

# UNIQUELY ATLANTIC

YEAR IN REVIEW 2021-2022



acffa

Atlantic Canada  
Fish Farmers Association



## Message from the EXECUTIVE DIRECTOR

### **Although the global COVID pandemic is not over, Atlantic Canada, like the rest of the world, is transitioning to the new normal, as is our association.**

In 2021-22, we resumed some of our pre-pandemic activities, such as photo shoots as well as travel to trade shows and conferences. At the same time, we kept some of the pandemic work styles such as Zoom calls and hybrid events.

One thing hasn't changed: ACFFA's focus on advocacy, public education and government relations. This report highlights the activities ACFFA has taken to support its mission, goals and priorities as outlined in 2020 Strategic Plan approved by the Board of Directors.

I say this every year, but it's true so I will say it again: I'm so proud to work in this industry. Thank you to my team at ACFFA who support my role and our work for our members. Thank you also to my Board of Directors for volunteering their time to help us evolve and promote this sector.

2023 is already shaping up to be busy for the ACFFA team. We're once again the proponent for the Atlantic Pavilion at the Seafood Expo North America conference in Boston; we're planning to lead a mission to AquaNor in Norway and having a booth at that important event; and, we're hosting GOAL, the largest seafood business conference of its kind, in Saint John, NB in the fall. Hang onto your hats! It's going to be a ride! And we can't wait!

*Susan Farquharson*  
Executive Director  
Atlantic Canada Fish Farmers Association

# WHO WE ARE

The Atlantic Canada Fish Farmers Association (ACFFA) is an industry-funded association working on behalf of the salmon farming industry in Atlantic Canada. The ACFFA represents finfish producers in addition to a wide range of supporting companies and organizations. Salmon farming employs over 8000 people and generates over \$2 Billion in total economic output in our region.

## **Our Vision**

Premium fresh Atlantic Canadian farmed fish on every table

## **Our Mission**

Cultivating sector excellence, public pride, and consumer confidence

# ADVOCACY AND PROMOTION

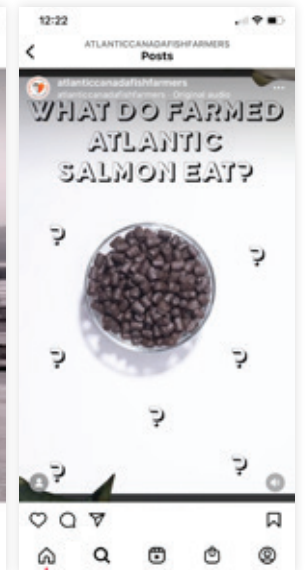
## Uniquely Atlantic

We unveiled our “Uniquely Atlantic” branding that focuses on what sets Atlantic Canada apart from the rest of the world when it comes to salmon farming. We developed a six-week digital campaign in April and May 2022 that saw targeted ads on websites as well as regular “Uniquely Atlantic” facts on social media. The campaign also featured a [video](#) about the evolution of our sector over the past 40 years that garnered 200,000 views.

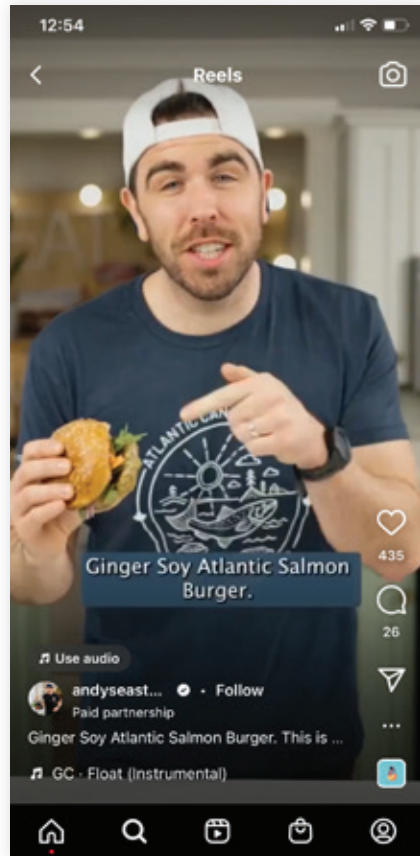
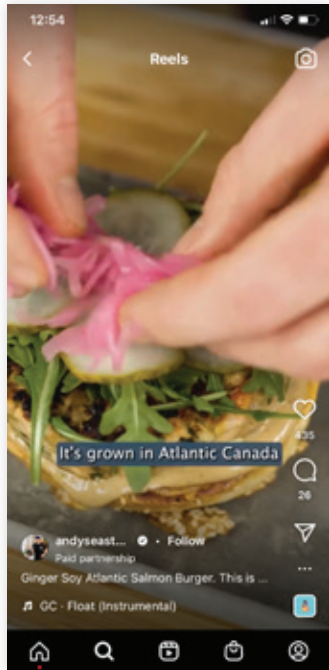


## Instagram Reels

We jumped into [Instagram Reels](#) this year, creating 21 (and counting) new reels that showcase our sector, our science and our members. These short and fun videos are getting excellent response on this channel. Followers on all our social media channels have been growing steadily for the past six years. To help us create these reels, we did photo and video shoots with several member companies, including Skretting, SIMCorp and RPC. More shoots with our members are planned in the coming months.



## ADVOCACY AND PROMOTION



### 360° Virtual Reality Salmon Farm Tour

We worked with PEI company Furrow to create a virtual tour of an Atlantic Canadian salmon farm, hatchery and labs. All users have to do is connect their phone to our customized VR headset and they can step into an immersive 3D tour of a hatchery and salmon farm on the Bay of Fundy. This new tool will be used extensively in our public education efforts in 2023.



### Andy's East Coast Kitchen

We partnered with MasterChef Canada (season 7) finalist Andy Hay for a [special Atlantic salmon segment](#) on Andy's East Coast Kitchen to celebrate Family Day Weekend in February. Sporting one of our 'Atlantic Grown/Atlantic Proud' t-shirts, the popular Halifax chef whipped up Ginger Soy Atlantic Salmon Burgers which was featured on his blog and his social media channels. We paired this event with a four-week social media campaign promoting the many health benefits of eating Atlantic salmon.

### 12 Days of Salmon

We marked the festive season with a '12 Days of Salmon' social media campaign that highlighted salmon recipes, gift ideas and local products that pair well with Atlantic salmon.





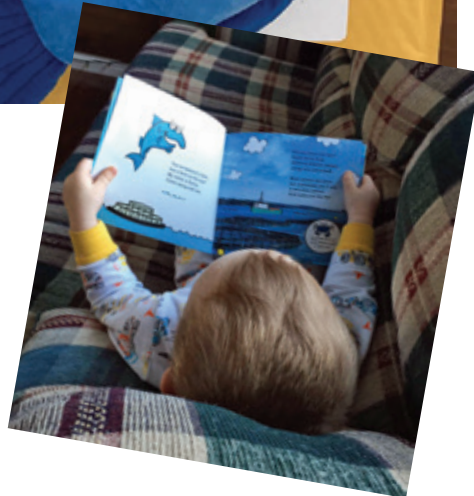
New Brunswick Minister of Agriculture, Aquaculture and Fisheries Margaret Johnson; ACFFA Executive Director Susan Farquharson; ACFFA Chair Tom Taylor and PEI Minister of Fisheries and Communities Jamie Fox.

# ADVOCACY AND PROMOTION



## Canadian Agriculture Literacy Month

We promoted our “The Farm on the Sea” book, [website](#) and video to celebrate Canadian Agriculture Literacy Month (CALM). We capped off our efforts with a special mailout of English and French books and Sunny stuffies to 18 public libraries in New Brunswick.



## Salmon Sundays

This bi-weekly feature on our social media channels encourages people to buy and cook farmed Atlantic salmon. It’s the most popular item on our channels, especially Instagram.



## NB Agriculture Supplement

In the spring of 2022, we highlighted our ‘Uniquely Atlantic’ salmon farming sector and its socio-economic benefits as part of a Brunswick News special section on farming.

**PROUD TO FARM HERE.**

**UNIQUELY ATLANTIC**

Get to know **Salmon Farming**

Jacques Cousteau was absolutely right when he said more than 20 years ago that we need to start farming the ocean.

Salmon farming is one of the best ways to feed the world's growing population with a minimal environmental footprint. Over the past few years, Atlantic Canada has built a salmon farming sector that supports our own. By using fresh marine and freshwater resources in the most efficient way, farmed salmon opens a sustainable source of protein to the ocean.

As our agriculture sector, Atlantic Canada has brought about together by focusing on the shared goal of building a sustainable sector that supports coastal communities and supports fresh and healthy seafood to not only our region but also to people around the world.

The salmon farming sector is a key socio-economic influencer, a vital contributor to regional and national food security, and a way to fight climate change.

- CELEBRATING THE BOOK THAT IS THE FOUNDATION OF THE SALMON FARMING SECTOR
- AN INDUSTRY GROWING FASTER THAN ANY OTHER
- 325 MILLION POUNDS OF SALMON
- SAVING WILD SALMON
- 8,000 JOBS
- 90% OF ATLANTIC CANADIANS SUPPORT SALMON FARMING
- BE SILENT ON THE OCEAN
- WE BELIEVE IN SCIENCE

atlanticfarmers.com

# ADVOCACY AND PROMOTION

## Resource in Focus

The May 2022 issue of Resource in Focus included a feature on ACFFA and the innovations and technology used in Atlantic Canada's salmon farming sector.



## [EDIT] Magazine

We created a full-page ad for the back of the winter edition of [EDIT] magazine as well as a promotion in their digital publication. We mailed copies of the magazine to local MPs and MLAs in the region.



# REGULATORY AFFAIRS AND FARMING OPERATIONS



## **New Brunswick Aquaculture Regulations and Aquaculture Growth Strategy**

The strategy was finalized this year and is now available.

[Click here to download!](#)

A Strategy Oversight Committee that includes ACFFA staff and members has been established and will meet regularly to discuss and ensure objectives in the strategy are being met. The NB Department of Agriculture, Aquaculture and Fisheries (DAAF) has hired Cory Taylor as a land-based specialist to assist with moving the land-based hatchery proposals forward. A review of the bay management area structure is expected to commence soon as well. The committee will work with DAAF to develop the Public Registry noted in the regulations, but we don't anticipate this happening until late in 2023.

## **Atlantic Provinces Aquaculture Coordinating Table (APACT)**

The APACT now includes the aquaculture associations in the region during at least one meeting per year to discuss industry priorities and issues. Government attendees include Andrew Sullivan and Jennifer Acheson, NB; Bruce Hancock and Carla Buchan, NS; Daryl Whelan, Nicole Rowsell and Stephanie Synard, NL; Dr. Jill Wood, Janelle Arsenault, Kim Gill and Neil MacNair, PEI.

## **NB Industry Government Working Group and the Aquaculture Environmental Coordination Committee**

These two committees were merged in 2021. As land-based systems including post smolt and hatcheries expand, it is important that the Department of Environment is at the table for all discussions as they are the lead regulator for freshwater in New Brunswick.

## **Atlantic Premiers Support Aquaculture**

At their joint meeting in June, [Atlantic Canadian Premiers](#) emphasized the role aquaculture plays in creating sustainable economic opportunities for many rural, coastal and Indigenous communities. They stated the sector is well-managed under provincial regulations and said they are "wholeheartedly committed to maintaining the existing system for licensing and overseeing aquaculture operations in Atlantic Canada." Their support strongly reinforces the [Memorandum of Understanding](#) signed in 2021 by Atlantic Canada's aquaculture ministers to work together on a shared vision for the development and management of the region's aquaculture sector.

## REGULATORY AFFAIRS AND FARMING OPERATIONS



### **Marine Protection Areas (MPAs)**

The Southwest Fundy Progressive Protection Council was supported by the Department of Fisheries and Oceans for most of the year and met regularly. The committee now includes Eastern Charlotte Waterways Inc. (NGO). The Council highlighted alternative protection measures to MPAs in the region that include BMAs, fallowing, traditional fisheries seasons and began the development of a marine story map outlining all users, seasons. The Council started work on a communications strategy that will highlight the cooperation of the ocean users in our area and celebrate the successes of a number of successful protection activities including the wild salmon project and farm.

### **Marine Debris Strategy Action Committee (MDSAC)**

We continue to be participants in the Marine Debris Strategy Action Committee (MDSAC) which guides the development of a marine debris strategy in southwest New Brunswick. This multi-stakeholder committee is comprised of traditional fisher associations, aquaculture, non-governmental organizations, First Nation groups, harbour authorities, academic representatives, federal and provincial government. This committee's #DebrisFreeFundy project is making great strides at keeping debris like rope and plastic out of the Bay of Fundy.

### **Aquaculture Diver Adhoc Committee**

Our adhoc group has been successful in shifting the Canadian Standards Association (CSA) which is now moving forward with a Research Project to investigate occupational diving needs in the Canadian standards context for the aquaculture and seafood harvesting sectors. This project was recently approved by the CSA Group Research Evaluation Committee, and an independent researcher has been contracted to complete this work. ACFFA has been invited to participate on the Research Advisory Panel (RAP) for the project.

### **NASCO 2022**

ACFFA participated on the Canadian Delegation in Edinburgh June 6-9, 2022. Although there was not a planned special session on salmon farming, there continues to be ENGO pressure on the countries for a new implementation plan with SMART targets that focus on salmon farming.

# REGULATORY AFFAIRS AND FARMING OPERATIONS



## **The Voice of our Members**

### **ACFFA represents its members on the following committees:**

Aquaculture Collaborative Research Development Program

Atlantic Canada Seafood Sector Export Team, Co-chair

Atlantic Salmon Advisory Committee

Canadian Aquaculture Industry Alliance

Canadian Aquaculture Industry Alliance Industry  
Government Working Group

Fundy Salmon Recovery Team

International Salmon Farmers Association

SWNB Marine Debris Committee

Musquash MPA Advisory Committee

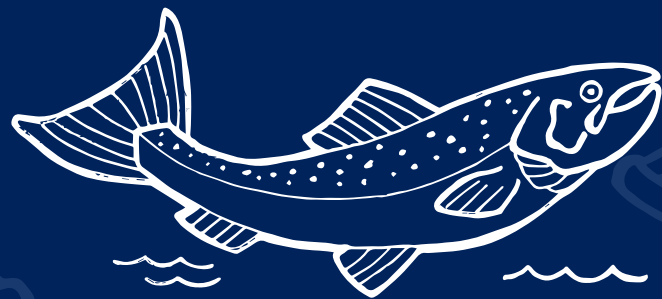
NB Industry Government Working Group and Aquaculture  
Environmental Coordination Committee

North Atlantic Salmon Conservation Organization (NASCO) –  
Canadian Delegation

Saint John River Management Advisory Committee

CSA Dive Standard Research Advisory Panel

# INNOVATION AND SKILLS DEVELOPMENT



acffaHYBRID  
FALL FORUM  
research • science • technology



## Hybrid Annual Research, Science and Technology Forum

ACFFA's Fall Forum went hybrid in 2021! We successfully brought together aquaculture professionals both in-person at the Huntsman Marine Science Centre in St. Andrews, NB and virtually from around the world. Participants included salmon farmers, industry stakeholders, scientists, researchers, provincial and federal government representatives, and community members. Eighty-eight of our 155 participants attended virtually. ACFFA Science and Technology Coordinator Betty House earned the 2021 Atlantic Canada Aquaculture Award. We paid tribute to Betty with a [video](#) and a live auction held during the forum dinner raised \$2,500 for the Charlotte County Cancer Society.



## INNOVATION AND SKILLS DEVELOPMENT



### **Fundy Salmon Recovery**

Wild caught smolt, and fall 2021 parr collected and held at Mactaquac Biodiversity Facility were once again transported to the Wild Atlantic Salmon Marine Conservation Farm in the spring of 2022 as part of the Fundy Salmon Recovery (FSR) Project. Though the summer was hot and dry, salmon have been returning to the project rivers from previous releases in encouraging numbers, but some rainy weather may increase the numbers seen to date. October 2022 saw salmon returned to the Point Wolfe, Upper Salmon and Pollett rivers from the FSR project, and current parr collections are going well which is a good sign for spring 2023.



# INNOVATION AND SKILLS DEVELOPMENT



## **NB Futures – Leadership Committee**

The Future NB Strategic Leadership Committee continues to meet. The focus of the committee has been understanding and addressing career / skills needs for employers. Participation on all meetings has been challenging due to calendar conflicts and priorities.

A report by the Business Council of Canada was discussed at the April meeting. The report offers insight into how priorities have evolved over the past eight years and captures emerging trends and challenges, including those related to the COVID-19 pandemic.

[Click here to download!](#)

## **GHG Emissions Study – Salmon Aquaculture in Atlantic Canada**

Fundy Engineering Ltd based in Saint John NB completed this study that will focus on four phases of salmon farming – hatchery, marine, feed and processing. The report, which includes a tool that will allow users to calculate emissions based on variables such as biomass, time will be presented at the Fall Forum in October 2022.

## **Environmental Monitoring Buoy – Passamaquoddy Bay**

The buoy is back in the Bay with annual maintenance scheduled for early November. We are working with the team to ensure it will soon be communicating with NERACOOS via Dalhousie University.

# INFRASTRUCTURE

## Woodwards Cove Wharf

Infrastructure priorities remain focused on ensuring we have access to safe wharves. We have secured provincial and economic development funds to support the next step in rebuilding the wharf at Woodward's Cove, Grand Manan. ACFFA co-chairs the Woodward's Cove Wharf project committee with DFO which is progressing to complete the coastal study portion.

## Limekiln Bay Service Centre

Our Wharf Strategy Committee works hard to ensure the wharf continues to provide safe access for our more than 80 community users including aquaculture, First Nations, fishers, governments and tourism. The unpaved area of the office parking lot is now paved and Cyber Solutions is overseeing maintenance of the onsite camera security system.



# ASSOCIATION ACTIVITIES



Atlantic Canada is proud to host

**GOAL 2023**

The Responsible Seafood Conference

**Saint John, NB Fall 2023**

## **GOAL Conference 2023**

We secured our bid to host the [2023 GOAL Conference](#) in Saint John, NB. GOAL, the largest international seafood business conference of its kind, will bring 350 thought leaders from around the world who work in the seafood industry. The in-person event has been held in 18 cities in four continents (Asia, Europe, North America and South America) over the past 20 years. This is only the second time GOAL will be held in Canada – the first was Vancouver in 2015. Planning is underway.



## ASSOCIATION ACTIVITIES



### **Salmon Farm Tours**

We marked Atlantic Open Farm Day on September 18th with a guided salmon farm tour in Passamaquoddy Bay. We hosted 19 people on an Island Quest Marine vessel and Executive Director Sue Farquharson answered questions about how salmon are farmed.

# ASSOCIATION ACTIVITIES

## ACFFA Golf Tourney

We had lots of sunshine and a great turnout for ACFFA's 2022 Golf Tourney! Thank you to our members for their prize donations. Braden Hatt won our Putting Contest for the second time!



## ASSOCIATION ACTIVITIES



### **Food Bank Donation**

On behalf of our members, ACFFA donated turkey dinners with all the fixings for five families to the St. George and Area Food Bank just before the holidays in December 2021.

### **Polling**

Our annual consumer polling with Narrative Research Associates shows that 81 per cent of Atlantic Canadians support aquaculture and 80 per cent agree that local salmon farming is a reliable and sustainable source of protein. The 2022 poll also found 84 per cent of Atlantic Canadians agree sustainable aquaculture helps to ensure food security in our region.

### **New Members**

ACFFA welcomed new Associate Members this year: Canadian Salmon Ltd., EVAH Corp., and Open Ocean Systems Inc.



# LEADERSHIP

## 2021-2022 ACFFA Board of Directors

### Tom Taylor (Chair)

Cooke Aquaculture Inc.

### Alan Cook (Vice Chair)

and Ian Roberts (Interim Vice Chair)  
Marine Harvest Atlantic Canada (MOWI)

### Bob Sweeney (Secretary/Treasurer)

Sweeney International Marine Corp.

### Debbie Plouffe

The Center for Aquaculture Technologies

### Morton Benson

Benson Aquaculture

### Peter Bourque

Mitchell McConnell Insurance

### Kasha Cox

Merck

### Rebecca Liston

Research and Productivity Council

### Jonathan Gagne

Enterprise Shippagan &  
International Seafood and Bait

### Jason McGrattan

Elanco Canada

### David Seeley

Skretting North America

### Matt Miller

Northeast Nutrition Inc.

## ACFFA Team

(including contract services)

### Susan Farquharson

Executive Director

### Tobi Taylor

Operations Manager

### Betty House

Science and Technology Coordinator

### Kathy Kaufield

Communications Director

### Jim Hanley

Wharf Manager

### Lindsay Vautour

Creative Director and Graphic Designer

### Beth Richardson

Social Media and Event Planner

### David Gainforth

Videographer and Content Creator

## Our Membership

### Salmon Producer Members

Benson Aquaculture  
Cooke Aquaculture Ltd.  
Marine Harvest Atlantic Canada (MOWI)

### Feed Company Members

Northeast Nutrition  
Skretting

### Associate Members

Ace Aquatec  
Alltech Canada Inc.  
Aquabyte Inc.  
Atlantic Veterinary College  
Benchmark Animal Health  
Big Falls Fish Growers Ltd.  
Canadian Salmon Ltd.  
Cargill  
Center for Aquaculture Technologies  
Canada  
Center for Marine Applied Research  
Dartek  
Dover Fish Hatchery  
East Coast Innovation Inc.  
Ecomerden North America  
Elanco  
Enterprise Shippagan & International  
Seafood and Bait  
EVAH Corp.  
Future Nets and Supplies  
Huntsman Marine Science Center  
Innovasea  
Marine Thinking Inc.  
Marsh Canada Ltd.  
Merck Animal Health (Intervet Canada  
Corp.)  
Mitchell McConnell Insurance Ltd.  
Open Ocean Systems Inc.  
Optimar  
PatoGen AS  
Pharmaq AS  
Phibro Animal Health Corporation  
Pro-Oceanus Systems Inc.  
Research and Productivity Council (RPC)  
Sweeney International Marine Corp.  
The Smart Energy Company

## MEMBER BENEFITS

- Representation at all levels of government on issues of industry importance
- Regular information & updates relevant to business
- Networking opportunities to deepen business relationships and contacts
- Access to a variety of conferences, workshops, seminars and training opportunities
- Access to Limekiln Service Center wharf services
- Opportunities to collaborate on research and innovation projects
- Access to an industry-specific support system and working groups
- Company promotion on our website and social media channels
- Participation in public education & awareness initiatives

ACFFA membership is open to any company, institution or individual engaged in growing finfish products commercially, producing feed, research or development activities, education, or providing goods or services to the finfish farming sector in Atlantic Canada.

**To join: [info@atlanticfishfarmers.com](mailto:info@atlanticfishfarmers.com)**



226 Limekiln Road | Letang, NB | E5C 2A8  
Tel: 506-755-3526 | Fax: 506-755-6237

      
[atlanticfishfarmers.com](http://atlanticfishfarmers.com)