

**One of BC's largest salmon farming operations is up for sale.
Heritage Salmon is looking for a buyer for its 13 farms.
As Mike Laanela explains, the BC industry is struggling to
compete in the global market.**

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"It's been unprofitable for the last few years."

Geoff Wilson is the Senior Vice-President for George Weston Ltd which owns Heritage Salmon.
He says BC's salmon farming industry is a victim of its own success.

"It is not unknown that the industry has suffered a number of issues over the last few years. First and foremost there has been an over supply situation since 2001"

Along with falling prices, public concerns about contaminants in farmed salmon, and a rising Canadian dollar, profits across the industry have taken a dive in recent years.
Dr Rashid Sumaila of UBC's Fisheries Centre says BC is losing out in a global industry.

"The farm salmon market is a global one. There is a lot of competition from other countries especially Chile where costs are much lower."

For now, all 200 jobs at Heritage's Salmon's west coast operations are safe.
But it is not certain what interested buyers might do to restructure the company.

Mike Laanela, cbc news.
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