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# Sobeys yanks whole salmon from shelves

**BY MICHAEL LIGHTSTONE STAFF REPORTER**

Thanks to a Facebook posting of a dead fish, grocery retailer Sobeys is pulling whole Atlantic salmon from stores in Atlantic Canada.

Company spokeswoman Cynthia Thompson said Thursday the “product advisory” was prompted by a consumer’s concern about sea lice allegedly on a fish said to have been bought at a Sobeys outlet in Nova Scotia.

She said someone posted a picture of a salmon allegedly infected with sea lice on a Facebook page. The salmon was said to have been bought at a Sobeys outlet in Truro.

“There was a total of 28 sea lice on a farmed Atlantic salmon purchased from (Sobeys) today in Truro NS,” says a recent online comment.

The advisory means store workers must “remove whole Atlantic farmed salmon from our cases,” Thompson said.

The purge will affect a few dozen fish, she said in an interview.

Though Sobeys hasn’t verified the complaint, the company wants to err on the side of caution, Thompson said.

“If there’s a concern being raised with our customers, I don’t care if it’s 28 or if it’s one (louse). If there’s one, it’s one too many,” she said by phone from Stellarton.

Thompson said company officials are investigating the complaint. In the meantime, whole Atlantic salmon — a product she said Sobeys does not sell a lot of — has been yanked from fish counters due to “a possible quality concern.”

She referred to the move as “a pre-emptive measure.”

Fillets or cuts of salmon remain on store shelves.

There are 84 Sobeys stores in Atlantic Canada.