

JEWELRY

Tiffany supports salmon-friendly sustainable gold mining

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Salmon Gold kicked off at Gold Creek. Image courtesy of Resolve, photo by D'Esposito

By STAFF REPORTS

Jeweler Tiffany & Co. is partnering with NGO Resolve to incorporate its sustainably sourced Salmon Gold into its designs.

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Resolve's initiative simultaneously mines and restores fish habitats that were impacted by earlier gold digging operations. As the first batch of Salmon Gold is being released, both Tiffany and technology giant Apple are using the precious metal in their supply chain.

"At Tiffany & Co., we are committed to safeguarding critical ecosystems, including in majestic Alaska and its precious salmon habitats, a place that we have long advocated for," said Anisa Kamadoli Costa, chief sustainability officer of Tiffany & Co., in a statement.

"Salmon Gold proves that responsible mining practices and restoration of important ecosystems in Alaska, the Yukon and British Columbia can go hand in hand," she said. "We are proud to collaborate with a diverse group of stakeholders to demonstrate the viability of this unique approach and hope to learn from its successes."

Gold digging

Launched in 2018, the first phase of Salmon Gold centered on Jack Wade Creek in Alaska's Fortymile River region.

The initiative centers on the impact of placer mining, or the extraction of minerals from bodies of water. While this process does not usually involve chemicals, the operations typically change the shape of rivers and streams.

Salmon and grayling populations tend to avoid bodies of water that were previously placer mined, partly due to difficulties in migrating through the rivers.

The effort simultaneously extracts gold and restores these habitats for migratory fish. In addition to reshaping the riverbeds, the initiative plants vegetation to make it more attractive to fish, particularly for spawning.

Resolve worked with local placer miners and government agencies on the project.



Placer mining at Gold Creek. Image courtesy of Resolve, photo by D'Esposito

In addition to incorporating the recovered gold into their supply chains, Tiffany and Apple also donated to help fund the initiative.

Following the pilot, Resolve is expanding the program. Sites are currently operational at Sulphur Creek in Canada's Yukon Territory and Gold Creek in Alaska, and the NGO is looking at other potential locations in Alaska, the Yukon and British Columbia.

Resolve is also looking to expand the enterprise with more partners.

"Salmon Gold is a restoration start-up," said Stephen D'Esposito, president of Resolve, in a statement. "The idea of local placer miners working with restoration experts to provide gold to jewelry and technology companies while also restoring habitats for salmon and grayling is unique each of our partners brings a piece of the solution to Salmon Gold."

As consumers increasingly make value-driven decisions, Tiffany has opted for more transparency around its products.

The jeweler recently took its commitment to sustainable sourcing a step further by disclosing the origins of its newly sourced diamonds to customers.

Tiffany's Diamond Source Initiative lets customers know the country where their stones were mined, with plans to allow consumers to trace the production journey of the diamonds from mine to retail by 2020. While Tiffany has long been committed to conflict-free diamonds, this effort is aimed at providing greater transparency around its practices ([see story](#)).

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