

RIVER SELECT FISHERIES COOPERATIVE



Linking Sustainable Fisheries with Demanding Markets

March 2016

The River Select Fisheries Cooperative provides one-window into the artisanal river salmon fisheries in BC. Incorporated in 2014, our certified sustainable river fisheries provide market access to the unique attributes that make each of these salmon fisheries important to conserve and an honor to share. Our products come packaged with QR-coded branding that authenticates the date and origin of the catch. Those that want more will find links to website galleries rich with information on the culture and history from each fishery, including stories about the hard work that makes these local fisheries sustainable. Like boutique wines, our unique marketing niche provides the necessary connections between market and local producer to create healthy affordable whole food choices from truly sustainable fishery businesses.

Our Cooperative's mission is to service demanding markets that expect fish from a sustainable source, while we help build vibrant and prosperous First Nations communities through local, self-regulated and integrated fisheries businesses lead by First Nations. A shared *Charter for Responsible Trade* reflects our member's heightened ethical values that go beyond mere regulatory compliance, promoting both fisheries and salmon markets that embrace sustainable fishing practices, fair trade, traceability, and local food security. Our business approach promotes a network of inland salmon harvesters to make the most of their own fisheries, markets, and services, cultivating local businesses and employment close to the fishery. Networking production from a variety of river salmon fisheries presents a useful alternative for small community enterprises struggling with limited fishing access, or larger fisheries that can overwhelm communities on their own during high salmon abundance.

Starting first with a local market in the Okanagan, another three participating market hubs opened in 2015 including Williams Lake, Agassiz and Vancouver. In 2016 we will offer drop shipping directly from our website, providing local orders and pick-up to further improve pricing and reduce our environmental foot print. Together we advance responsible salmon trade while sharing markets and services, bringing licensed and affordable salmon products back to rural BC. Our cooperative fisheries ensure that sustainable fishing business is there when our members need it and when markets want it.

Our Partners in success!

- Fisheries and Oceans Canada
- Vancity
- Buy Local BC

For further information on the River Select Fisheries Cooperative:

Dave Moore, Business Manager (250) 372-9472 or dave@riverselect.ca or visit our website at www.riverselect.ca (please note our website is under re-construction and will not be available until April 1, 2016)