's very humbling to know that, as its life comes to an end, its body goes on to nourish the next generation when they return to their spawning grounds. As one of the natural food sources for my family of origin, salmon was always treated and greeted with appreciation and respect by my parents. As an adult, reading Stephen Hume's well-documented articles about the fate of wild salmon over the years has caused me great concern and frustration. Moving Pacific salmon into such an obvious place as an emblem for our province would be very much appreciated.</p> | <p>Donna Bond Surrey</p> |
| <p>Yes. Salmon are an historic and important symbol of the wealth of our Pacific coast environment. They sustain humans and other species directly and indirectly.</p> | <p>They are wild and free and have existed here for centuries. Given a chance, wild salmon populations are self-sustaining and also contribute to sustaining countless other species.</p> | <p>Diana C. Mumford Gabriola Island</p> |
| <p>Yes. It seems faintly ridiculous that we would need to make this an official fish in order to acknowledge its importance to BC's culture and economy, to protect its habitat and ensure its viability, but since that seems to be the case, let's get on with it. Let's declare it the official fish of BC, clean up our part of the Pacific Ocean, and put a stop to the destructive fish farms that are polluting its waters.</p> | <p>Its importance to our First Nations heritage, its contribution to our culinary culture, its sport fishing appeal to tourists, its support of other wildlife such as bears, its contribution to our commercial fishing economies.</p> | <p>Debra Mikaelson Vancouver</p> |

APPENDIX B: SUMMARY OF COMMENTS ON THE THINK SALMON WEBSITE

| Question 1 Do you think that wild Pacific salmon should be the official fish of British Columbia, making it a provincial symbol? Why or why not?" | Question 2 What aspects of wild Pacific salmon are symbolic of British Columbia? | Website Visitor |
|--|---|--|
| <p>Yes. The salmon have been a part of the history of BC since the First People walked these lands. Pacific salmon are a keystone species that affect the health and well-being of a variety of ecosystems. Their numbers in our rivers is a key indicator of the health of our waterways, their migration is critical to the survival of many of our land predators, and when these predators leave salmon in the woods their bodies nourish the trees themselves, which in turn shelter the streams where a new generation will be born. The salmon touch us all and I believe our beautiful landscape and wildlife would be quite different without the Pacific salmon.</p> | <p>BC is known for our clean waters, abundant wildlife, and beautiful wilderness. The Pacific salmon is critical in maintaining the health and balance of all we love here in BC. The salmon connect the land and the sea, and whenever I think of where the spirit of this land may dwell, I always imagine those areas where water meets the sea.</p> | <p>Barbara Bell Victoria</p> |
| <p>Yes. Pacific salmon are the lifeblood of BC. They feed everything — the bears, the trees, the soil, the people. I learned recently that they migrate far inland upriver — an unbelievable distance from the sea. This is unique to BC — Atlantic salmon do not die when they spawn, so they do not feed the soil as Pacific salmon do. Check out the BBC natural history video “Nature’s Most Amazing Events” — Pacific salmon are one of the worldwide great migrations selected. And for good reason.</p> | | <p>Cynthia Callahan-Maureen Victoria</p> |
| <p>Yes. Because they are emblematic of BC and it would be an important reminder of an important resource bestowed upon British Columbia that we have a responsibility to as stewards.</p> | | <p>Website visitor “L” Vancouver</p> |
| <p>Yes. Salmon are an integral part of BC’s ecology and of BC society’s food supply; when visualizing “British Columbia,” wild salmon are a common icon.</p> | <p>It is central to the lifecycles of much of BC’s wildlife species.</p> | <p>Pamela Fitzpatrick Vancouver</p> |



Chinook juveniles. Copyright © Brandon Cole.



Scenes from the Shuswap

The 2010 Adams River run drew visitors from near and far. It was truly a family affair, BC style.

People pictures courtesy of Jeremy Heighton

Appendix C: Comments from the Adams River 2010 “Salute to the Sockeye”

The 2010 “Salute to the Sockeye” festival on the Adams River took place at Roderick Haig Brown Provincial Park in October. A few visitors took time away from the main attraction (the Sockeye) to jot down their thoughts on the concept of wild Pacific salmon becoming BC’s official fish and on how salmon are iconic of BC. Here is a summary of comments.



APPENDIX C: SUMMARY OF COMMENTS FROM ADAMS RIVER

| Question 1 Do you think that wild Pacific salmon should be the official fish of British Columbia, making it a provincial symbol? Why or why not?" | Question 2 What aspects of wild Pacific salmon are symbolic of British Columbia? | Website Visitor |
|--|---|------------------------------------|
| Yes. The historical cyclical nature of this system supports the growth of trees, animals, further cycles of spawning and... TOURISM! | Representative of how well we have cared for our rivers | Denise Pekovich North Vancouver |
| Yes. It’s one of our most natural & native attributes to our province & culture. | | Gary Athans Kelowna |
| Yes. Awareness, yes of course, to celebrate and keep our salmon safe and in great supply | Spans time & cultures | Janet Bard Summerland |
| Yes. I love eating salmon and they feed the forests also. They are a key in the ecosystem. | | Kevin Adam Chase |
| | They return for the enjoyment & enrichment of British Columbians year after year. | Patrick Czyn Victoria |
| Yes. The numbers have increased & hopefully we will better manage the fishing industry | They taste great! | Lynn Masuhave Burnaby |

APPENDIX C: SUMMARY OF COMMENTS FROM ADAMS RIVER

| Question 1 Do you think that wild Pacific salmon should be the official fish of British Columbia, making it a provincial symbol? Why or why not?" | Question 2 What aspects of wild Pacific salmon are symbolic of British Columbia? | Website Visitor |
|--|---|--|
| Yes. It just seems so weird to me — I thought it already was! Just natural this is where they go — it's already an icon in BC. | Same! | Leanne Tewnion Kamloops |
| Yes. They are a unique regimental symbol of our ongoing heritage & connection with the ocean and our rivers. A highly recognizable emblem that is recognized worldwide. | | Adams River visitor "T" Abbotsford |
| Yes. It can make this west-coast-only natural phenomenon more well-known to the world and thus build an even better reputation for BC. | Wild, strong, and persistently concerned about mother nature. What more? | Calvin Chan Burnaby |
| Yes. When I think of BC, I think of salmon. Whenever I have a guest from out of province, I feed them wild salmon, it's the only food I think of as "Canadians'." | The history of salmon feeding people of BC & the cycle of life | Kelly Davies Burnaby |
| Yes. Salmon are important to BC. | Humans have always survived off salmon. | Anna Soul Coquitlam |
| Yes. It will bring more awareness to the great problems facing salmon now and in the nearest future. | Strong presence of salmon in aboriginal symbolism and in the psyche of the current BC population. | Bozena Zdanick Vancouver |
| Yes. 1. They have provided us with an abundance of food & nutrition. 2. They look after us; so we should likewise help them. 3. The aboriginals are a good example of caring. | Their diversity; the long distance they go, & the important fact that they can live in fresh & saltwater. Now that is survival! | Adams River visitor "M" Penticton |
| Yes. This can make BC a more "official" tourist attraction. Tourism is big & can make money. | Swim freely = democratic Tourism = salmon = BC = \$ Preservation of life = good place to live | Adams River visitor "C" Burnaby |

APPENDIX C: SUMMARY OF COMMENTS FROM ADAMS RIVER

| Question 1 Do you think that wild Pacific salmon should be the official fish of British Columbia, making it a provincial symbol? Why or why not?" | Question 2 What aspects of wild Pacific salmon are symbolic of British Columbia? | Website Visitor |
|--|---|---|
| <p>Yes. Watching Adams River salmon is a sight to behold. What a wonderful designation the wild Pacific salmon would be for BC.</p> | <p>So distinct from Atlantic farm salmon. Such a symbol of what is wonderful about "Super, Natural" BC.</p> | <p>Ken Rogers Calista</p> |
| | <p>Salmon are the reason why BC is so beautiful and needs to be preserved.</p> | <p>Lena McDiarmid Burnaby</p> |
| | <p>It is an important part of our oceans and rivers. They impact all of BC.</p> | <p>Adams River visitor "H" Kamloops</p> |
| <p>Yes. If the wild environment dies out, we won't have enough food.</p> | | <p>Cory Wong Vancouver</p> |
| <p>Yes. Salmon are beautiful. Salmon have a unique life cycle. Salmon are an important part of BC history.</p> | <p>They are strong & free. They are natural. They function as individuals and as part of a team.</p> | <p>Aui Yan Vancouver</p> |
| <p>Yes. They are the legacy to the future generations.</p> | <p>Because salmon are a cornerstone of our environmental, cultural & economic strength</p> | <p>Karyn Schueler Kelowna</p> |
| | <p>Most popular in volume & public awareness Provide food Attract tourists</p> | <p>William Xie Delta</p> |
| <p>Yes. To promote education & preservation of the species Support river & stream systems, prevent contamination, etc.</p> | <p>Their life begins & ends here.</p> | <p>Alison Chernoff Burnaby</p> |

APPENDIX C: SUMMARY OF COMMENTS FROM ADAMS RIVER

| Question 1 Do you think that wild Pacific salmon should be the official fish of British Columbia, making it a provincial symbol? Why or why not?" | Question 2 What aspects of wild Pacific salmon are symbolic of British Columbia? | Website Visitor |
|---|--|-------------------------------------|
| Yes. | They are "Pacific" therefore they should make them a symbol of BC. | Bev Cassidy Quesnel |
| Yes. | A wonderful story how the fish migrated from a pristine creek to the wide open ocean & back. WORLD REKNOWNED! Great image – Tourism increase. | Veerle Willaeyns Vancouver |
| Yes. The salmon run is symbolic of the circle of life & we need to protect this important circle in all areas. | For thousands of years the salmon has been a sacred source of food & culture to the aboriginals & now to the rest of us. | Steve Lang Prince George |
| Yes. We need to preserve & protect our native natural resources. Wild Pacific salmon is quite significant in BC and therefore should be acknowledged as a proud symbol to show the rest of Canada & world why BC is so special. | We've grown up being able to get up close & personal with their incredible journey, with ready access to our Provincial parks & natural preserves. We British Columbians are filled with a sense of purpose & endurance and would happily swim upstream to share our beauty with future generations. | Catherine Schell Kelowna |
| Yes. | It has made this impressive journey through a large area of the province & it has become our "special" meal — to so many BC-ites. | Cynthia Baxter West Vancouver |
| Yes. Of the historical & current importance of the species to our province. | It already is viewed as one of the most important species of our province, in economy & art. | Sven Hartman Coquitlam |
| Yes. It was a vital part of our First Nations culture. It plays a huge role in our ecosystem. Huge tourism draw. | | Adams River visitor "S" Delta |
| Yes. They are integral to the well-being of all of us. They represent the circle of life — their annual journey is incredible. | Beauty, strength, resilience, power of nature | Mary MacDonald Prince George |

APPENDIX C: SUMMARY OF COMMENTS FROM ADAMS RIVER

| Question 1 Do you think that wild Pacific salmon should be the official fish of British Columbia, making it a provincial symbol? Why or why not?" | Question 2 What aspects of wild Pacific salmon are symbolic of British Columbia? | Website Visitor |
|--|---|--|
| Yes. Salmon is an important fish — has been for thousands of years & represents the health of our ecosystems, both ocean & river. | The abundance & cyclical nature of their life | Adams River visitor "T" Kamloops |
| Yes. | Cause it's an important fish of BC economically & environmentally & numerically | Adams River visitor "G" Kamloops |
| Yes. It is such a remarkable story. | Unique story | Linda Hoover |
| Yes. | Centuries-old icon of life on the planet | Michael Wardlow Vernon |
| Yes. | A legacy for the future, cultural, educational, and economic development | Adams River visitor "I" Langley |
| Yes. It has been & will continue to be a vital resource. | | Merrilyn Pennanen Kamloops |
| Yes. It is a very important part of the BC ecosystem. | It is found only in BC. | Nasir Ahmed Kamloops |
| Yes. | Part of the history! | Marilyn Woodlaw Vernon |

APPENDIX C: SUMMARY OF COMMENTS FROM ADAMS RIVER

| Question 1 Do you think that wild Pacific salmon should be the official fish of British Columbia, making it a provincial symbol? Why or why not?" | Question 2 What aspects of wild Pacific salmon are symbolic of British Columbia? | Website Visitor |
|--|---|--|
| Yes. | Affects own economy Culture Ecology | Marie Revoy Burnaby |
| Yes. It is an important symbol & export of BC. | No other province has as many salmon as us. | Adams River visitor "K" Richmond |
| Yes. | Parce que c'est sur la table a diner! | Elyzabeth Pelletier Montreal |
| Yes. Think of salmon — you think of BC. | | Adams River visitor "K" Kelowna |
| No. All the dead fish should be clean as soon as possible before rotten. | Spirit | Wade Chen Burnaby |
| Yes. BC is known for our salmon. Let's make it official! | | Barry Peters Kamloops |
| Yes. | It is surely the most iconic group of animals on the coast. | Nicholas Dulvy Coquitlam |
| Yes. | Its prevalence! An international symbol of Canada, BC. | Sarah Morris-Probert Kelowna |
| Yes. It is so obvious it warrants very little explanation. | | Mymee Chow Burnaby |

APPENDIX C: SUMMARY OF COMMENTS FROM ADAMS RIVER

| Question 1 Do you think that wild Pacific salmon should be the official fish of British Columbia, making it a provincial symbol? Why or why not?" | Question 2 What aspects of wild Pacific salmon are symbolic of British Columbia? | Website Visitor |
|--|---|--|
| Yes. They are vital to our well-being. | | Adams River visitor "S" Vernon |
| Yes. | Motivation | Adams River visitor "L" Vernon |
| Yes. | Sockeye | Eric Yang Vancouver |
| Yes. What a wonderful idea! | We love them! | Adams River visitor "J" Richmond |
| Yes. | Special fish in BC | Johnny Chang Richmond |
| Yes. | There's a lot. | Adams River visitor "A" Richmond |
| Yes. I love salmon. | | Anna Bedmar Kelowna |
| Yes. They had a big run. | Everyone eats it. | Nina Moser Vancouver |
| Yes. | Very interesting fish | Richard Bard |

Appendix D: Letters and Resolutions of Support



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FIRST NATIONS LEADERSHIP COUNCIL

July 15, 2011

Premier Christy Clark
Province of British Columbia
PO Box 9041, STN PROV GOVT
Victoria, BC, V8W 9E1

Dear Premier Clark,

We are writing to express our support for the designation of wild Pacific salmon as an official symbol of British Columbia, and to urge you to work on this initiative at the provincial level. We understand that the Pacific Salmon Foundation (PSF) and the Fraser Basin Council (FBC) have efforts underway to ask the province to designate wild salmon as an official symbol under the Provincial *Symbols and Honours Act* [RSBC 1996. c. 380].

Wild Pacific salmon are integral to the culture, well being, and livelihood of BC First Nations people. First Nations in BC have collectively provided support for this important initiative through formal resolutions passed at each of our respective organizations (BCAFN Resolution 06(j)/2011; FNS Resolution #0611.04; UBCIC Resolution 2011-26; enclosed).

Designating wild Pacific salmon as an official symbol of British Columbia would provide acknowledgement of the important role they play in First Nations' culture, and by extension, would provide acknowledgement of the important and permanent role of First Nations in the province. Given the identification with wild Pacific salmon by non-Native people in BC as well, this designation would also reflect the complementary aspects of Native and Non-Native culture in this province.

We look forward to your positive response on this exciting initiative.

Yours truly,

FIRST NATIONS LEADERSHIP COUNCIL

On behalf of the FIRST NATIONS SUMMIT:

Grand Chief Edward John

Chief Douglas White III Kwulasultun

Dan Smith

On behalf of the UNION OF BC INDIAN CHIEFS:



Grand Chief Stewart Phillip



Chief Bob Chamberlin



Chief Marilyn Baptiste

On behalf of the BC ASSEMBLY OF FIRST NATIONS:



Regional Chief Jody Wilson-Raybould

CC: Honourable Mary Polak, Minister of Aboriginal Relations and Reconciliation
First Nations Fisheries Council



BRITISH COLUMBIA ASSEMBLY OF FIRST NATIONS

507 – 100 Park Royal
WEST VANCOUVER, BC V7T 1A2
TELEPHONE: 604-922-7733
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WEBSITE: www.bcafn.ca

BCAFN 8th ANNUAL GENERAL MEETING
June 24, 2011 Westin Wall Centre

RESOLUTION 06(j)/2011

**SUBJECT: SUPPORT FOR THE DESIGNATION OF WILD SALMON AS AN
OFFICIAL SYMBOL OF B.C.**

MOVED BY:

SECONDED BY:

DECISION: Carried by consensus as part of omnibus Resolution 06/2011

WHEREAS:

- A. Under the provincial *Symbols and Honours Act*, the government of British Columbia has official emblems including the Pacific Dogwood, Steller's Jay, Kermode (Spirit) Bear, Western Red Cedar, Jade and the BC Tartan;
- B. Official designation of wild Pacific salmon as one of the symbols of the province would recognize the longstanding truth that our salmon are vital to all ecological, economic and cultural life in British Columbia;
- C. The *United Nations Declaration on the Rights of Indigenous Peoples* sets out in Article 15(1) that "Indigenous peoples have the right to the dignity and diversity of their cultures, traditions, histories and aspirations which shall be appropriately reflected in education and public information";
- D. The Pacific Salmon Foundation (PSF) and the Fraser Basin Council (FBC) currently have efforts underway to ask the Province of B.C. to designate wild salmon (including Chinook, sockeye, coho, chum and pink salmon, as well as steelhead trout and cutthroat trout) as an official provincial symbol under the *Provincial Symbols and Honours Act*; and,
- E. Wild Pacific salmon are integral to the culture, well being, and livelihood of B.C. First Nations people, and First Nations support is critical to this initiative being successful.

Certified copy of a resolution adopted on the 24th day of June, 2011, Richmond, BC

Jody Wilson-Raybould, BC Regional Chief

Page 1 of 2



BRITISH COLUMBIA ASSEMBLY OF FIRST NATIONS

507 – 100 Park Royal
WEST VANCOUVER, BC V7T 1A2
TELEPHONE: 604-922-7733
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WEBSITE: www.bcafn.ca

THEREFORE BE IT RESOLVED THAT:

1. The Chiefs in Assembly hereby designate the wild Pacific salmon as an official symbol of BC;
2. The Chiefs in Assembly fully support the efforts of the wild Pacific Salmon Foundation and the Fraser Basin Council to have wild Pacific salmon designated as an official provincial symbol of B.C.; and,
3. The Chiefs in Assembly directs the Regional Chief to work with the Union of B.C. Indian Chiefs and the First Nations Summit to communicate support for this initiative to the Premier of B.C.

Certified copy of a resolution adopted on the 24th day of June, 2011, Richmond, BC

Jody Wilson-Raybould, BC Regional Chief

Page 2 of 2



FIRST NATIONS SUMMIT

RESOLUTION #0611.04

SUBJECT: CAMPAIGN TO DESIGNATE WILD PACIFIC SALMON AS AN OFFICIAL PROVINCIAL SYMBOL UNDER THE *PROVINCIAL SYMBOLS AND HONOURS ACT*

WHEREAS:

- A. Under the *Provincial Symbols and Honours Act*, RSBC 1996, c. 380 the government of British Columbia has official emblems including the Pacific Dogwood, Steller's Jay, Kermode (Spirit) Bear, Western Red Cedar, Jade and the BC Tartan.
- B. Official designation of wild Pacific salmon as one of the symbols of the province would recognize the longstanding truth that our salmon are vital to all ecological, economic and cultural life in British Columbia.
- C. The Pacific Salmon Foundation (PSF) and the Fraser Basin Council (FBC) currently have efforts underway to ask the Province of British Columbia to designate wild salmon (including Chinook, sockeye, coho, chum and pink salmon, as well as steelhead trout and cutthroat trout) as an official provincial symbol under the *Provincial Symbols and Honours Act*. The organizers of the proposal recently approached the First Nations Fisheries Council about supporting this initiative. Wild Pacific salmon are integral to the culture, wellbeing, and livelihood of BC First Nations people and First Nations support is critical to this initiative being successful.

THEREFORE BE IT RESOLVED:

1. That the First Nations Summit Chiefs in Assembly support the efforts of the Pacific Salmon Foundation and the Fraser Basin Council to have wild Pacific salmon designated as an official provincial symbol of British Columbia under the *Provincial Symbols and Honours Act*, RSBC 1996, c. 380.
2. That the First Nations Summit Chiefs in Assembly direct the First Nations Summit Task Group to work with the Union of BC Indian Chiefs, BC Assembly of First Nations, First Nations Fisheries Council and other like-minded organizations to communicate, to the Premier of BC, support for the above noted initiative.

MOVED BY: Chief Maureen Chapman, Skawahlook First Nation
SECONDED BY: Cliff Atleo, Nuu-chah-nulth Tribal Council President
DATED: June 10, 2011

Passed by consensus.

PAGE TWO
RESOLUTION #0611.04
SUBJECT: CAMPAIGN TO DESIGNATE WILD PACIFIC SALMON AS AN OFFICIAL
PROVINCIAL SYMBOL UNDER THE *PROVINCIAL SYMBOLS AND
HONOURS ACT*

ENDORSED BY: 
Dan Smith


Chief Douglas White III Kwulasultun


Grand Chief Edward John

OUR LAND IS OUR FUTURE

UNION OF BRITISH COLUMBIA INDIAN CHIEFS

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UNION OF B.C. INDIAN CHIEFS
CHIEFS COUNCIL
JUNE 1ST TO JUNE 2ND, 2011
VANCOUVER, B.C.

Resolution no. 2011-26

RE: Support for the Designation of Wild Pacific Salmon as an Official Symbol of B.C.

WHEREAS under the provincial *Symbols and Honours Act*, the government of British Columbia has official emblems including the Pacific Dogwood, Steller's Jay, Kermode (Spirit) Bear, Western Red Cedar, Jade and the BC Tartan;

WHEREAS official designation of wild Pacific salmon as one of the symbols of the province would recognize the longstanding truth that our wild Pacific salmon are vital to all ecological, economic and cultural life in BC;

WHEREAS the United Nations *Declaration on the Rights of Indigenous Peoples* sets out in Article 15(1) that "Indigenous peoples have the right to the dignity and diversity of their cultures, traditions, histories and aspirations which shall be appropriately reflected in education and public information";

WHEREAS the Pacific Salmon Foundation (PSF) and the Fraser Basin Council (FBC) have efforts underway to ask the province to designate wild salmon (including Chinook, sockeye, coho, chum and pink salmon, as well as steelhead trout and cutthroat trout) as an official provincial symbol under the Provincial *Honours and Symbols Act*;

WHEREAS wild Pacific salmon are integral to the culture, well being, and livelihood of BC First Nations people, and First Nations support is critical to this initiative being successful.

THEREFORE BE IT RESOLVED the UBCIC Chiefs Council fully supports the efforts of the Pacific Salmon Foundation and the Fraser Basin Council to have wild Pacific salmon designated as an official symbol of BC;

THEREFORE BE IT FINALLY RESOLVED the UBCIC Chiefs Council directs the UBCIC Executive and staff to work with the other organizations of the Leadership Council (the BC Assembly of First Nations and the First Nations Summit) to communicate support for this initiative to the Premier of BC

Moved: Debbie Abbott, Proxy, Oregon Jack Creek Indian Band
Seconded: Chief Jonathan Kruger, Penticton Indian Band
Disposition: Carried
Date: June 2nd, 2011

June 2nd, 2011

2011-26
Page 1 of 3

Campaign to Designate Pacific Salmon a Provincial Symbol

First Nations Fisheries Council

Briefing Note

4011 Si-Lu Drive
Vancouver, BC V6N 4G5
Telephone: (604) 269 3364
www.FNFisheriesCouncil.ca



(Decision required)

- The Pacific Salmon Foundation (PSF) and the Fraser Basin Council (FBC) have contacted the FNFC about their efforts to ask the Province of B.C. to designate wild salmon (including Chinook, sockeye, coho, chum and pink salmon, as well as steelhead trout and cutthroat trout) as an official provincial symbol under the *Provincial Honours and Symbols Act*.
- First Nations support is critical to this initiative being successful.
- The FNFC has drafted a resolution to have this initiative fully supported by the three organizations of the First Nations Leadership Council.

Issue

The Pacific Salmon Foundation (PSF) and the Fraser Basin Council (FBC) contacted the FNFC about their efforts to ask the province to designate wild Pacific salmon as an official provincial symbol. The purpose of the proposal to designate wild salmon as an official provincial symbol is to raise awareness of the importance of wild Pacific salmon and deepen public commitments to the sustainability of salmon. Although the PSF and FBC plan to submit a report to the provincial government highlighting public support for the proposal, it was deemed necessary to seek First Nations support for the proposal as well. This Briefing Note provides background on a resolution for consideration by the BCAFN, FNS, and UBCIC on designating wild Pacific salmon as a Provincial symbol.

Background

In July 2010, the Pacific Salmon Foundation, Fraser Basin Council and Living Rivers – Georgia Basin/Vancouver Island invited the public to express their views on a proposal to designate wild Pacific salmon (including Chinook, sockeye, coho, chum and pink salmon, as well as steelhead trout and cutthroat trout) as an official provincial symbol under the province *Symbols and Honours Act*. The organizers of the proposal plan to deliver a synopsis of public comments and the public survey results to the Minister of Environment in the coming months to highlight overwhelming public support for the proposal. As wild Pacific salmon are integral to the culture, health and livelihood of First Nations across British Columbia, First Nations support is critical to this initiative being successful. The organizers of the proposal recently approached the First Nations Fisheries Council about supporting this initiative. The council members of the First Nations Fisheries Council recommended that a resolution be presented to the Chiefs in Assembly of all three Leadership Council Organizations seeking support for the campaign to designate wild Pacific salmon as an official provincial symbol.

Campaign to Designate Pacific Salmon a Provincial Symbol

Analysis / advice

As wild Pacific salmon are integral to the culture, health and livelihood of First Nations across British Columbia, First Nations support is critical to this initiative being successful. The resolution directs the Union of B.C. Indian Chiefs Executive and staff to work with the other organizations of the First Nations Leadership Council (the BC Assembly of First Nations and the First Nations Summit) to communicate support for this initiative to the Premier of BC.

Actions required

The First Nations Fisheries Council requires permission from the Union of B.C. Indian Chiefs Executive to share the resolution with the organizers of the proposal and communicate that the Union of B.C. Indian Chiefs formally supports the proposal.

SUPPORTING STEWARDSHIP OF FISHERIES RESOURCES FOR CURRENT AND FUTURE GENERATIONS





37, 3RD AVE, PO Box 820
BURNS LAKE, BC
VOJ 1E0

REGIONAL DISTRICT
OF BULKLEY-NECHAKO
"A WORLD OF OPPORTUNITIES WITHIN OUR REGION"

December 10, 2010

Office of the Premier
P.O. Box 9041 STN PROV GOVT
Victoria, B.C.
V8W 9E1

Dear Premier Campbell,

RE: Salmon as an Official BC Symbol

At its November 25, 2010 Board meeting, the Board of Directors of the Regional District of Bulkley-Nechako resolved the following:

"That the Regional District of Bulkley-Nechako Board of Directors provide a letter of support to the Fraser Basin Council for Pacific Salmon as a provincial symbol."

The Regional District of Bulkley-Nechako Board of Directors agrees that salmon are one of the species that link British Columbians and represent an important indicator of the health of our communities and watersheds and therefore supports the concept of Pacific Salmon as a provincial symbol under the *Provincial Honours and Symbols Act*.

Thank you for your consideration.

Yours truly,

for Eileen Benedict
Chairperson

cc: David Marshall, Fraser Basin Council

MUNICIPALITIES:

SMITHERS FORT ST. JAMES
VANDERHOOF FRASER LAKE
HOUSTON TELKWA
BURNS LAKE GRANISLE

ELECTORAL AREAS:

A - SMITHERS RURAL E - OOTSA LAKE/FRANCOIS LAKE
B - BURNS LAKE RURAL F - VANDERHOOF RURAL
C - FORT ST. JAMES RURAL G - HOUSTON RURAL
D - FRASER LAKE RURAL

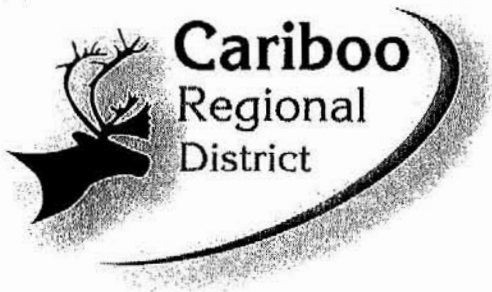
INQUIRIES@RDBN.BC.CA

WWW.RDBN.BC.CA

PH: 250-692-3195

FX: 250-692-3305

TF: 800-320-3339



building communities together

OFFICE OF THE CHAIR

Tel: 250 392 3351
TF: 1 800 665 1636
Fax: 250 392 2812
Suite D, 180 North Third Avenue
Williams Lake, BC V2G 2A4
www.cariboord.bc.ca

Your Reference:

Our Reference: 510-01
410-32

December 21, 2010

RECEIVED
JAN 04 2011
FRASER BASIN COUNCIL

Office of the Premier
PO Box 9041 STN PROV GOVT
Victoria, BC V8W 9E1

Dear Premier Campbell:

Re: Pacific Salmon as an Official Symbol for British Columbia

Please be advised that the Cariboo Regional District Board of Directors enthusiastically supports the proposal to designate the wild Pacific salmon as an official provincial symbol. We join the many individuals and organizations that have expressed public support for this proposal, including Miro Cernetig with the Vancouver Sun, former Lieutenant-Governor Iona Campagnolo, Brian Riddell with Pacific Salmon Foundation and David Marshall with Fraser Basin Council.

Salmon are one of the species that link all British Columbians together, and represent an important indicator of the health of our communities and watersheds. As salmon make their journey through the province's waterways, they link communities with their heritage and enhance the natural environment by spreading nutrients and feeding a wide range of species. The Pacific salmon plays an integral role in connecting the social, economic and environmental health of communities in BC.

.../2

Municipalities Quesnel Wells Williams Lake 100 Mile House

Electoral Areas A. Red Bluff - Quesnel B. Quesnel West - Bouchie Lake - Ten Mile C. Barlow - Bowron D. Wildwood - McLeese Lake
E. Esler - Dog Creek F. 150 Mile House - Horsfall-Likely G. Lac La Hache - 108 Mile H. Canim Lake - Forest Grove I. Narcosli - Nazko
J. West Chilcotin K. East Chilcotin L. Lone Butte - Interlakes

-2-

As people of all heritages celebrate the current abundance of salmon, please seize the opportunity to acknowledge the status that salmon already has in the province.

Official designation of wild Pacific salmon as one of the symbols of the province would recognize that our salmon are vital to all ecological, economic and cultural life in British Columbia. We urge you to implement this proposal.

Yours truly,

A handwritten signature in cursive script that reads "Al Richmond".

Al Richmond
Chair

cc: Honourable Murray Coell, Minister of Environment
David Marshall, Fraser Basin Council



COPY

ELECTORAL AREAS
A- GOLDEN-COLUMBIA
B- REVELSTOKE-COLUMBIA
C- SOUTH SHUSWAP
D- FALKLAND-SALMON VALLEY
E- SICAMOUS-MALAKWA
F- NORTH SHUSWAP-SEYMOUR ARM

MUNICIPALITIES
GOLDEN SALMON ARM
REVELSTOKE SICAMOUS



781 MARINE PARK DRIVE NE
BOX 978 SALMON ARM BC
V1E 4P1
TEL: (250) 832-8194
FAX: (250) 832-3375
TOLL FREE: 1-888-248-2773
WEBSITE: www.csrld.bc.ca

November 24, 2010

FILE: 0400 10

Office of the Premier
PO Box 9041 Stn Prov Govt
VICTORIA BC V8W 9E1

Dear Premier Campbell

RE: Official Provincial Symbol

We enthusiastically support the proposal to designate the wild Pacific salmon as an official provincial symbol. We join the many individuals and organizations that have expressed public support for this proposal, including Miro Cernetig with the Vancouver Sun, former Lieutenant-Governor Iona Campagnolo, Brian Riddell with Pacific Salmon Foundation and David Marshall with the Fraser Basin Council.

Salmon are one of the species that link all British Columbians together, and represent an important indicator of the health of our communities and watersheds.

As all people of all heritages celebrate the current abundance of salmon, please seize the opportunity to acknowledge the status that salmon already has in the province.

Official designation of wild Pacific salmon as one of the symbols of the province would recognize that our salmon are vital to all ecological, economic and cultural life in British Columbia. We urge you to implement this proposal.

Yours truly,
COLUMBIA SHUSWAP REGIONAL DISTRICT
Per:

Ron Oszust,
Chair

cc Hon. Murray Coell, Minister of Environment
David Marshall, Fraser Basin Council

COLUMBIA SHUSWAP REGIONAL DISTRICT



**REGIONAL DISTRICT
of Fraser-Fort George**

Head Office:
155 George Street
Prince George, BC
V2L 1P8

Telephone:
(250) 960-4400
Long Distance
from within
the Regional District:
1-800-667-1959

Fax: (250) 563-7520

<http://www.rdfg.bc.ca>

Municipalities:

McBride
Mackenzie
Prince George
Valemount

Electoral Areas:

Chilako River-Nechako
Crooked River-Parsnip
Robson Valley-Canoë
Salmon River-Lakes
Tabor Lake-Stone Creek
Willow River-Upper Fraser
Woodpecker-Hixon

October 26, 2010

BOA 1.8

Hon. Gordon Campbell
Premier of British Columbia
PO Box 9041 STN PROV GOVT
Victoria BC V8W 9E1

Dear Premier Campbell:

The Regional District of Fraser-Fort George is pleased to lend its support to the call to designate the wild Pacific salmon as an official provincial symbol.

The wild Pacific salmon is something that all British Columbians feel a connection to. From remote spawning beds in the upper reaches of mountain valleys to the rivers that flow through our communities all the way to the ocean, the wild Pacific salmon connect us all. Salmon has long been connected to the cultural traditions, food supply and economic well-being of First Nations and of all British Columbians.

We encourage you to implement the recommendation to have the wild Pacific salmon join the Pacific Dogwood, Stellar's Jay, Spirit Bear, Jade and the Western Red Cedar tree as official symbols of our great province.

Sincerely,

Art Kaehn
Chair

AK:RM:jg

cc: Hon. Murray Coell, Minister of Environment
David Marshall, Fraser Basin Council
Charles Jago, Chair, Fraser Basin Council
Debora Munoz, Director, Fraser Basin Council



FRASER VALLEY REGIONAL DISTRICT

45950 Cheam Avenue, Chilliwack, British Columbia V2P 1N6

Phone: 604-702-5000 Toll Free: 1-800-528-0061 (BC only) Fax: 604-792-9684
website: www.fvrd.bc.ca e-mail: info@fvrd.bc.ca

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NOV 17 2010

File: 0410-20-025

November 9, 2010

FRASER BASIN COUNCIL.

Office of the Premier
PO Box 9041, STN PROV GOVT
Victoria, BC V8W 9E1

Dear Premier Campbell:

The Fraser Valley Regional District Board of Directors, at its meeting of October 26, 2010, passed the following resolution:

THAT WHEREAS Pacific Salmon play an integral role in connecting the social, economic and environmental health of communities in BC;

AND WHEREAS British Columbia has no official provincial fish;

THEREFORE BE IT RESOLVED that the Fraser Valley Regional District Board supports the concept of Pacific Salmon as a provincial symbol under the provincial Honours and Symbols Act, and will communicate this support to the Premier and Minister of Environment.

The FVRD Board supports the proposal to designate the wild Pacific Salmon as an official provincial symbol. We join the many individuals and organizations that have expressed public support for this proposal. Salmon are one of the species that link all British Columbians together and represent an important indicator of the health of our communities and watersheds.

Official designation of wild Pacific salmon as one of the symbols of the province would recognize that our salmon are vital to all ecological, economic and cultural life in British Columbia. We urge you to implement this proposal.

Sincerely

Patricia Ross, Chair
FVRD Board

c.c. Hon. Murray Coell, Minister of Environment
David Marshall, Fraser Basin Council

199007-1



CITY OF PORT ALBERNI

City Hall
4850 Argyle Street,
Port Alberni, B.C. V9Y 1V8
Telephone: 250-723-2146 Fax: 250-723-1003
www.portalberni.ca

January 25, 2011

Pacific Salmon Foundation
1682 West 7th Avenue
Vancouver, BC V6J 4S6

ATTN: Megan Moser

Dear Ms. Moser:

At a regular meeting on January 24th, 2011, Council for the City of Port Alberni received a copy of the briefing note regarding an initiative to have the BC government adopt Salmon as the BC Fish symbol.

As the renowned Salmon Capitol of the World and Port Alberni's declaration as the World Fishing Network's Ultimate Fishing Town in Canada in 2010, Council for the City of Port Alberni supports this initiative which will bring further awareness to the importance of salmon to so many of British Columbia's resource based communities and to the province as a whole.

The salmon is part of our heritage and culture and is still very much a significant part of our economy. Recognition of the salmon as a BC emblem will help to bring attention to the importance of protecting our environment to ensure salmon stocks remain a healthy and viable resource for future generations.

We encourage the Province of British Columbia to adopt Salmon as the BC Fish emblem.

Yours truly,
CITY OF PORT ALBERNI

Davina Sparrow

Davina Sparrow
City Clerk

c. Premier Campbell
Bob Cole, Alberni Sport Fish Advisory Committee

J:\Clerks\Letters\ID G SI\Prov Govt\2011\support salmon as BC emblem Jan25.docx

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JAN 31 2011

FOR



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Salmon supporters Council Briefs

Published: **November 02, 2010 6:00 PM**

Updated: **November 05, 2010 4:45 PM**

It's fishy, and it fits.

The City of Salmon Arm has endorsed Premier Gordon Campbell's proposal to designate the wild Pacific salmon as an official provincial symbol.

"Being from Salmon Arm, I thought it would be highly appropriate," remarked Mayor Marty Bootsma at council's Oct. 25 meeting.

Added Coun. Alan Harrison: "It's pretty hard to vote against it."

They were responding to a letter from the premier stating that the designation would recognize that our salmon are vital to all ecological, economic and cultural life in British Columbia.

Council passed a motion adding its support to naming wild Pacific salmon as B.C.'s provincial fish.



DISTRICT OF SICAMOUS

1214 Riverside Ave. Box 219, SICAMOUS, B.C. V0E 2V0
Telephone (250) 836-2477 - Fax (250) 836-4314

August 16th, 2010

Denise Palmer Hoskins, Communications Manager
Fraser Basin Council
Email: dhoskins@fraserbasin.bc.ca

Dear Madam:

Re: British Columbia's Official Fish

At its Regular Meeting held on August 11th, 2010, the Council of the District of Sicamous received an email dated August 4th, 2010 from the Fraser Salmon & Watersheds Program advising of an initiative to designate the Pacific Salmon as BC'S Official Fish.

Please be advised that the Sicamous Council supports the designation of the Pacific Salmon as BC's official fish.

Yours truly,
DISTRICT OF SICAMOUS

Alan L. Harris, C.A.
Chief Administrative Officer

ALH:mag



Box 219, 1350 Aster Street,
Pemberton, BC V0N 2L0
Ph. 604-894-6371, 800-298-7753
F: 604-894-6526
info@slrd.bc.ca www.slrd.bc.ca

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NOV 09 2010

FRASERBASIN.COUNCIL

November 3, 2010

Fraser Basin Council
1st Floor - 470 Granville Street
Vancouver BC V6C 1V5

Dear Sir/Madam:

Re: Salmon as Symbol

I am pleased to advise that at the October 25, 2010 Regular Board meeting, the Squamish-Lillooet Regional District (SLRD) Board of Directors passed the following resolution:

THAT a letter of support be sent to the Fraser Basin Council in support of the proposal to designate the wild Pacific salmon as an official provincial symbol.

The Board of Directors support the proposal to designate the wild Pacific Salmon as an official provincial symbol, and recognize that the Pacific salmon is vital to all ecological, economic and cultural life in British Columbia.

If you have any questions, please contact me at 1-800-298-7753, ext. 230, or via email: lloyd@slrd.bc.ca.

Yours truly,

Leslie E. Lloyd
Director of Administrative Services

C: SLRD Regional Board

Members: District of Squamish, Resort Municipality of Whistler, Village of Pemberton, District of Lillooet, Electoral Areas A, B, C, and D, located within School Districts No. 48 and No. 74

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FEB 23 2011

PSF



COPY

THE CORPORATION OF THE
DISTRICT OF WEST VANCOUVER
OFFICE OF THE MAYOR

January 27, 2011

File: 0175-01

Premier Gordon Campbell
Province of British Columbia
PO Box 9041 STN PROV GOVT
Victoria, BC V8W 9E1

Dear Premier Campbell,

**Re: Support for the Proposal of Designating the Wild Pacific Salmon
as the Official Fish of British Columbia**

The District of West Vancouver Council has received two formal delegations asking that the wild Pacific salmon be the official fish of British Columbia. The first presentation was from the Pacific Fisheries Resource Conservation Council and the other was from the Environmental Protection Network at West Vancouver Secondary School (together with the West Vancouver Streamkeeper Society).

West Vancouver students Joseph McDaniel and Wonjun Kim, presented on behalf of the Environmental Protection Network. The students requested Council's support and put forward the following wording for us:

THAT

" Council write a letter to the BC Premier and the Minister of Environment expressing support for the proposal of the Pacific Salmon Foundation, Fraser Basin Council, and Living Rivers of the Georgia Basin and Vancouver Island, to designate the Wild Pacific Salmon as the provincial symbol under the Provincial Honours and Symbols Act. "

Council passed this motion unanimously and is very pleased to forward it to you and to support the volunteerism, leadership and vision of our students.

Sincerely,

Pamela Goldsmith-Jones
Mayor, District of West Vancouver

cc: West Vancouver Council
John Barker, Streamkeeper Society
Joseph McDaniel and Wonjun Kim, West Vancouver Secondary
Mary Ann Booth, School District 45 Board Chair



*PO Box 52
Pender Island,
British Columbia
V0N 2M0
~~604-629-3350~~*

RECEIVED

AUG 12 2010

PSF

5 August 2010

Pacific Salmon Foundation
1682 West 7th Avenue
Vancouver BC V6J 4S6

Attention: Megan Moser

Dear Ms. Moser:

"Make Salmon BC's Official Fish"

I write on behalf of the Pender Islands Conservancy Association in support of the suggestion of making Salmon "BC's Official Fish" – but we would qualify it by identifying it as "Wild Pacific Salmon".

For the reasons you have outlined regarding their epic journey, to support of communities and cultural traditions, and for ecosystem health, we fully agree.

We would also like to underline their vital connection to the iconic resident Orca's, and other marine mammals. Recognizing the Orca as an endangered species completely dependent upon salmon, is another strong reason to bring more recognition to the salmon. Perhaps there should be another provincial category of "BC's Official Marine Mammal" – the Resident Orca's!

Yours sincerely

Sylvia D. Pincott
President
Pender Islands Conservancy Association



October 29, 2010

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NOV 09 2010

FRASER BASIN COUNCIL

Office of the Premier
PO BOX 9041 STN PROV GOVT
Victoria BC
V8W 9E1

Dear Premier Campbell,

The British Columbia Sustainable Energy Association strongly supports the proposal to designate the wild Pacific salmon as an official provincial symbol. We join the many individuals and organizations that have expressed public support for this proposal, including former Lieutenant-Governor Iona Campagnolo, Brian Riddell with Pacific Salmon Foundation and David Marshall with Fraser Basin Council.

As the Pacific Northwest's keystone species, salmon are the key to—indeed, the very epitome of—sustainability in British Columbia. Salmon are environmental, cultural and economic lifeblood of our province. BC's magnificent biodiversity, its vitally important marine and terrestrial habitats and species all rely on the prolific abundance of our five salmon species. Every possible effort must be made to safeguard this natural endowment and legacy, so that it is, in turn, passed on to future generations of British Columbians.

Official designation of wild Pacific salmon as one of the symbols of the province would recognize that salmon are vital to all ecological, economic and cultural life in British Columbia. We strongly recommend that you implement this idea.

Sincerely,

Peter Ronald, Provincial Coordinator

cc: Hon Barry Penner, Minister of Environment
David Marshall, Fraser Basin Council
Brian Riddell, Pacific Salmon Foundation



April 11, 2011

Charles Jago, Chair
Fraser Basin Council
1st Floor, 470 Granville Street
Vancouver, BC V6C 1V5

Dear Dr. Jago,

As Chair of the Rivers Institute at BCIT, I'm writing to express my strong support for designating the wild Pacific salmon as an official provincial symbol. Most British Columbians view wild Pacific salmon as an icon in our province and I'm happy to join the many individuals and organizations that have expressed public support for this proposal.

Wild Pacific salmon have played such an important role in our province from an environmental, cultural, and economic perspective and are certainly worthy of such recognition. My hope is that this suggestion will be implemented.

I also want to acknowledge and thank the Fraser Basin Council for taking a lead on this issue.

Sincerely,

A handwritten signature in cursive script that reads "Mark Angelo".

Mark Angelo, CM, OBC, DSc(hc), MSc.
Chair, Rivers Institute at BCIT

Acknowledgements

The Fraser Basin Council, Pacific Salmon Foundation, Living Rivers – Georgia Basin/Vancouver Island thank former *Vancouver Sun* columnist **Miro Cernetig** who publicly proposed making salmon a BC symbol, former Lieutenant Governor **Iona Campagnolo** who offered an enthusiastic endorsement, and the many other people who took the time to share their thoughts and bring the idea to life. We dedicate this report to wild Pacific salmon and to all the British Columbians for whom these remarkable fish are already a symbol, one impressed upon their minds and hearts.

Photos: We warmly thank the many organizations and individuals across BC who have shared their successes in the Fraser Salmon and Watersheds Program, not only through hard data and details, but through story and pictures. We also thank photographers Steve Williamson and Brendon Cole for permission to use their images in this report. Copyright remains with the photographers, and all rights are reserved.

FRASER BASIN COUNCIL

1st Floor, 470 Granville Street
Vancouver, BC
V6C 1V5

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E: info@fraserbasin.bc.ca

www.fraserbasin.bc.ca

PACIFIC SALMON FOUNDATION

300 - 1682 West 7th Avenue
Vancouver, BC
V6J 4S6

T: 604 664-7664

E: salmon@psf.ca

www.psf.ca

**LIVING RIVERS, GEORGIA
BASIN / VANCOUVER ISLAND**

5569 Cortez Road
North Vancouver BC
V7R 4P9

T: 778 338-4366

E: alanlill@shaw.ca

www.livingrivers.ca

This report is available online at www.thinksalmon.com



Fraser Basin Council

