

Speaking Health: It will be the Salmon[®] that Destroy our Oceans

The greatest dangers are the future dangers. There is greater truth to the possibilities of genetically-modified crops devastating modern agriculture as we know it, with the potential demise of society and culture as we know it—or, genetically-modified fish wiping out the plentitude of life in the sea, than there is to the probabilities being put forth every year by vaccine manufacturers and government health departments. Both should be great fears—neither is predictable—both should be prepared against and all should be taken seriously. Neither is more profound than the other. Yet, as we are led to stand in line for the flu shots, we are told with expert assurance that the genetically-modified concerns are frivolous and not worthy of even the most cursory of conversation.

Balderdash!

Achoo! Political manipulation. Capitalist control of the message: smooth, cunning, diabolical, wrong

As an industry, we should be as loud and irreverent as we need to be about the tripe that is being thrust down our economies gullet about the “safety” of genetically-modified fish and other animals. Last month there were hearings on Capitol Hill that were just the political theater that Washington is so famous for—the appearance of governmental oversight and concerns for consumer health—as the road to genetically-modified salmon is already plotted, market projected and IPO-capital-generated “in the bag.” The big fish of Congress has already been caught, just a few more “contributions,” and we are in a new age: FrankenSalmon. Probably sold as FrankenSalmon[®] “good for ya” by key “Dancing with the Stars” and smiling sports stars.

I am irate. And I cannot fathom why every one of us who have dedicated our lives to natural foods is not up in arms.

As the political circus of modern American politics morphs at warp speed into Jerry Springer, there has to be a competing undercurrent of speaking truth to power. People are not clamoring for genetically-modified salmon, and we are being told every day that there is plenty of salmon: so where is the truth?

In listening to hours of politicking on the subject, I am sick to my stomach but I also cannot help but wonder why there is never a conversation about the motives of those so-called “well-intentioned” people who have spent valuable time and money to make this

patentable artificial food source? Will these people pass over their good science to future generations, or can it be that for every piece of man-altered salmon sold, some clever investors will make a cool profit?

We are in strange times, and in times where every day there is an agenda by some schemers to make a lifetime of wealth—if only they can hurdle the low bar of governmental oversight. The judge: the over-worked, underfunded, scientifically-blinded FDA. The jury? Asleep at the wheel. Genetically-modified salmon is the symbol of what is wrong with food safety in our lifetime. As the facts encompassing the rules that define certified-Organically grown are being watered down, and now this—shouldn't you be alerting your clientele to the dangers in their future?

Salmon

Salmon are a noble fish. Their treks homeward to spawn are the symbols that haikus are written about. I have questioned before the national presumption that we have plenty of salmon off our shores, and I continue to do so today.

To me, it has always been an indigenous rights issue: the rights of Oregon's American Indian tribes (the Shasta, Kallapuya, Molalla, Umpqua, Siuslaw, Klamath, Umatilla, Coquille, northern Paiute, Modoc, Clatsop, Nehalem, and Snake Indians) to live with the salmon that defined their heritage; and the Washington State Indians (the Skagat, Makah, Kalispel, Lummi, S'Klallam, Colville, Quileute, Puyallup, Nisqually, Sauk-Suiattle, Nooksack, Chehalis, Chinook, Quinault, Snohomish, Snowqualmie, Skyhomish, Samish, Squaxin, Swinomish, Kikiallus, Susquamish, Snoqualmie, Stillaquamie, Hoh, and Cowlitz) all of whom have had to accept the obliteration of their traditional fishing grounds. It has been said that it was just inevitable that millennia of fertile salmon fish grounds would disappear in 100 years of the voracious American diet, but I see the destruction of continental American salmon supplies as being replicated by the unacknowledged overharvest of Alaskan salmon today.

In Alaska, the salmon fisheries are regulated under the jurisdiction of the Alaskan government, not the U.S. Federal Government. Sustainability, measured more by the number of boats allowed to fish rather than precise calibration of the spawning areas

(freshwater rivers, streams and lakes) can be problematic when the organizations monitoring the catch are motivated themselves by the outcome of the oversight. Alaska depends upon the fish it catches now: politicians make decisions for jobs now, not future generations. This is a critical monetary harvest for a major industry in a state where jobs are few and income is desperate: Alaska receives \$3,145 per capita in federal stimulus dollars, the most in the nation—used to be called “Stevens dollars” in a State known for building roads to nowhere just to get more money in their coffers. I have greater trust in the Indian assessments of salmon species' health!

Facts are facts. Alaskan Indians are closing salmon fishing sheds upstream as their livelihood disappears—no salmon are returning home to spawn. You do the math: no upstream new births, no future generations. The information is there if you want to find it!

And so, as the politician conveniently talks out of both sides of his/her mouth (distrust the politician, even in our industry!), simultaneously saying that our Alaskan salmon harvest is fine, and that our massive salmon fishery industry thrives, but that we need to invest in patented salmon foodstuffs to survive. Compared to other fish where the science of measuring biomass and therefore speculating on fish sustainability status defines parameters, there are no Biomass metrics for salmon. Speculation can always be made political.

We are led to believe all is safe because of the numbers: today they can say they harvest 10-30 million of one of the 7 species of salmon in a three week period. Forget those numbers, accumulated by pencils at desks far away: think of the source; think of another large animal that cannot be regenerated overnight; think of the buffalo!

Poor salmon: a pawn in a game of profit.

The Need for a “Better Salmon”

Let me tell you a few things about the new salmon that will be on your plates (unknowingly) in your lifetime: unlabeled FrankenSalmon. Here is how this fish was “created.” One company, AquaBounty Technologies, manipulated genes from one variety of salmon by adding growth hormones from an eel (salmon would never breed with eels: this should be enough

Salmon®

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for outrage!! Talk about playing God!?) and created a fish that has none of the life patterns of a regular fish, and which grows to be gigantically larger than a normal real salmon. "Modified genes."



Wild salmon switch on their growth hormones twice a year to eat with zest at the times that evolution has dictated. Their growth hormones are "on" in the Spring and Summer, and they are "off" in the other seasons when food is more scarce. The regulatory genes of these FrankenSalmon are changed, and they eat and grow all year round—and are therefore monster-sized, which the "manufacturers" love. More meat: more profit.

The proposal is that these fish will be grown in enclosed covered places—the original research was conducted in Canada but the farms will be with cheaper labor in Panama (at the crossroads of two oceans)—and the assertion is that these fish will never inter-breed with wild species. This flies in the face of facts about the concerns already manifested over farm-raised salmon and wild interacting; or the problems caused by silver carp escaping fish farms in Illinois and devastating the fish ecosystem in the Great Lakes, and countless other examples in the U.S. and abroad!

The company boasts that there is little concern for this monstrous fish destroying the food chains of the ocean because, they proudly claim, they have rendered the "salmon-eel thing" sterile. What they do not shout is that the thing is 98% sterile. All the GM fish are females, and are at least 2% fertile. Hmmm. Margins of error.

The FDA intends to rule on whether you can tell if the fish is noticeably different in

taste or composition (nutritional profile) to other salmon, and that is as far as the learned scientists will go: no questions as to the issues of the disease inherent in fish farms: the only judgment is on size and growth patterns.

Ironically, this FrankenSalmon would have the same flaw as farm-raised salmon: a higher Omega-6 to Omega-3 ratio. Therefore, the salmon would not provide the main constituent that makes certain fish like cold-water anchovy and sardines so valuable—their high percentage of Omega-3 EPA and DHA!! But why dwell on facts.

Salmon is also consumed voraciously for its protein, and so their argument is that we could grow fish fast in controlled pens near cities and feed people. Fast food: not wild fish and not healthy food...just food owned by the patent-holders.

73 Fish a new trans-genic Species makes

Since there is an allergenicity associated with the parvalbumin of fin fish that affects 0.1% of the world population (and those people know it), the FDA has to survey the science presented to by the manufacturers to see if there is a cogent concern for this allergenicity possibly increasing in the FrankenSalmon. In one radio program discussing the Congressional hearings, a senior scientist for Consumers Union tore apart the presented research, showing that the "makers" had no data to make any conclusion that allergens would not present themselves in a products form a mass-manufactured production facility. The manufacturers tested a total of 73 fish (as a proof to introduce a new protein into our food chain), and tested for levels of markers that would never reasonably find a negative result, and presented this trite data

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hoping the scientists would be asleep, turn a blind eye or ignore what they were asked not to look for. The FDA questioned nothing, saying they could see no verifiable levels of harm in the data with these 73 fish in the data presented. Bingo.

The initial objections are valid. First, because a weak test was performed, does that mean that no allergens would appear in a world herded to mass consumption of this fish-eel thing? Doesn't the patent-holder have to present a greater degree of scientific certainty? There was loud objection that the data was sloppy, incomplete and that at least more study was necessary. The speaker for the manufacturer attacked the consumer advocate vehemently: his job as hatchet-man.

The two concerns raised—and there are probably more—were the manipulation of growth hormone (even in a sterilized animal) and the prospects for dangerous reactions upon human consumption. The second concern was for the actual manipulation of genes, and the effects on the end consumer, leading directly into concerns with insulin

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IN THE NEWS

More Scientific Information concluding that natural triglyceride form fish oils are more bioavailable than free fatty acids or ethyl esters: possibly 50% higher

Are you sharing this information with your customers? Do you understand the distinctions? Note that most high EPA/DHA products are not triglyceride form!

Yet, Nordic Naturals only manufactures Natural Triglyceride Form fish oils.

**Stock the finest Natural Triglyceride form fish oils:
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http://www.nutraingredients-usa.com/Research/Omega-3-bioavailability-Scientists-lift-the-lid-on-which-forms-work-best/?c=WqUgtFMVBwvtMUqk3GwHfG%3D%3D&utm_source=newsletter_daily&utm_medium=email&utm_campaign=Newsletter%2BDaily

- from researchers from the University of Copenhagen and Aalborg Hospital; Dr. Dyerberg.
- Aalborg Hospital is the largest hospital in Northern Jutland, Denmark.
- University of Copenhagen is the largest institution of research and education in Denmark
- Jorn Dyerberg MD, Professor, DMSc, Dr.h.c., (Copenhagen University Institute of Human Nutrition) is one of the world's leading authorities on the health benefits of Omega-3 fish oils. In 1971, Dr. Dyerberg published a landmark study in *The Lancet* regarding heart health. In the early 1970s, he led a research team that studied blood lipid levels among the Inuit population in Greenland. He has been involved in over 350 published studies on the subject.
- the tests included EE, rTG, FFA, and FBOs.

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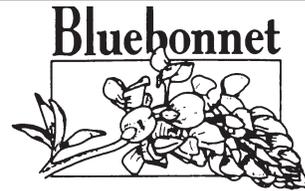
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Icelandic Cod Liver Oil liquid

Icelandic Cod Liver Oil liquid softgels, lemon

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- l-glutamine powder
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October Promotion

Promo so successful it is extended one more month

**15% OFF Mix & Match
12 cannisters
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*Original Juvo, JuvoSlim,
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ORAC VALUES (Estimates)/serving size

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Best-seller. USDA-Certified Organic by QAI

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Slimming, weight-loss + proper nutrition.
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2. Daily Greens

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Daily Greens tabs **FREE**

3. Expo Attendees

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Show attendees only

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Join Essential Formulas at booth 2415 for two book signing events:

The Truth About Beauty author, Kat James

- Thursday, October 14th at noon.

and *Fat Flush for Life* author,

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- Friday, October 15th at 1 pm

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15% OFF with a mix/match of 24 or more items.

10% OFF all other orders w/free shipping on all show orders.

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Olbas® Oil: carry all three (3) sizes at this time of year—32 oz. .82 oz, 1.65 oz.

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minimum of 3 each

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must mention "BMC October promotion"
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EXPO EAST BOOTH 2037

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Salmon®

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and with cancer. The bottom line is that you cannot make sound conclusions from a lack of data, deliberate or not. The FDA should have unequivocally thrown the case out. (but the businessman is the boss in Congress, not the scientist!)

The Process

The question would have to be, was this a political assessment or science. Most telling, for such an important landmark decision, only one person on the FDA panel making the decision was a fish scientist. I guess the other powerful and well-connected Board members are just smart about all science. Interestingly, this issue is not considered a "food" question—though they are concerned with food safety—but rather is part of the new world question of an "animal drug." The FDA was in judgment of a growth hormone placed in an animal: funny, the ironies of life. Bad for Mark McGwire; good for all of us in our daily food!

Again, the major issues are never brought up in the room in the world of political sham theatrics: the facts are mute as the actors read their lines. The issue is profit. The issue was not the cleanliness, the betterment, the safety of the food: it was an uninformed panel deciding whether a company could do business. It was about steamrolling the profit motive forward to benefit—not the scientific inventor or the unattending public—but the brazen businessperson. It was playing God for profit.

Actually, I am shocked that we hear nothing from the religious communities on this. Nothing.

Food safety: a disregarded issue. Environmental safety. The company brags that the product will be indoors (special lighting) removed from other fish. None of the esteemed panel members had the decency to ask that once the patent was allowed to be produced, what would stop the company from selling eggs to other countries, where outdoor pens would be cheaper? A child could see danger in this poor argument. No, ask a few questions and then go to lunch at the same restaurant as the entrepreneurs. Process.

Labelling

Everyone understands that we have already lost the battle. Americans are asleep, no one will notice. The battle line has been set at the defense's one yard line, labeling. Maybe, after this mistake is codified, we can get labeling to note the FrankenSalmon.. Weak defense is always the worst strategy, but consumer groups are impotent when Congress wants to assist business (think about the jobs created in Panama!). This product will never be sold in Europe, where they despise genetically-modified "materials." It will be our food and our health and our disease states.

The noble warriors want to win a pyrrhic battle with labeling. But they won't. The FDA has rules that are neatly written. There is no need to label this product as anything

but the salmon it is. Who is Congress to make a ruling to stop the progress of pseudo-science: human entrepreneurship is infallible! Without verifiable evidence on concerns for allergenicity, there will be no label designations!! The argument is over: heard in hastily assembled hearing-room that was loud enough to make the evening news to let you know process was followed.

Even the FDA, which declined to make a decision on the first day of the hearings, "had to" forge forward with plans to decide whether the product should be labeled separately if they ever ruled in favor of the decision later—the beauty of the perverse dance of power—and of course the rules will be written for the foregone conclusion. Note

that although the FDA could not draw conclusions, all the press commented that everyone knows this will happen; so of course the rules need to be instituted, codified.

You don't codify something you will never pass!!

Enter the good guys. Currently Dennis Kucinich (D, OH) is prepared to present a Bill that would force the issue of labeling genetically-modified FrankenSalmon. He points the finger correctly saying, "This to me raises questions about who the agency is protecting...They are clearly protecting industry and not the public." From a supposedly neutral newspaper, "The FDA says it cannot require a label on the genetically modified food

HOW TO KNOW "WHAT TO SAY"

Hong Kong, September 2010

Leading virus experts urge "health authorities" to stay vigilant against the bird flu virus, while admitting that the recent swine epidemic never materialized. In August (2010), the swine flu epidemic was officially declared over. After great publicity (and huge profits to security and pharmaceutical channels), the final death toll was recorded at 18,600: far below the millions the threats conjured.

How can we, health care advocates, keep people involved when the "health authorities" are so irresponsible?

Keep the faith: preaching preventative health care, homeopathic preparations, adaptogenic herbs, medicinal mushrooms, Wellmune WGP® beta glucans, quality – manufactured antioxidants, pure water, Organic/local/fresh and raw foods, exercise, rest and meditation. As the cacophony of talking heads and experts lose credibility, the natural foods store is rising as the source of truthful information for local community health.

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EXPO EAST BOOTH 1608

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once it determines that the altered fish is not "materially" different from other salmon—something agency scientists have said is true." (when you read something enough, it will often appear to be true...)

Does Congress fear the public on this issue? No, they have us all distracted with their Kabuki comedies and inferior election candidates. Will business balk? No, others will just look to get into the act. Will public sentiment stop the folly? No, discounted salmon will rule the day at walmart.

What will it take to get you Motivated?

Honor wild salmon

A truth: the larger species of fish in our waters are being devastated. We should buy based upon sustainability, and define our own ethical parameters and live by them. Salmon is not the only fish we can live on, and we cannot live on salmon long if we disrupt its breeding patterns. Consider Alaskan salmon a delicacy, not the main daily course. Preserve our American wildlife and let the salmon stocks soar, not dwindle.

Distrust people who tell you this large fish is a renewable resource

Think about what you are told in advertising and question everything. Be smart. Smaller fish are better for general use as opposed to larger fish. A fish that procreates prodigiously with a shorter growth cycle is more renewable than a large fish that lives longer. Kill a 3 year-old salmon and wait three years for a new one, or consume a smaller anchovy and sardine and know the stocks have renewed before the food got to table...which is better?

The people who love the oceans and the animals who live there speak against both krill and against the harvesting of higher

IS IT THE ECONOMY?

The economy seems to be getting better by the day despite the resistance of the politically-motivated. The majority of health food stores—small and big—are moving forward with increasing business and optimism in future success. And still, some stores and regions continue to suffer. What are the successful stores doing at this time to bring in new customers? To have their good message heard? To expand in a weak economy and with the constant encroachment of the mass channel and the internet?

Is it the economy? All stores need to have those meetings to consider if their sales plan and business models are adjusting with time. All stores need to evaluate their inventories (too much reliance on distributor products?), the presentation of the message within the store; and to reevaluate their mission statements and store personality. If many stores are briskly moving forward, then any store should be able to be able to stabilize and grow in this market.

food-chain species. No one speaks against the ethical harvest of the pelagic species like anchovy and sardines. Reference the *Monterrey Bay Institute*, not Youtube. Be smart: companies are out to trick you, but the world scientific consensus is normally dependable. Use your brain, and simple logic and move away from the bigger fish and toward small, cold water fish.

Note that only 3% of the ocean's harvested fish right now are used for nutritional supplementation. Nearly all the other 97% is for human protein needs, fish meal and feeding fish farms. Beware motivation and surreptitious persuasion, make your own decisions and be utilitarian with your facts when educating the public that turns to you (not the shark-salesperson) for the truth.

Nordic Naturals is an Industry Leader on the Questions of Sustainability.

Nordic Naturals started the dialogue in our industry on sustainable sources of fish for nutritional use a decade ago. This fact is historically relevant. There is a reason that

Nordic Naturals would never use salmon. Their sourcing of northern Arctic Cod is deliberate, as this is one of the most beautiful fish in the ocean. And because the *Norwegian Ocean Research Institute* is one of the most respected environmental fishing agencies in the world. Nordic associates itself with the *Organization of Norwegian Fisherman* (ONF) and these fisherpeople are environmentalists and they care for the renewable energies of the ocean with a spirit similar to the Native American.

It is important to align with trustworthy companies. The U.N. estimates that ¾ of the planet's fish stocks are already harvesting to their maximum limit. Harvesting smaller, more renewable fish for nutrition is not only providing the best fish, but is the most ethical decision. Nordic Naturals only harvests from abundant waters, using three fish that are not endangered. Nordic supports and educates (using the facts) in the need for stronger fisheries management. Ask your BMC rep for a paper defining a trail of facts that prove our decisions smart and admirable. Nordic Naturals has secured a safe and sustainable vertical pipeline of fish that are wild, and handled to preserve the benefits of nutritional value, cleanliness, purity and freshness. Their 3rd Party testing shows their product to be unparalleled.

Get involved and stay involved

Neither progressive Congresspeople nor public safety advocates can do what you can do. You talk with people all day, every day. You influence lives and opinions. Talk about these FrankenSalmon. Pledge to work hard to stop this product from reaching market. Put the sinister and greedy out of business. Treasure truth and trust those who speak it.

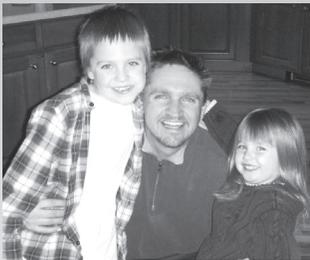
The final facts are most important:. FrankenSalmon will not provide Omega-3 EPA + DHA. The best sources of these nutrients are renewable wild fish, especially the smaller species anchovy and sardines.

In conclusion, I ask you to reference Purdue studies (Muir and Howard, 1999; 2004) that postulate that if 60 genetically-modified fish were bred into a pool of 60,000 wild fish, that the wild fish would be extinct within 40 generations.

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"WE ARE HEALTH FOOD PEOPLE"

Chris Peruzzi, Field Sales Manager, Nordic Naturals



I am in my fifteenth year as a professional in the Natural Products Industry, but was raised "walking the walk" my whole life. My parents have always been interested in health and good nutrition, so when the opportunity presented itself to me to join a company that sold herbs, I jumped at it. I have been involved professionally ever since. My past positions include: Sales Rep, West Coast Regional Sales Manager, National Sales Manager, and Independent Sales Broker. I now hold the position of Field Sales Manager for Nordic Naturals, and manage 90 sales people

across the entire United States, as well as the key contact for National Accounts, and key regional chain accounts. I reside in Evergreen, CO, and travel on average every other week, and very much enjoy all of the people I work with, the accounts that we sell to, and ultimately sell the highest quality fish oils to the end user...the consumer. Representing a line like Nordic Naturals is a wonderful place to be, knowing that we are providing the highest quality fish oils available to better the public's health concerns.

I have been associated with Michael Hennessey as friends for quite some time now, and am glad and fortunate to work with him after all of these years. It is my privilege to work with an association like Blue Moose Consulting due to their level of integrity, and knowing that they too not only "talk the talk", but "walk the walk."

The photo is of my children (Stefan and Alyssa), and myself...they are my number one mission in teaching about nutrition, health, and life!



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IF YOU'D LIKE TO RECEIVE INFORMATION BY
EMAIL, SEND YOUR REQUEST TO
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VISIT US AT OUR WEBSITE!
WWW.BLUEMOOSECONSULTING.COM

"If you don't read this newsletter every month, you are missing something."

Salmon®

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Sound bites

The facts seem to be thus: there are currently 2 billion acres of genetically modified farmland. If we believed in a law of averages, we are playing with fire on the Land, and we are tampering with our waterworld when we impose human intent on the natural order. There are many people paid good money to gather facts to push these "advancements" through, and many facts will be distorted to win argument. After the template for fish—easy to grow and test—has been established, the world is open to a wild west of human tampering with the food supply. If we intend to continue to eat to survive, we are doing the worst thing imaginable by allowing this: destroying our food supplies.

Don't listen to the soundbites, seek the truth from your own knowledge, deep within.



Further Reading:

www.foodandwaterwatch.org/press/press-releases/public-still-in-the-dark-on-transgenic-salmon/

www.nwifc.org/about-us/

www.nmfs.noaa.gov/fishwatch/species/sock_salmon.ht

www.edf.org/page.cfm?tagID=15700

www.edf.org/page.cfm?tagID=16536

www.nutraceuticalsworld.com/contents/view/17804

www.msc.org/newsroom/news/norwegian-cod-and-haddock-fisheries-obtain-msccertification?fromsearch=1&isewssearch=1&b_start:int=40

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Call as often as necessary: we want to be of assistance

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Conyers, GA 30012

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www.himalayausa.com
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www.perfectorganics.com
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Merrifield, VA 22116

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Aromaland, Inc.

www.aromaland.com
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Vitalah, LLC

www.vitalah.com
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fax: 831-761-3648
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Herb Pharm

www.herb-pharm.com
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orders: 800-348-4372
fax: 800-545-7392
Williams, OR 97544

Aloe Life International

www.aloelife.com
619-258-0145
orders: 1-800-414-ALOE (2563)
fax: 619-258-1373
San Diego, CA 92107

Essential Formulas, Inc.

www.EssentialFormulas.com
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fax: 972-255-6648
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Support all the lines we represent: Independence, Quality, Strength

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