



Message from the **EXECUTIVE DIRECTOR**

Another year in the books! And once again ACFFA's focus remained on advocating for our members with our public education and government relations activities. This report highlights the activities ACFFA has undertaken to support our mission, goals and priorities as outlined in our 2020 Strategic Plan.



We are proud of ACFFA's work in the community. We take our social responsibility seriously and take every opportunity to promote our industry and participate in activities such as NB Open Farm Day, beach cleanups and of course the wild Atlantic salmon restoration project, Fundy Salmon Recovery, which continues to see record returns to inner Bay of Fundy rivers.

The Association has worked hard this year to continue to be a strong voice on behalf of our industry and to take a leadership role in strategies that support responsible growth and global sustainability, and effective regulatory management. Here in Atlantic Canada, we are fortunate to have provincial leadership and support for this important industry that provides for hundreds of employees and independent service companies throughout the region.

We believe our advocacy role in the region plays a critical part in maintaining our sector's 81% approval rating and overall strong support in the region. Our 2025 - 2030 strategic plan, which will be developed and launched by April 1, 2025, will outline ACFFA's priorities for the next five years to ensure our vital advocacy role continues.

2025 is already shaping up to be busy for the ACFFA team as we once again lead the Atlantic Pavilion team at the Seafood Expo North America conference in Boston and an Atlantic mission to AquaNor in Norway including hosting a Canada booth again at that important event. Both these events provide important opportunities for ACFFA and members to speak with elected officials and educate them on the industry's role in the economy, responsible ocean management and food security. Overall as I reflect on the year, it has been busy as you will see in this report, but as always, I know we still have lots of work to do. I am proud and thankful for the ACFFA team, Board of Directors, and our continuing supportive members.

ACFFA's accomplishments would not be possible without you!

Susan Farquharson

Executive Director
Atlantic Canada Fish Farmers Association



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

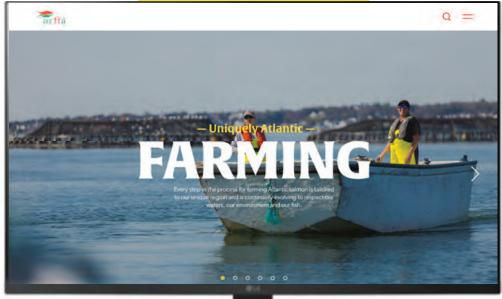
~OUR MISSION~

Cultivating sector excellence, public pride, and consumer confidence



2024 saw significant growth in ACFFA's ongoing role to support advocacy and public education about Atlantic Canada's salmon farming sector. We developed new communications tools, executed a successful summer advocacy campaign and saw unprecedented engagement in our community outreach, reaching a record number of people.









New Website

In June, we rolled out a revamped website that promotes ACFFA programs and services as the only salmonid focused industry funded association on the east coast. The site – promoted to our members – features a fresh new look, mobile-friendly infographics, and easy-to-digest facts about salmon farming. The site also features a new blog section, spotlighting news stories and expert columns. We encourage you to check it out at atlanticfishfarmers.com.







Food for the future

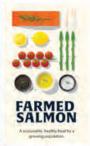












Atlantic Advocacy Campaign

ACFFA executed a public awareness campaign that ran from July to September across Atlantic Canada. The campaign aimed to educate audiences about the benefits of eating Atlantic salmon, the role ocean farming plays in both local and global food security, the sustainability of coastal communities, our oceans and our planet.

The campaign featured:

- A new 30-second video
- Paid ads and "stories" on Facebook and Instagram
- Paid digital ads on a variety of websites
- Bus shelters and billboards in Moncton, Fredericton and Saint John
- Printed newspaper ads in targeted anti-based community newspapers in Nova Scotia
- Digital ads in allnovascotia.com



Digital Campaign Results

















Printed newspaper ads in targeted anti-based community newspapers in Nova Scotia

acffa Atlantic Canada Fish Farmers Association



ATLANTIC SALMON

FARMING THE OCEAN

flikhs return to Charlesville in celebration of help they received in July 1985 OOWILD THE FARMED 81% of Artestic Constitute support

NO WILD THE FARMED

She told me, "What a thrill, with th white underwing bars and brilliant a dynamics!" Susan then says that she reized there was another one, then sa another pair and then wow, she counted

'This community is what Canada is about'

Belliveau Veinotte Inc. Hon. Becky Druhan 🏩 Bridgewater Liverpool Chester 902.543.4278 902.356.4278 902.273.3080 onstituency Office: 373 King Street, Bridgewater Mailing Address: 100 High Street, Box 286 Bridgewater, NS BAV 287 OTHER LOCATIONS: Halifax, Shelburne, Barrington Passage 902-530-5449













Good for you. Good for your rural community. Keeping your family close to home.













Social Media

Interest in all our channels continues to grow as we expand the content with features such as:

- Salmon Sundays continue to be popular for foodies
- 'Celebrate with Salmon' holiday appetizers campaign
- Family Day Giveaway Contest
- NB Science Week Atlantic Salmon Inside and Out!
- Canadian Agriculture Literacy Month posts
- Nutrition Month posts





By the Numbers



Audience reach: 380,900 80.6% increase

Link clicks:
5K
97% increase
402 new followers



Audience reach: 250,000 800% increase

Link clicks:
16.6% increase
142 new followers

doubled our followers to 2,019



Community Outreach

Our community outreach skyrocketed this year, proving just how eager the public is to learn about Atlantic salmon and salmon farming. Katelyn Harris, our Community Outreach and Education Coordinator, and our Science Liaison Coordinator Evie Gagné kept their schedules packed, engaging with students (K-12 and post secondary), teachers, and the public (career fairs, seniors, pre-school) both in person and virtually.

- Reached 14,964 people since
 February 2023 during career events,
 Farm on the Sea readings, and tours.
- Expanded into new communities:
 Dalhousie, Belledune, Blackville and Campbellton





Te Farm & Sea Farm on the Sea readings 4,045 students from 39 classes Parm # Sea







Atlantic Salmon Dissections

ACFFA launched an exciting new tool to engage students in learning about Atlantic salmon and salmon farming. Our video, Atlantic Salmon Inside and Out, takes viewers through a full salmon dissection—exploring everything from the fish's outer features and internal organs to its mouth and gills. This lesson dives deep into topics like a salmon's keen sense of smell, its two-chambered heart, and the role of salmon farming in food security and coastal communities.

Debuting during NB Science Week, the video was a hit, sparking requests for inperson dissections in classrooms. So far, 960 students from 40 classrooms in New Brunswick have watched the video, and we've brought the hands-on experience to 120 students at Sir James Dunn Academy and Bliss Carmen Middle School. The video is also available for members to showcase at their events. Special thanks to Cooke Inc. for providing such beautiful fish for these educational experiences!

Other Events

- New Brunswick Teachers' Association Council Day (Professional Development)
- Assisted with farm tour for University of Waterloo students
- New Brunswick Open Farm Day
- Merck Aquaculture Day (Professional Development)
- Atlantic Salmon Week at Huntsman Marine Science Centre
- Granite Town Senior Citizens Club

Outreach Collaborations

- Working with Dept of Education and Early Child Development on their Aquatic Sciences 110 course
- Agriculture in the Classroom New Brunswick & Canada and Agricultural Alliance of New Brunswick (AANB)
- New Brunswick Anglophone School District Career Transition Coaches
- Early Education and Childhood Development for CO-OP





Career Fairs and Presentations

We continue to see high interest from schools to attend career fairs and events across the province.

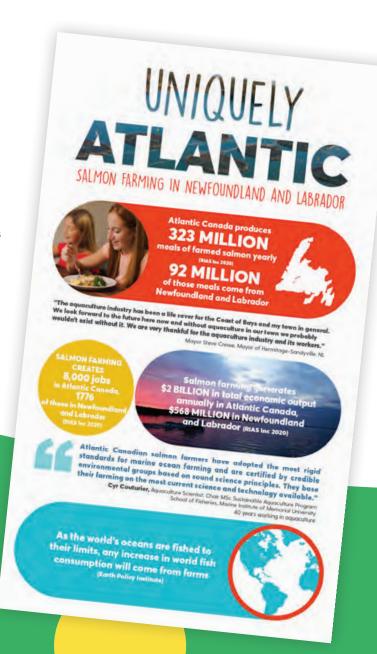
Career events this year:

- Lakefield Elementary
- Milltown Elementary
- Sussex High
- Oromocto High Northampton Hatchery Tour
- Fundy Middle High
- St Stephen High
- 4H Presentation
- ThinkAG Day at Nackawic Senior High
- Centennial School
- Priestman Elementary
- Dalhousie University Agricultural College in Truro
- University of New Brunswick aquaculture and fish biology students



Other Communications Activities:

- Op-Ed Federal Government Decision on BC Salmon Farms Is a Disturbing Example of Reckless Political Interference by the Prime Minister's Office in Ocean Management
- Op-Ed Salmon Farming Industry Calls for DFO Canada Researchers to Retract Biased Statements
- Mailout Newfoundland and Labrador salmon farming pamphlet created for elected officials in that province



THE UNITED NATIONS HAS IDENTIFIED FARMING THE OCEAN AS ONE OF THE FIVE PRIORITIES TO ADDRESS CLIMATE CHANGE

81% Atlantic Canadian the most sustainable animal protein in the world.

It's the species of salmon that makes the biggest difference in nutritional quality – not whether it was farm raised or wild caught. Farmed Atlantic salmon is a great option for its nutritional value, cost, availability and low mercury."

Assistant Professor and Canada Research Chair (Tier II) in Aquaculture Nutrition.



WE RELY ON SCIENCE

to protect our environment and our fish by working with world-class scientists and third party experts to continually evolve our technology

SAVING WILD SALMON

Atlantic Canadian salmon farmers operate the World's First Wild Salmon Marine Conservation Farm where their technology and knowledge are helping to save wild salmon in record numbers









acffa Allentin Cenede



REGULATORY ~AFFAIRS~

Meetings and communications with regulatory bodies is an important role for ACFFA. More than 40 meetings were held with government staff and elected officials at both the federal and provincial level including during the following activities:

- Wild Salmon Recovery Strategy the only association preconsulted when Department of Fisheries and Oceans NHQ visited the Atlantic region
- ACFFA remains the industry rep on the Canada Delegation to NASCO
- Industry seats on NB finfish development strategy oversite committee
- We are founding members of the Southwest Fundy Progressive Protection Council which represents the marine seafood industry developing a strategy to offset any MPAs in the area. The Council is funded by the Department of Fisheries and Oceans
- New Department of Fisheries and Oceans Escapes
 Communication Framework Committee
- Co-Chair the NB Industry Government Working Group and the Environmental Coordination Committee





REGULATORY ~AFFAIRS~

Polling

2024 polling from Narrative Research Associates shows support for salmon farming continues to be strong in Atlantic Canada. The poll found that 81 per cent of Atlantic Canadians support aquaculture and agree that local salmon farming is a reliable and sustainable source of protein. The survey also found 83 per cent of Atlantic Canadians agree sustainable aquaculture helps to ensure food security in our region. This strong support for aquaculture in Atlantic Canada has remained consistent for the past six years. ACFFA sent the polling results to regional, provincial and federal elected officials in key areas of Atlantic Canada with positive responses from several officials.

Seafood Expo North America 2024

ACFFA once again coordinated the Atlantic Canada Pavilion at Seafood Expo North America, the largest seafood exposition in North America, which was held in Boston in March. Attendance at the opening event included: Canada's Fisheries and Oceans Minister the Hon. Diane Lebouthillier, ACOA Minister Hon. Gudie Hutchins; NB Premier Blaine Higgs, NB Agriculture, Fisheries and Aquaculture Minister Hon. Margaret Johnson; NS Premier Tim Houston and Minister Kent Smith; NL Premier Andrew Furey; PEI Premier Dennis King and Minister Cory Deagle. Plans are underway now for the 2025 event. The Executive Director was able to meet with the provincial representatives individually as well as the Premier of New Brunswick during a seafood roundtable session during the SENA show.

BMA Restructuring

The Province of New Brunswick is moving ahead with its Bay Management Area restructure review as per its Aquaculture 10-year Development Strategy. ACFFA is negotiating a project with the province to conduct new hydrology study.

Woodwards Cove Wharf

Infrastructure priorities remain focused on ensuring we have access to safe wharves as we continue to see the infrastructure decline in the region due to lack of funds. The Department of Fisheries and Oceans funded the development of the Woodwards Cove Wharf to be shovel ready in January 2025 which has occurred however there are no funds to continue and there are two land acquisition challenges. Although industry is not yet a recognized user of Small Craft Harbour Wharves, ACFFA continues to work collaboratively with fisher associations to address harbour infrastructure issues.







INNOVATION AND SKILLS ~DEVELOPMENT~

Fundy Salmon Recovery

Once again, the Fundy Salmon Recovery program had a very successful year. Partners (ACFFA, University of New Brunswick, Government of New Brunswick, Cooke Inc, Parks Canada and Fort Folly First Nation) meet monthly to work together overseeing the program.

More than 117 returns were found in the partner rivers (Petitcodiac, Big Salmon and Point Wolfe) so far in 2024. Partners returned 1,913 wild maturing salmon to the three inner Bay of Fundy rivers during the end of September and early October. Fort Folly First Nation held a celebration of the program and a public fish release in Elgin on October 11th. The release was held in honour of Joe Knockwood, the former Chief of the Fort Folly First Nation. It was a beautiful day with touching words by Elder Donna Augustine and Knowledge Keeper Nicole Porter who said she felt the program was "reconciliation in action".

There are 1,786 '2023 year-class' immature salmon currently on the wild salmon marine conservation farm held over for release in 2025, in addition to 2,098 '2024 year-class' fish, some of which will also be released in 2025.

Our long-term relationship with Fort Folly and the joint project for the Inner Bay of Fundy Recovery program continues successfully. We received approval this year for 1.2M from the Atlantic Fisheries Fund.







INNOVATION AND SKILLS ~DEVELOPMENT~

Parks Canada Award

Parks Canada recognized Indigenous, industry, and academic partners with a CEO Award of Excellence for their work in the Fundy Salmon Recovery and Atlantic Salmon Recovery projects. ACFFA is proud to receive this award for the second time and to be part of the wonderful partnership that is using salmon farming science, knowledge and technology to help save wild inner Bay of Fundy Atlantic salmon in record numbers.

Socio-Economic Study

RIAS Inc. has been contracted to update the 2020 study they conducted for ACFFA. The updated report will be available in early 2025.

Atlantic Salmon Research Award

ACFFA will hand out its first Atlantic Salmon Research Award during the 2024 Fall Forum.

The Atlantic Canada Fish Farmers Association Salmon Research Award was established in honour of Betty House whose passion for and dedication to salmon in Atlantic Canada was marked by her 20+ year career in the salmon aquaculture industry and her role in the Inner Bay of Fundy Salmon Recovery Project.

The \$2000 annual award is presented to a post secondary student who is making contributions to research in fish health, nutrition, innovation, genetics, and/or technologies that contribute to Atlantic salmon rearing, stocking, or conservation.



INNOVATION AND SKILLS ~DEVELOPMENT~

Science Priority Workshop

ACFFA established a science priority workshop with the Department of Fisheries and Oceans and salmon producers in preparation for a new federal science program with funds to be determined.

New EDI Program Coordinator

ACFFA is planning to hire an Equity, Diversity and Inclusion program coordinator in 2025 as a result of the "Sea of Change" Symposium ACFFA hosted during the Responsible Seafood Summit in 2023. The Province of New Brunswick has committed funds to support this program.





ACFFA Golf Tourney

We had a great turnout for ACFFA's 2024 Golf Tourney which provides a relaxed day-long networking opportunity for our members! Team Elanco took top spot, followed by Team LCR Plastics in second place and SimCorp Atlantic in third. Greg Groom won the \$250 Putting Contest sponsored by Cooke Inc. Thank you to all the teams for participating and for donating prizes!







Limekiln Wharf Facility

Operating a private marine tidal wharf facility to service our members and the local community, the ACFFA Limekiln Wharf Service Centre provides year-round priority admission to our members who pay for access. This year, annual user fees were implemented to support Bay Management Areas 1, 2a and 6. We have 48 Wharf Members that pay an annual fee based on a user type structure.

2023-2024 ACFFA BOARD OF DIRECTORS

Tom Taylor (Chair)

Cooke Aquaculture Inc.

Gideon Pringle (Vice Chair)

Mowi Canada East Inc. (MOWI)

David Seeley (Secretary/Treasurer)

Skretting North America

Bob Sweeney

Sweeney International Marine Corp.

Debbie Plouffe

The Center for Aquaculture Technologies

Morton Benson

Benson Aquaculture

Chris Bourque

Mitchell McConnell Insurance

Jackie Zimmerman

MERCK Animal Health

Rebecca Liston

Research and Productivity Council

Jonathan Gagne

Enterprise Shippagan &

International Seafood and Bait

Jason McGrattan

Elanco Canada

Matt Miller

Northeast Nutrition Inc.

ACFFA TEAM (INCLUDING CONTRACT SERVICES) Susan Farquharson Executive Director Tobi Taylor Operations Manager Kathy Kaufield

Community Outreach and Education Coordinator

Creative Director and Graphic Designer

Social Media and Event Planner

Videographer and Content Creator

Communications Director

Science Liaison Coordinator

Evie Gagné

lim Hanley

Katelyn Harris

Wharf Manager

Lindsay Vautour

Beth Richardson

David Gainforth

OUR MEMBERSHIP

SALMON PRODUCER MEMBERS

Benson Aquaculture

Cooke Aquaculture Ltd.

Mowi Canada East Inc.

FEED COMPANY MEMBERS

Northeast Nutrition

Skretting

ASSOCIATE MEMBERS

Ace Aquatec

Alltech Canada Inc.

Aquabyte Inc.

Atlantic Veterinary College

Benchmark Animal Health US Inc.

Canadianpond.ca

Canadian Salmon Ltd.

Center for Marine Applied Research

Dartek

East Coast Innovation Inc.

Elanco

Enterprise Shippagan & International Seafood

and Bait

EVAH Corp.

Future Nets and Supplies

Huntsman Marine Science Center

Innovasea

Marsh Canada Ltd.

Merck Animal Health (Intervet Canada Corp.)

Mitchell McConnell Insurance Ltd.

Open Ocean Systems Inc.

Optimar

Pharmag AS

Phibro Animal Health Corporation

Research and Productivity Council (RPC)

Sweeney International Marine Corp.

The Center for Aquaculture Technologies Canada

The Smart Energy Company

MEMBER BENEFITS

- \bullet 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
- $\bullet \ \mathsf{Access} \ \mathsf{to} \ \mathsf{a} \ \mathsf{variety} \ \mathsf{of} \ \mathsf{conferences}, \ \mathsf{workshops}, \ \mathsf{seminars} \ \mathsf{and} \ \mathsf{training} \ \mathsf{opportunities}$
- 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



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