

BOYCOTT CANADIAN SEAFOOD

WHAT YOU CAN DO!

Never underestimate the power of individual effort in the Canadian Seafood Boycott campaign to end the seal hunt. As an individual, there are many ways you can help.



1. The most important thing you can do to help end the seal hunt is to boycott all seafood products from Canada until the commercial seal hunt ends. The Canadian Seafood Boycott will begin on the day that the first seal is killed, sometime in late March or April 2005. It will end only when the Canadian government agrees to a timely end to the commercial seal hunt.

Residents of the United States and the European Union can look for the Country of Origin Label (COOL) at their grocery store or seafood retailer to identify all seafood products from Canada.

Residents of Canada who purchase fish at the retail level will have to ask the seafood manager or retailer to identify which products come from Canada. Canada has no Country of Origin Labeling regulations.

When you dine out, ask your restaurateur or server for only non-Canadian seafood menu items.

2. Ask family, friends and acquaintances to boycott all Canadian seafood. Let them know about the Country of Origin Labeling required on all seafood packaging in the United States and the European Union. Request that when they dine out they ask their restaurateur or server for only non-Canadian seafood menu items.

3. Leave a Boycott Bill with your restaurant payment. The bill will remind the restaurant management of the need to boycott Canadian seafood. *Call us for a supply!*

4. Read up on the Canadian Seafood Boycott and Canada's commercial seal hunt so you can answer any questions you may be asked. You'll find all the information you need at www.sealhunt.ca including the Canadian Seafood Boycott strategy document, entitled

"Influencing Canadian Seal Hunt Policy with a Consumer Boycott of Canadian Seafood," articles written by prominent anti-seal hunt activists, links to the websites of animal and environmental organizations that are also implementing Canadian seafood boycotts and a questions and answers page.

5. Conduct a letter-writing campaign to Canadian politicians and ask your friends and family to do the same. Tell the politicians that you want them to end the seal hunt and that you will not eat Canadian seafood until they do. A sample letter to the Prime Minister and Minister of the Department of Fisheries and Oceans and their contact information is on the backside of this flyer.

6. Conduct a letter-writing campaign to the Canadian commercial fishing industry. Ask your friends and family to do the same. Visit www.sealhunt.ca for updated info.

7. Start a petition. Try to get as many signatures as possible.

8. Write an editorial for your local newspaper in support of the Canadian Seafood Boycott and in protest of Canada's seal hunt.

9. Hand out these flyers outside your local grocery store, seafood retail outlet, and restaurants informing customers and diners about the Canadian Seafood Boycott campaign to end the seal hunt and asking them to boycott Canadian seafood.

10. Organize a demonstration outside seafood retailers or restaurants that continue to sell Canadian seafood. For a list of U.S. seafood retailers, grocery store chains, restaurants and hotel chains that have already agreed to boycott Canadian seafood, contact our office.

SUPPORT SEA SHEPHERD CONSERVATION SOCIETY TODAY!

Enclosed please find my donation for:

\$10.00 \$25.00 \$35.00 \$50.00 \$100.00 Other _____
Amount _____ in _____ currency
(Country)

Name: _____

Address: _____

City: _____ State/Prov: _____ Zip/Postal: _____

Country: _____ Tel: _____ E-mail: _____

Enclosed check OR Credit Card Visa MasterCard American Express

Credit Card Number: _____ Expiration: _____

Signature: _____



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LETTER-WRITING CAMPAIGN

Like most politicians, Canadian Members of Parliament (MP) and their parties base policy decisions, for the most part, on the influence of interest groups and stakeholders. Whether we like it or not this is the essence, indeed a definition, of democracy. Consequently, political and economic considerations — not ethics, values, environmental responsibility or science — have led the Department of Fisheries and Oceans to expand the commercial seal hunt. Fortunately, political and economic considerations can also be used to end the hunt.

A few points to keep in mind:

- Many politicians gauge the importance of an issue by the amount of mail they receive on that issue from the public. It is important that supporters of the Canadian Seafood Boycott convince Canada's government that we are prepared to sustain a boycott of Canadian seafood right to the end in order to end Canada's commercial seal hunt.

- Below you will find a sample letter that you can use to send to the Prime Minister of Canada and to key Members of Parliament. To get the contact information for the Canadian government officials, please visit the following website:

<http://www.parl.gc.ca/information/about/people/key/Ministry.asp?lang=E>

For Canadian Embassies/Consulate contact information:

<http://www.dfait-maeci.gc.ca/world/embassies/cra-en.asp>

- Please keep in mind when you write that Canada's politicians and seafood industry leaders are not swayed by moral or ethical arguments. Therefore, it is important in your letter to stress the economic and political consequences of continuing the seal hunt.

- It is preferable that letters be mailed rather than emailed, since it has come to our attention that many Canadian government officials delete without reading email messages sent by the public.

- Please include your address so that you can receive a reply.

- We would appreciate you forwarding to us any mail you receive from the Canadian government or commercial fishing industry.

Please send to:

Sea Shepherd Conservation Society

PO Box 2616

Friday Harbor, WA 09250 USA

Phone: (360) 370-5650

Fax: (360) 370-5651

We will be posting correspondence from the government and commercial fishing industry on our website.

- Canadians who wish to mail provincial and federal politicians from within Canada can do so without postage.

Sample letter to Canadian Prime Minister

The Right Honorable Paul Martin
Office of the Prime Minister
80 Wellington Street
Ottawa K1A 0A2
Fax: 613-941-6900

The Hon. Mr. Geoff Regan
Minister, Fisheries and
Oceans
Parliament Buildings
Wellington Street
Ottawa, ON K1A 0A6
Fax: 613-996-6988

(DATE)

Dear _____:

As a citizen of [your country here] and as a consumer of seafood, I am writing to express my condemnation of the commercial seal hunt. I am also writing to notify you that I will be boycotting Canadian seafood because the seal hunt went forward this spring. I will support the Canadian Seafood Boycott for as long as it takes to end the commercial seal hunt and will encourage my friends and family to do the same.

It has become apparent that the Liberal Government of Canada is putting its political interests ahead of the welfare of the seals and the sealers who hunt them. Rather than end the seal hunt — the value of which was only \$16.5 million in 2004 — the government has chosen to weather a boycott of Canadian seafood that will cost the Canadian fishing industry between \$825 million to \$1.65 billion annually. Geoff Regan, Minister of Fisheries and Oceans has stated as much in a letter to Environment Voters when he wrote: "[the Canadian Seafood Boycott] will do nothing to end the seal hunt and will only serve to add to the level of unemployment in an area already suffering enormously from economic hardship."

The federal and provincial governments continue to support the hunt, and have done so to the tune of \$20 million in subsidies between the years 1995 and 2001, according to a 2001 report by the Canadian Institute for Business and the Environment. This money would have been better spent in training sealers for viable 21st century occupations.

No one believes that sealing provides a living wage. In 2003, a sealer made an average of only \$50 for a high-quality seal pelt. The government of Newfoundland estimated that the number of sealers in the province in 2003 was 4,000. If the estimated value of the 2004 seal hunt -- \$16.5 million -- is correct, then individual sealers brought in roughly \$4125 each for the year.

As for the seals, there is no conceivable justification for the mass slaughter of 975,000 seal pups over a three-year period. Nor is there any plausible argument that could convince an educated public that the seal hunt is humane. A 2001 report by an independent team of veterinarians who were invited by the International Fund for Animal Welfare to observe the hunt concluded that governmental regulations regarding humane killing were neither being respected nor enforced, and that the seal hunt failed to comply with Canada's basic animal welfare regulations. The veterinarians found a disturbing number of seals (as many as 42%) were most likely skinned while alive and conscious.

It is absolutely unacceptable that the federal government of Canada continues to encourage the decimation of a wildlife population that is beloved by people all over the world.

Recent polling clearly shows that close to 80% of Americans and Europeans oppose the seal hunt, with a substantial number willing to boycott Canadian seafood to ensure that it ends.

I demand that you act according to the will of the majority of Canadian people. End this cruel and unsustainable hunt for harp and hooded seals permanently. Until you do, I will boycott Canadian seafood whenever I shop or eat out.

Sincerely,

[Your signature here]

[Your name printed here]