

SALMON



SAFE

CLEAN WATER FOR SALMON

SALMON-SAFE
CERTIFICATION AND THE
WILLAMETTE RIVER

SALMON-SAFE **WILLAMETTE**

-
- **About Salmon-Safe**
- **Science-based standards**
- **Urban development focus**
- **Mayor's Challenge with City of Portland**
- **Public education**



SALMON-SAFE

- Founded by environmental NGO Pacific Rivers
- Independent Northwest-based nonprofit
- A leading West Coast eco-label
- Expanding on West Coast through Partner Network



Fraser Basin Council

STEWARDSHIP
PARTNERS



VINEA



CERTIFIED
BIODYNAMIC®



MAT-SU BASIN

BRITISH COLUMBIA

PUGET SOUND

**WESTERN OREGON
WATERSHEDS**

**INTERIOR COLUMBIA
RIVER BASIN**

NORTHERN CALIFORNIA

CERTIFYING TO INSPIRE RESTORATION

- **Urban/commercial development**
- **Corporate & university campuses**
- **Municipal operations & park systems**
- **Airports, light industrial/infrastructure**
- **Farms/vineyards**





CAMERONI

delle Colline Rosse

Vino Pinko

OREGON

PINK TABLE WINE



SIP. SAVE.

WILLAMETTE VALLEY
VINEYARDS

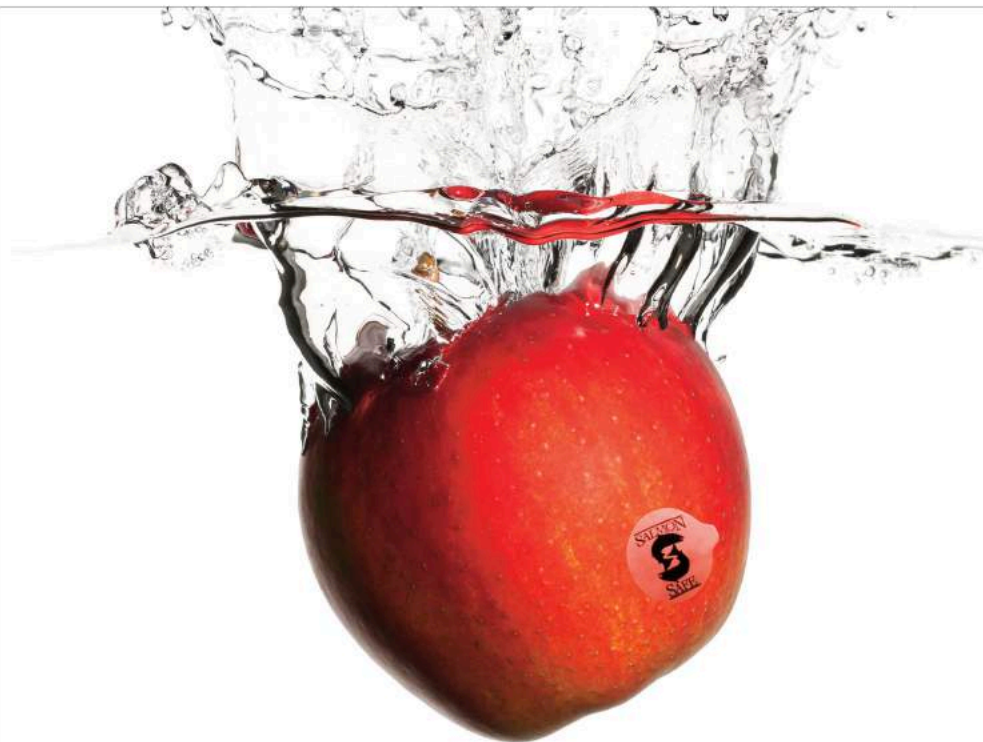
WILLAMETTE VALLEY • OREGON
PINOT NOIR

BACCHUS
ESTABLISHED 1983
WILLAMETTE VALLEY VINEYARDS



Look for Salmon-Safe certified wine
from Willamette Valley Vineyards.
SalmonSafe.org





An apple a day keeps the salmon at play.

Salmon-Safe certified apple growers help keep our rivers clean for native salmon to thrive. By restoring riparian habitat, returning clean water to streams and finding natural alternatives to pesticides, they are helping salmon return to the Columbia River watershed.



www.salmonsafe.org





GROW. SAVE.



Get Salmon-Safe certified by Oregon Tilth | salmonsafe.org



GROW. SAVE.



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GROW. SAVE.



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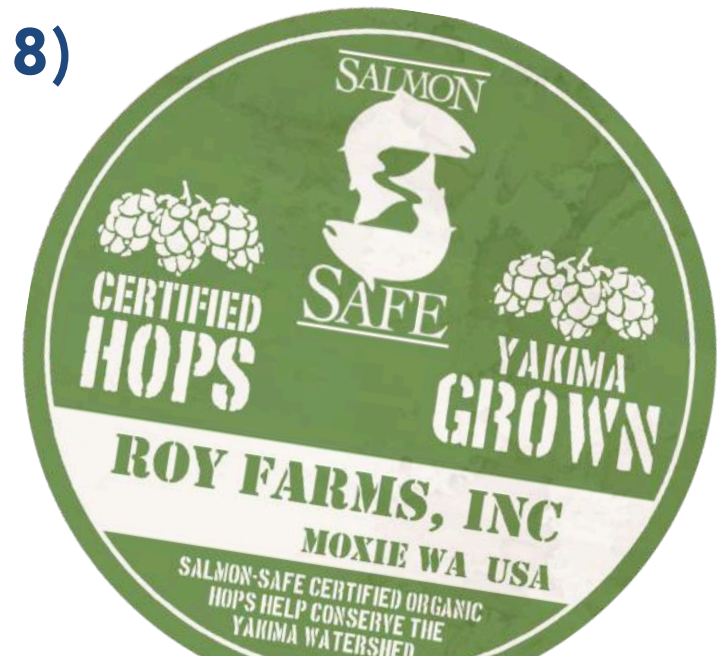
BENEFITS OF CERTIFICATION

- **Price premium**
- **Market access**
- **Operational efficiencies**
- **Risk mitigation/regulatory**

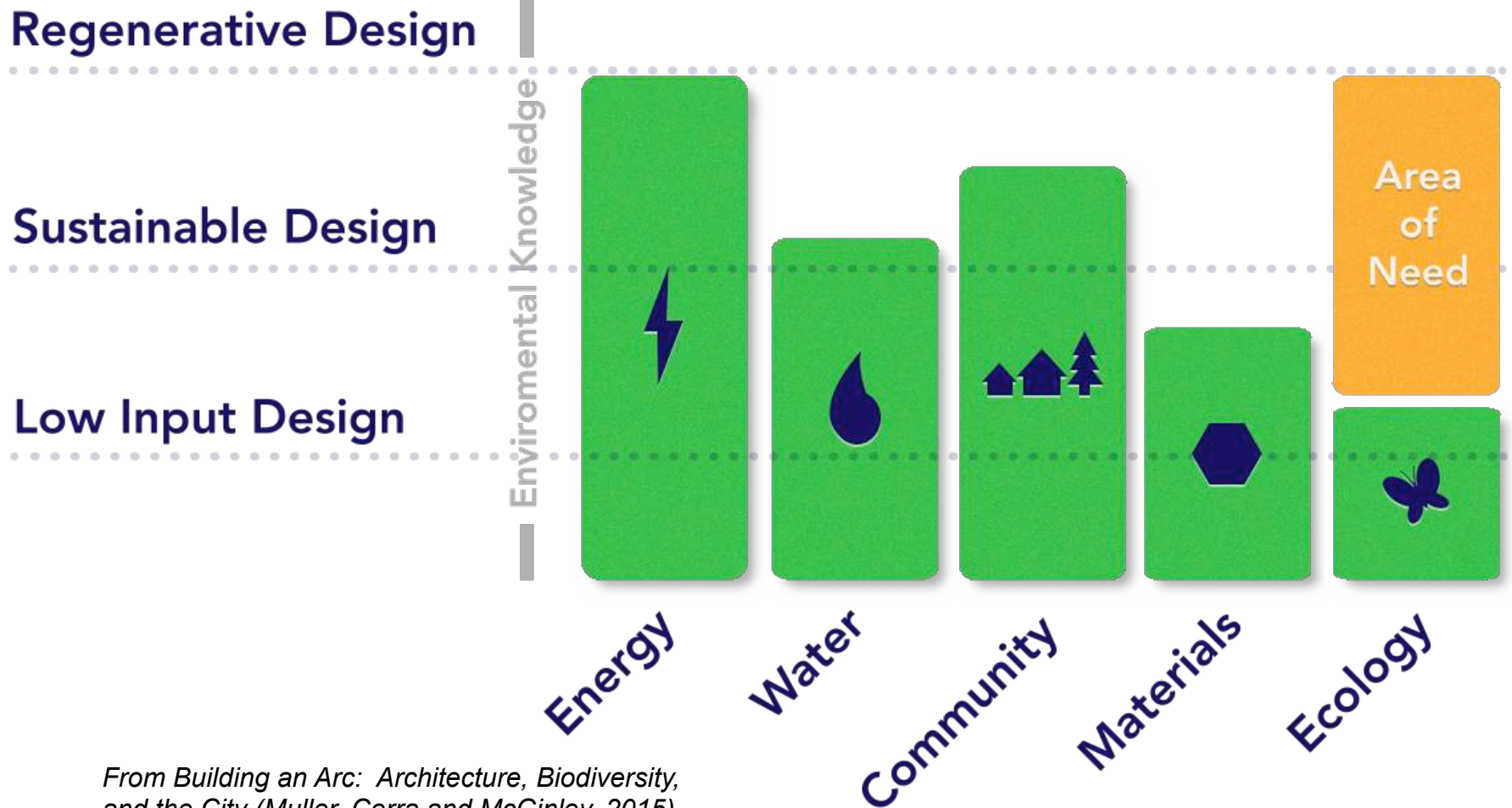


SECTOR-BASED WATERSHED PROTECTION STANDARDS

- Farm (1999)
- Park systems (2004)
- Urban campus (2005)
- Golf (2012)
- Large-construction accreditation (2014)
- Urban Development (2015)
- Infrastructure (2016)
- Developer accreditation (2016)
- Designer accreditation (2018)



WHY SALMON-SAFE: ELEVATING ECOLOGY IN SUSTAINABILITY



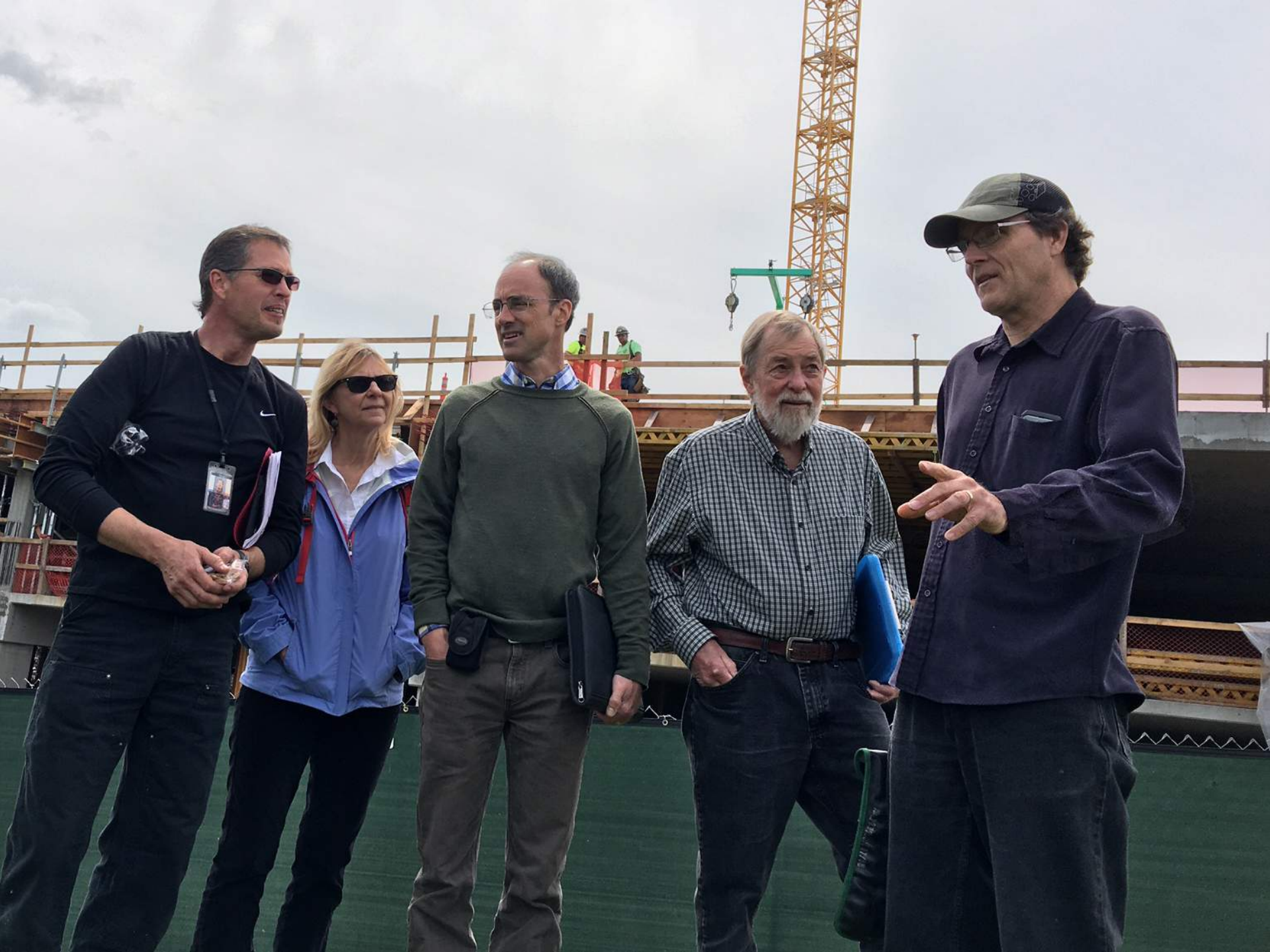
From Building an Arc: Architecture, Biodiversity, and the City (Muller, Cerra and McGinley, 2015)



GOAL: INSPIRE TRANSITION TO NET ZERO WATERSHED IMPACT



Nike 2016





Thanks to Nike, they'll run a clean race.



ARBOR BLOCKS



This habitat
is helping



This building is by Vulcan,
the world's first **Salmon-Safe**
accredited developer.

protect
this habitat



Learn more at
vulcan.com/salmonsafe



SEATTLE CHILDREN'S HOSPITAL

First Salmon-Safe health care campus




Seattle Children's
Hospital





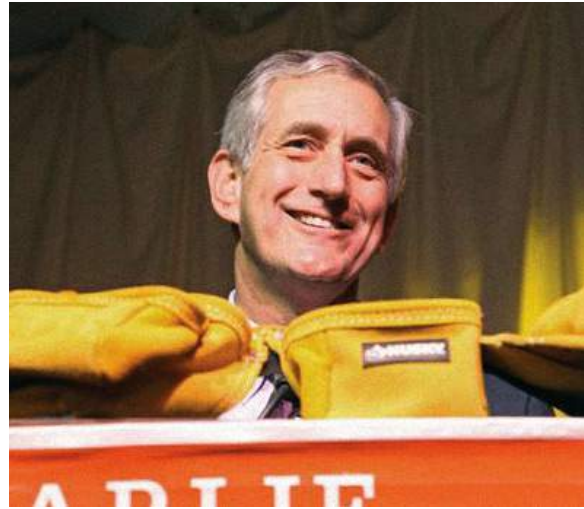


TOYOTA LOGISTICAL SERVICES: PORT OF PORTLAND **TERMINAL 4**





THE MAYOR'S SALMON-SAFE CHALLENGE



I have asked that each service-delivery bureau in the city seek and achieve Salmon-Safe certification.

- Mayor Charlie Hales, June 5, 2013
World Environment Day

CHALLENGE INSPIRED BY 12+ YEARS LEADERSHIP FROM PORTLAND PARKS



SALMON ARE RETURNING

TO PORTLAND PARKS

ARE YOU READY? WWW.SALMONSAFE.ORG



SALMON ARE RETURNING TO PORTLAND PARKS.

congratulations to

 **PORTLAND PARKS
& RECREATION**
Healthy Parks. Healthy Portland.

sponsored by

 **RIVER
RENAISSANCE**

ARE YOU READY? [www.SALMON
NATION
.com](http://www.SALMONNATION.com)

TRANSFORMING A CITY: BUREAU BY BUREAU

- City-wide reach
- Policy and planning focus
- Bureau-by-bureau engagement
- 5-year implementation



PF&R | FIRE STATION



Portland. The First



Salmon-Safe City.

salmonsafe.org

Portland. The First



Salmon-Safe City.

salmonsafe.org

Portland. The First Salmon-Safe City.





HELPING PORTLAND'S OLDEST CONVENTION CONTINUE

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

LIVE.EAT.SHOP.SPAWN

South Waterfront is certified Salmon-Safe. salmonsafe.org





www.salmon-safe.org

Spawning new ideas

Lewis & Clark's campus is now certified Salmon-Safe.

Lewis & Clark



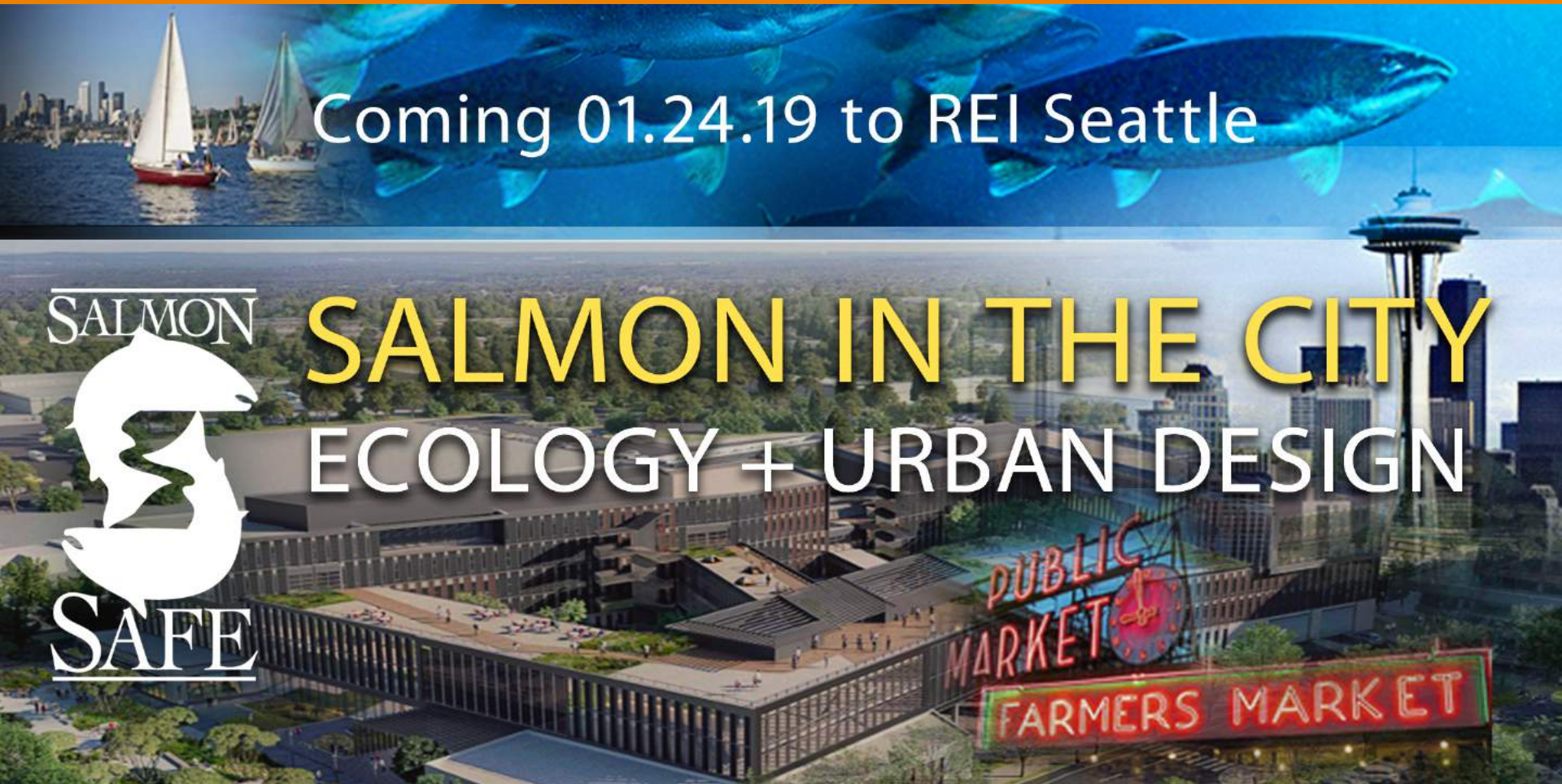
AN INVITATION

Coming 01.24.19 to REI Seattle



SALMON IN THE CITY

ECOLOGY + URBAN DESIGN



SALMON



SAFE

www.salmonsafe.org