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## Sending a Message to the Market:

*Quality and Sustainability Don't Come Cheap.*

story and photos By Tim Kingston



Scott Miller, the dark-haired, wiry, hyperkinetic executive chef at The Pasta Shop and Market Hall Foods, has a new mission, one that has blossomed far beyond providing local foodies with top-quality meat, vegetables, poultry, and fish. He is remaking Rockridge Market Hall—well known as a high-end food emporium with a large inventory of imported products—into a sustainable, organic, and locally sourced market.

“We want to do the right thing,” Miller says emphatically. “We want to improve the quality of our food, our lives, and the world. We can’t make all the changes all at once, but every little change is important.

(...)

### **Greenwash is Dirty**

Going green is not easy. Much to Miller’s disgust, he has encountered many (...) cases of greenwashing—the marketing of environmentally antagonistic products and processes as environmentally friendly— than he could possibly have imagined. Finding the genuine article can be difficult.

(...)

Loch Duart has its own complicated story. Environmentalists and food activists have slammed farmed salmon for several years, noting the dangers of salmon feces pollution, salmon escapes, chemical contamination from prophylaxis, and sea lice contagion affecting wild runs. They also argue that farmed salmon’s cheap price undermines the livelihood of fishing communities. “In my

opinion, we should not farm," says Konrad Fisher, a former activist for Food & Water Watch. "They will raise species that will invariably escape and damage local fish."

But Loch Duart salmon is supposed to be different. While its founder Nick Joy is at pains to emphasize it is not organic, he says, "I produce salmon the best way I can, to taste as good as I can, and let others make the judgment." Joy argues fish farming is inevitable and his goal is to do it well. Joy deals with the issue of pollution by moving the salmon pens periodically so no one area is inundated with fish feces. He states he does not use prophylaxis, but will medically treat salmon if they are infected. Joy makes a point of using the word "medicines" as opposed to "chemicals" because he asserts the word chemical is derogatory, despite the fact that many medicines are chemical compounds used to treat disease. Finally, Joy acknowledges there are salmon escapes, "but not for a few years; the numbers are small."

Don Staniford, global representative for the Pure Salmon Campaign, retorts, "Loch Duart's so-called 'sustainable' farmed salmon is a sham, scam, and a consumer con. The whole notion of 'sustainable' or 'organic' salmon farmed in open net cages is an oxymoron."

The sad fact is that Loch Duart uses toxic chemicals to control sea lice parasites, and like other open net cage companies, has an appalling track record on escapes and infectious diseases."