

## GMO salmon distribution: Social Media Action Toolkit

### Goals:

- Highlight how the only seafood distributor willing to publicly admit to selling GMO salmon, Samuels and Son, is repeating AquaBounty's false marketing PR around sustainability and planning to sell GMO salmon to restaurants that are not required to label it.
- Urge restaurants to reject GMO salmon.

**Hashtags:** #GMO; #SamuelsSeafood

**Tags:** @SamuelsSeafood

### TWITTER

1. @SamuelsSeafood is repeating AquaBounty's misleading marketing PR on #GMO salmon — but environmental groups, health experts, marine biologists & fishermen agree that #GMO salmon pose dire threats to the environment and human health. [link to <https://www.centerforfoodsafety.org/issues/309/ge-fish>]
2. FACT CHECK: @SamuelsSeafood claims that it is a sustainable seafood distributor, but Aquabounty's #GMO salmon pose risks to wild species, the environment, fisher livelihoods and indigenous food sovereignty. [link to <https://foe.org/news/top-food-service-company-aramark-rejects-genetically-engineered-salmon-ahead-of-first-u-s-sales/>]
3. Polls make it clear that majority of consumers do not want to eat #GMO animals — and 80+ major retail & food service management companies are listening to their customers and will not sell it. So why is food distributor @SamuelsSeafood selling it? Because it's allowed to be sold in restaurants without a label. Restaurants should say no to GMO salmon, [link to <https://foe.org/company-commitments-on-gmo-salmon/>]
4. Polls show the majority of people don't want to eat GMO salmon, but it's allowed to be sold in restaurants with no label, meaning it could land on our plates without our knowledge or consent. @SamuelsSeafood, we challenge you to be transparent and label #GMO salmon everywhere you sell it and ask restaurants to do the same. #RighttoKnow

### SOCIAL MEDIA COMMENTS (for member actions)

*Our recommendation is for members to tag these targets on Twitter or comment on their Instagram or Facebook posts to show that a large number of consumers oppose GMO salmon. This pressure tactic would be best for individuals, rather than organizations.*

### Targets:

- Landry's
  - Twitter: @LandryInc
  - Instagram: @landrys\_inc
  - Facebook: @landrysinc
- Hard Rock Cafe
  - Twitter: @HardRock
  - Instagram: @hardrockcafe

- Facebook: @hardrock
- Long John Silvers
  - Twitter: @longjohnsilvers
  - Instagram: @longjohnsilvers
  - Facebook: @LongJohnSilvers
- Morton's The Steakhouse
  - Twitter: @Mortons
  - Instagram: @mortonssteak
  - Facebook: @Mortons
- McCormick and Schmick's
  - Twitter: @McandSchmicks
  - Instagram: @mcandschmicks
  - Facebook: @mccormickandschmicks
- Del Frisco's Double Eagle Steakhouse
  - Twitter: @Del\_Friscos
  - Instagram: @del.friscos
  - Facebook: @DelFrisco
- Chart House
  - Twitter: @ChartHouseRest
  - Instagram: @charthouserestaurants
  - Facebook: @ChartHouseRestaurants
- The Oceanaire
  - Twitter: @Oceanaire
  - Instagram: @theoceanaire
  - Facebook: @OceanaireSeafoodRoom

#### Sample Tweets/Facebook posts:

1. The majority of consumers have made it clear that they do not want to eat #GMO animals. Listen to your consumers and make sure GMO salmon is not on your menu! [link to <https://foe.org/company-commitments-on-gmo-salmon/>]
2. 80+ major retailers, food service companies & restaurant chains have listened to customers who don't want to eat #GMO salmon. Join them. [link to <https://foe.org/company-commitments-on-gmo-salmon/>]
3. Hey [**tag restaurant**] #GMO salmon pose risks to our health and wild salmon. Commit to not putting #GMO salmon on your menus! [link to <https://foe.org/company-commitments-on-gmo-salmon/>]