



introduction to
SALMON
SAFE

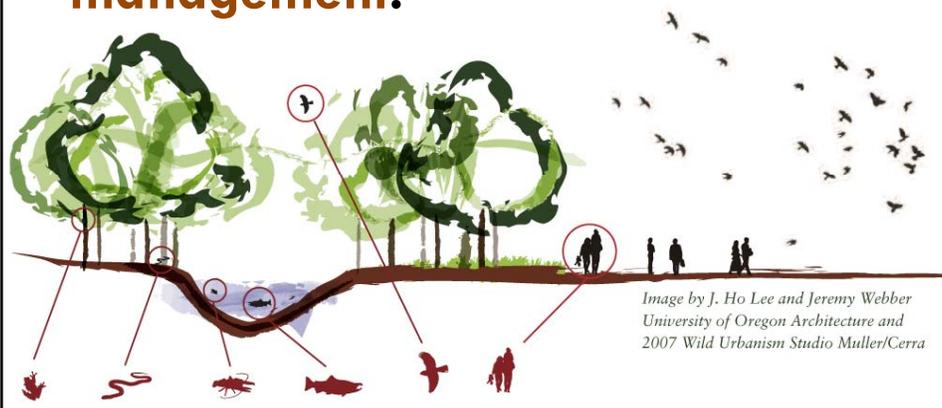
A new watershed-based approach to building sustainable neighborhoods



- **Opening: Save Wild Salmon**
- **About Salmon-Safe**
- **Urban Certification & Development Standards**
- **Neighborhood case studies**
- **Market Recognition**
- **Take the Pledge**



Building the marketplace for a new watershed-focused approach to farm and urban site management.



SALMON-SAFE

- **Founded by Pacific Rivers Council**
- **Leading regional eco-label**
- **Now an independent nonprofit**
- **Expanding through West Coast with Partner Network**



STEWARDSHIP PARTNERS
PUGET SOUND

12,000
RAIN GARDENS
in Puget Sound

STEWARDSHIP PARTNERS
Helping Landowners Preserve the Environment

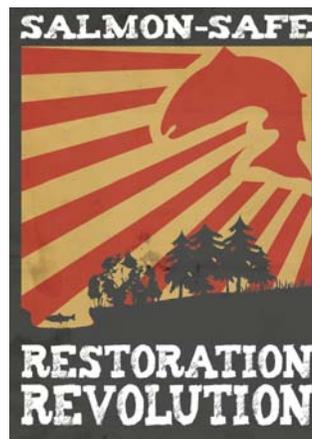
PARTNERING WITH TROUT
UNLIMITED IN COLUMBIA
BASIN

TROUT UNLIMITED
Offering Salmon-Safe farm certification in eastern Washington.

www.salmonsafe.org/TU

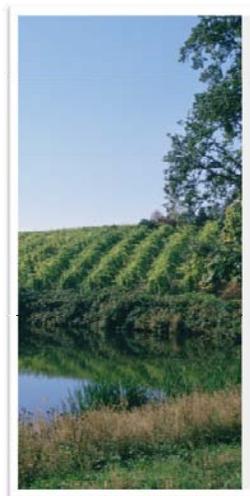
CERTIFYING TO INSPIRE RESTORATION

- Vineyards, farms, dairies
- Municipal park systems
- Urban sites & university campuses
- Residential development
- Golf
- Large-scale construction management



WATER QUALITY AND WATERSHED IMPACT

- Stormwater management
- Instream habitat
- Riparian & wetland areas
- Water use & irrigation
- Integrated pest management
- Biodiversity conservation



MARKETPLACE MOMENTUM NORTHWEST WINE SECTOR



MARKETPLACE MOMENTUM FARMS, DAIRIES, ORCHARDS



Deschutes Brewery uses Salmon-Safe hops which helps keep Northwest rivers clean.






HOW TO DRINK LIKE A FISH

Fish need cool clean water. So do you. That's why we sourced Salmon-Safe certified Sterling hops for our first organic beer. The way these flavorful, rich hops are grown makes sure that streams are shaded and there is not runoff to nearby waterways. That way the rivers stay cool and clean for migrating salmon. Not only is our Green Lakes beer organic, it helps protect our rivers as well.

Please Recycle



Salmon-Safe certifies agricultural products ranging from Skagit Valley pears and Willamette Valley hazelnuts to Rogue Valley goat cheese and Walla Walla wine. And now we've certified the Sterling hops grown on a family farm near Silverton used to brew Green Lakes Organic Ale. Salmon-Safe growers protect biodiversity on their farms, reduce irrigation water use, apply natural methods to control weeds and farm pests, and restore streamside buffers. These important practices help ensure clean and healthy rivers so salmon can spawn and thrive.

www.salmonsafe.org




SALMON-SAFE URBAN CERTIFICATION

- **Scope is site design and management**
- **Independent certification team site inspection**
- **Peer reviewed standards**



SALMON-SAFE ASSESSMENT PROCESS

- **Pre-assessment meeting and preparation support**
- **Comprehensive site assessment**
- **Report of team findings and recommendations**
- **Certification upon acceptance of recommendations**
- **Publicity and/or recognition campaign**
- **Annual review of project activity**



SALMON-SAFE CERTIFIES MARKET LEADERS



OREGON CERTIFIED PROJECTS

- Portland Parks
- Nike
- PSU
- Toyota
- OMSI
- Epson Portland
- South Waterfront
- Oregon Convention Center
- Whitaker Way



PUGET SOUND URBAN CERTIFICATIONS



University of Washington



Olympic Sculpture Park



REI – HQ, Flagship Store, Distribution Center



PCC Natural Markets Edmonds Store



UW Bothell – Cascadia Community College



Port of Seattle Parks



Department of Ecology Campus- Lacey

SALMON-SAFE ACCELERATES PUGET SOUND RECOVERY

“Salmon-Safe certification represents precisely the kind of rigorous and science-based, yet voluntary, approach that is essential to the recovery of imperiled Puget Sound salmon.”

Governor Christine Gregoire

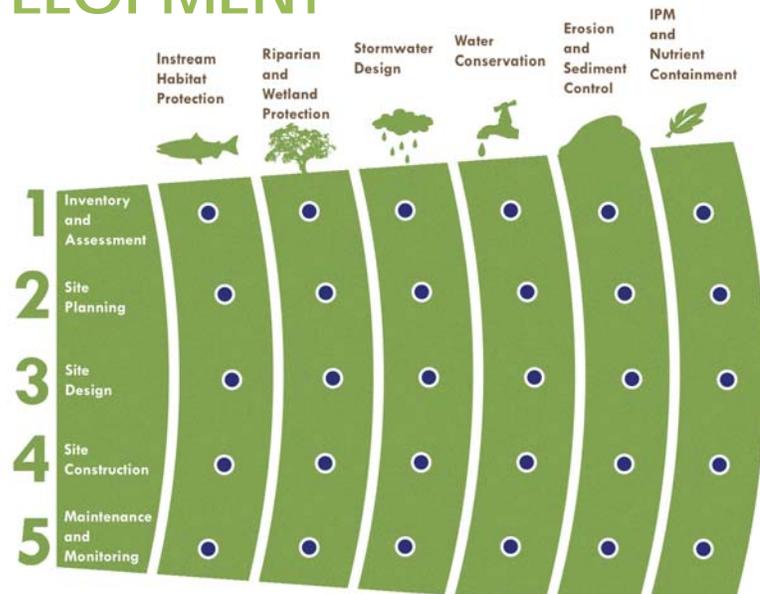


CERTIFICATION BENEFITS

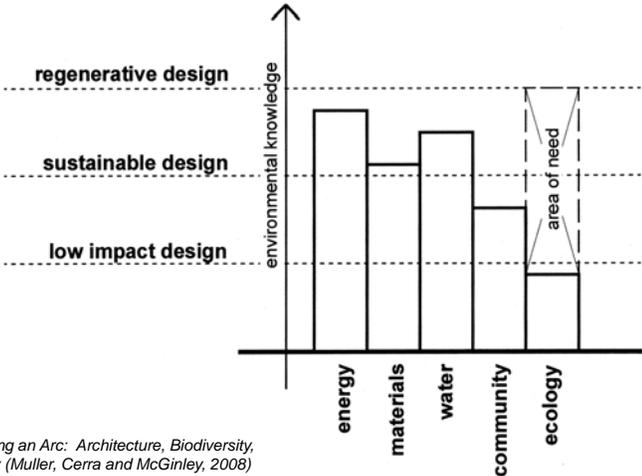


- Independent validation of environmental performance
- Operational efficiencies, cost savings, risk reduction
- LEED innovation credit
- On-call expert guidance
- Communicate to regulators regarding ESA/CWA
- Position as environmental leader

SALMON-SAFE DEVELOPMENT



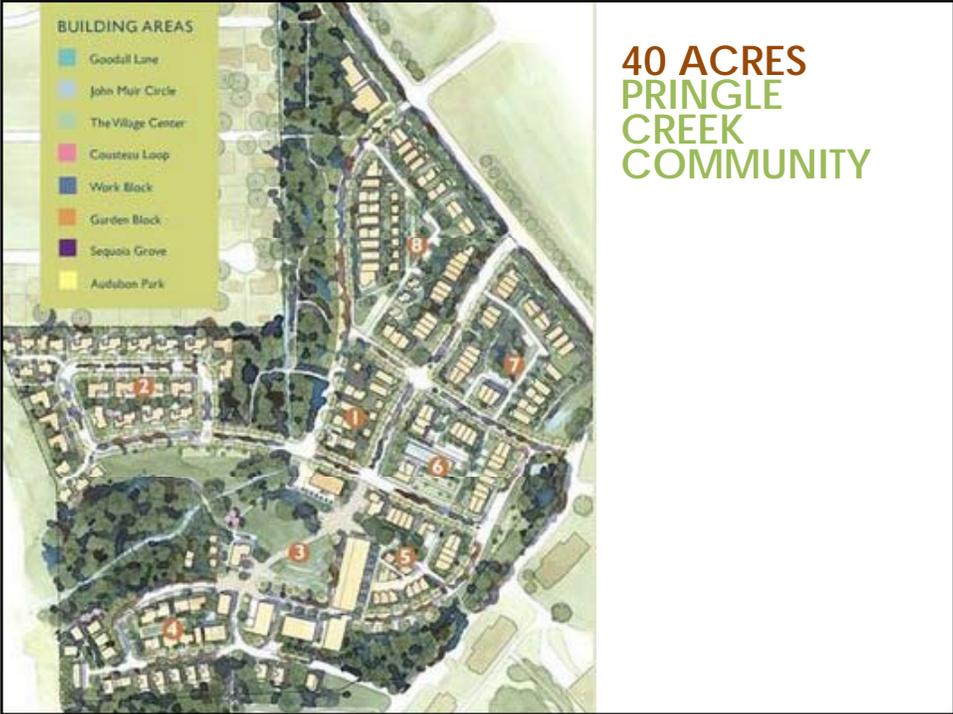
PUTTING THE ECOLOGY BACK INTO SUSTAINABILITY



From Building an Arc: Architecture, Biodiversity, and the City (Muller, Cerra and McGinley, 2008)

CERTIFIED DEVELOPMENT PILOT PRINGLE CREEK COMMUNITY







**LOCAL
SCHOOL
GROUPS
RESTORE
PRINGLE
CREEK**



**RAIN
GARDENS,
RAINWATER
HARVESTING
TO REDUCE
INDIVIDUAL
STORMWATER
IMPACT**

PERVIOUS PAVING

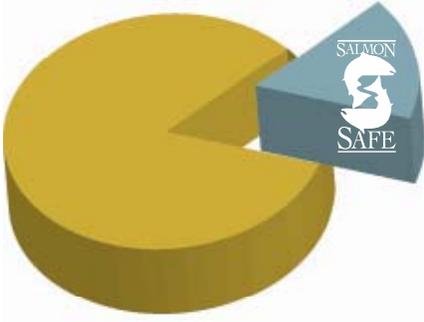


SALMON-SAFE DEVELOPMENT GUIDELINES AT PORTLAND'S SOUTH WATERFRONT

- Focus on site design and development that restores ecological function
- Stormwater management & landscaping embedded in CCRs



INTEGRATE GREEN BUILDING



- Stand-alone certification
- OR
- Plug-in to existing programs

SALMON-SAFE ECODISTRICT OVERLAY



PORTLAND, OREGON

INTRODUCING ACCREDITATION FOR LARGE-SCALE CONSTRUCTION MANAGEMENT

- Peer-reviewed “zero sediment runoff” water quality protection standards
- Piloted with Turner Construction





SALMON ARE RETURNING TO PORTLAND PARKS.

congratulations to
PORTLAND PARKS & RECREATION
Healthy Parks, Healthy Portland

sponsored by
RIVER PARTNERS

ARE YOU READY? **SALMON NATION**
www.salmonnation.com

This advertisement features a central image of a chrome water fountain with water spraying upwards, and several salmon jumping through the water. The background is a lush green park setting. The text is overlaid on the image, with the main headline in large, bold, white letters. Logos for Salmon-Safe, Portland Parks & Recreation, River Partners, and Salmon Nation are included.



HELPING PORTLAND'S OLDEST CONVENTION CONTINUE

Oregon Convention Center certified Salmon-Safe by improving water quality www.salmonsafe.org

This advertisement features a background image of a large school of salmon swimming in a river, with the Oregon Convention Center buildings visible in the distance through the trees. The text is overlaid in white, with the main headline in large, bold letters. Logos for the Oregon Convention Center and Salmon-Safe are included.

SALMON IN THE CITY SEATTLE 2011



SALMON-SAFE'S A YEAR OF WINE & WILD SALMON PLEDGE



Pledge to sip Salmon-Safe wine and choose wild instead of farmed fish and you'll be helping to conserve wild Pacific salmon. Take the pledge on Facebook by liking Salmon-Safe and "sharing" your pledge with your friends. We'll select from among our pledges to win a years membership in King Estate's Tower Club, with complimentary Salmon-Safe wine and many other perks from this acclaimed Oregon vintner, plus a years supply of wild Bristol Bay salmon, delivered to your door!

With Special Thanks to: *KingEstate*
OREGON WINES



