



November 1, 2021

Wilderness Tourism Association
5846 Sunset Drive
Nelson B.C. V1L 6X9

Honourable Joyce Murray
Minister of Fisheries and Oceans Canada
200 Kent St
Station 15N100
Ottawa ON K1A 0A6
By Email: min@dfo-mpo.gc.ca

Dear Minister:

Congratulations on your recent appointment as Minister of Fisheries and Oceans for Canada. We know that these issues have been a hallmark of your 20 years of public service, and we are delighted you have accepted responsibility for one of the truly significant portfolios affecting the future of Canada's Pacific Coast and the province of British Columbia's economic, environmental, and cultural future.

The [Wilderness Tourism Association](#) (WTA) is a provincial tourism advocacy organization focused on the sustainable management of the province's natural resources for the benefit of the tourism industry. We are acutely aware that the *Super, Natural* brand, founded in spectacular scenery and natural assets, our commitment to a healthy environment and a sustainable economy, is globally unique.

Wild salmon are a keystone species to our province's ecological and economic well-being. If salmon stocks collapse, so will the 138 species that are dependent on them - and so will the hundreds of small businesses up and down the coast and along BC's rivers and streams who depend on the salmon for their success. We can no longer risk inaction and must take every step to enhance our wild Pacific salmon stocks while encouraging renewed economic activity along Canada's Pacific coast.

As you know, the health of the wild Pacific salmon stocks has been in decline for many years. The recent news that many Fraser Rivers salmon stocks are declared threatened speaks loudly for a change in the status quo. It is time for immediate positive action, and we are willing to help in any way we can as you lead a new agenda that enhances our salmon stocks rather than erodes them.



It is time to remove the open net salmon factories that pollute the ocean and threaten salmon runs along the coast.

The open net salmon factories have been given ample warning that it is time to stop. We cannot wait any longer, and so the WTA recently launched a community engagement campaign titled [#BellyUp](#). This project focuses on the immediate removal of open-net salmon fish “farms” from BC's Coast. The WTA has been advocating their removal for 20 years, given the negative impacts on migrating salmon and ocean pollution.

We strongly supported Minister Jordan's decision to phase out the open net farms and are aware of the pressure on the Federal government to reverse her decision. We implore you to retain it, and to implement programs to help create a truly sustainable future for salmon, for coastal communities and for the jobs that support the families and communities of the coast.

We want you to know that we are your allies as you strive to take action of lasting impact to restore and protect wild Pacific salmon and to re-energize and restore the future of coastal communities.

We would be pleased to meet with you to present the #Bellyup campaign and discuss how the Tourism and Aquaculture industries can act together to save the wild Pacific salmon from extinction and give our children back a future we can be proud of.

Yours Truly,

A handwritten signature in black ink, appearing to read "Scott Benton". The signature is fluid and cursive, with the first name "Scott" and last name "Benton" clearly distinguishable.

Scott Benton
Executive Director
Wilderness Tourism Association

CC Honourable John Horgan, Premier of BC
Honourable Ravi Kahlon, Minister of Jobs, Economic Recovery and Innovation
Honourable Nathan Cullen, Minister of State for Lands and Natural Resource Operations.
Wilderness Tourism Association Board of Directors