



OUR FARMS. OUR FISH. OUR FOOD.

ATLANTIC CANADA PROUD

YEAR IN REVIEW 2024-2025



MESSAGE FROM THE EXECUTIVE DIRECTOR



This past year has been a busy, rewarding, and exciting time for the Atlantic Canada Fish Farmers Association (ACFFA). As I transition into the role of Executive Director, I am honoured to build on nearly four decades of dedicated leadership and advocacy for our region's finfish aquaculture sector. I would like to express my sincere thanks to outgoing Executive Director Susan Farquharson for her decade of outstanding service and for helping position ACFFA for continued success.

I joined ACFFA at a pivotal moment, just as our Board of Directors adopted a new five-year strategic plan (2025–2030). This plan sets clear priorities and strategies to guide our work and reflects our shared vision of a thriving and sustainable finfish industry in Atlantic Canada that bolsters food security and fuels economic growth. Our mission remains steadfast: to drive sector excellence and champion the responsible growth of Atlantic Canada's finfish industry.

Amid a year marked by both opportunity and challenge - including federal and provincial elections and trade tensions with the United States - ACFFA continued to demonstrate strong leadership and collaboration. As you will see in this report, we strengthened partnerships with other aquaculture associations, advanced meaningful advocacy efforts, and worked diligently to support our members and promote responsible growth across the sector.

This year also saw the election of our new Executive Committee: Chair David Seeley (Skretting), Vice-Chair Gideon Pringle (MOWI Canada East), and Secretary-Treasurer Matt Miller (Northeast Nutrition), as well as the addition of Juan Carlos Lopez (Cooke – Kelly Cove Salmon) & Ted Weaire (SimCorp) to our Board of Directors. We also welcomed our new Associate Members the Port of Argentia Inc. and DeNova to ACFFA.

As I look ahead, I am confident that ACFFA will continue to lead the evolution of this vital sector. Together - with our dedicated team, Board, and members - we will strengthen collaboration, foster innovation, and ensure finfish remains a cornerstone of sustainable coastal communities for years to come.

Tom Taylor
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 finfish 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

A thriving and sustainable finfish industry in Atlantic Canada that bolsters food security and fuels economic growth

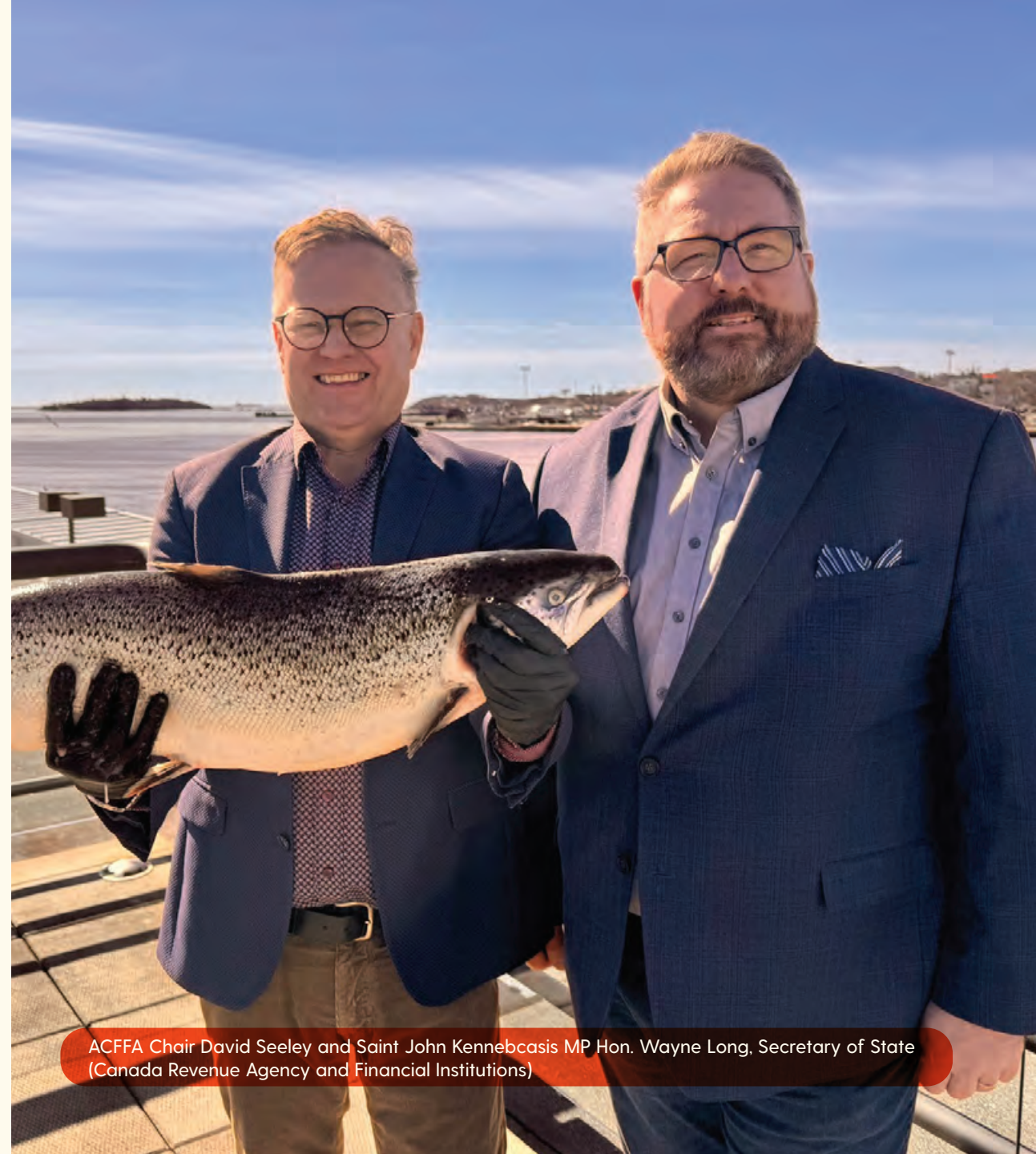
OUR MISSION

To drive sector excellence, and champion the responsible growth of Atlantic Canada's finfish industry



ADVOCACY AND PROMOTION

In 2024–25, ACFFA made strong progress in advancing public education and advocacy for Atlantic Canada’s finfish farming sector. We continue to position ACFFA as the leading voice for finfish farming in Atlantic Canada - educating, inspiring, and building public trust through authentic storytelling. As we move into a new strategic plan, our communications will focus on promoting the industry’s vision, advancing key initiatives, and strengthening ACFFA’s media presence on priority issues.



ACFFA Chair David Seeley and Saint John Kennebecasis MP Hon. Wayne Long, Secretary of State (Canada Revenue Agency and Financial Institutions)

ADVOCACY AND PROMOTION



Atlantic Canada Advocacy Campaign

ACFFA executed a public awareness campaign aimed at highlighting the connection between finfish farming, local food systems, and community. The “Our Farms. Our Fish. Our Food” campaign focused on audiences in Atlantic Canada and included:

- Two new videos
- A six-week paid digital campaign that included ads and “stories” on Facebook and Instagram and ads on a variety of websites
- 12-week billboard campaign in St. John’s, Cornerbrook, Moncton and Halifax



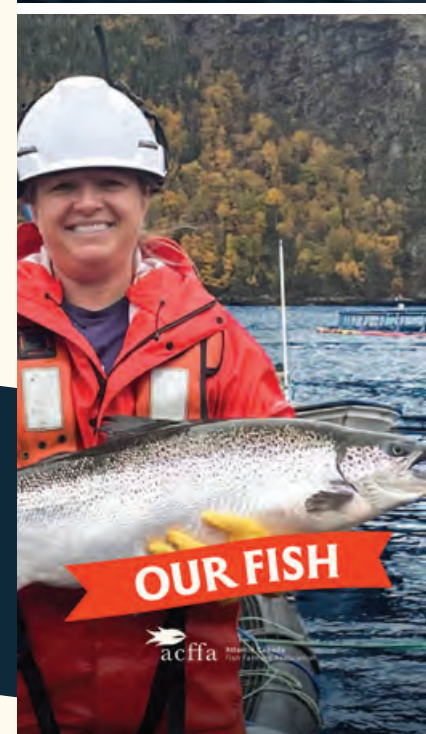
Digital Campaign Results

 
Nearly
3.9 million
impressions


6,600
clicks to
website

300%
increased
traffic to
ACFFA
website


Nearly
260,000
video views



ADVOCACY AND PROMOTION

Social Media

Interest in our channels continues to grow as we expand our content.

We created 10 new professional Instagram reels.



Facebook



7.8
million
views



429,841
page reach



8.5%
increase



406
new
followers



Instagram

3.4
million
views

643,900
page reach

157%
increase

163
new
followers



LinkedIn

963
new
followers





ACFFA ED Tom Taylor and Hon. Pat Finnigan, NB Minister of Agriculture, Aquaculture and Fisheries



ADVOCACY AND PROMOTION



ACFFA ED Tom Taylor and
NS Premier Tim Houston



NB Premier Susan Holt and
ACFFA ED Tom Taylor



Showcasing Atlantic Canada at Seafood Expo North America

ACFFA once again served as the proponent for the Atlantic Canada Pavilion at Seafood Expo North America 2025 in Boston. The pavilion was a major success, highlighting the region's aquaculture industry to global buyers and creating new market opportunities. Atlantic Canada's finfish producers were well represented, and the event provided valuable opportunities to engage with key policymakers and elected officials, including NB Premier Susan Holt, Department of Aquaculture, Agriculture and Fisheries Minister Pat Finnigan, and other Atlantic ministers.

ADVOCACY AND PROMOTION

Other Highlights

- Produced new salmon farming brochure and FAQ handout
- Created an information pamphlet on The Realities of Marine Protected Areas
- Expanded photo and video library showcasing people and technology in the sector
- Hosted hatchery and farm tours for a variety of people including New Brunswick Minister of Agriculture, Aquaculture and Fisheries Pat Finnigan, and Minister of Natural Resources John Herron
- Sent mailouts to new MPs across Atlantic Canada and MLAs in New Brunswick
- Created graphics to support the Newfoundland Aquaculture Industry Alliance's initiatives about marine protected areas
- Participated in Department of Agriculture, Aquaculture and Fisheries videos about salmon farming with celebrity chef Andrej Urosevic as well as Minister Finnigan



NB Minister of Agriculture, Aquaculture and Fisheries Pat Finnigan and Michael Szemerda from Cooke



Joel Richardson, VP Public Relations at Cooke Inc., Saint John Kennebecasis MP Hon. Wayne Long, Secretary of State (Canada Revenue Agency and Financial Institutions) and Aaron Bennett, Development and Environmental Compliance Director at Mowi Canada East





ADVOCACY AND PROMOTION

Speaking Events

- Aquaculture Association of Canada in Fredericton, NB (Outreach and Young Salmon Farmers Panel)
- Atlantic BIOCON in Saint John (Atlantic Canada's Bioeconomy Conference hosted by Research NB)
- Cold Harvest Conference in St. John's Newfoundland
- Aquaculture Association of Nova Scotia in Halifax, NS
- Southwest Fundy Progressive Protection Council Fall Conference in Saint John, NB



ADVOCACY AND PROMOTION

Other Communication Activities

Op-Ed:

The Facts about Ocean Finfish Farming

Op-Ed:

Don't Be Fooled by Misinformation – Farmed Salmon Is Healthy, Responsible, and Here to Stay

Op-Ed:

Marine Protected Areas in Atlantic Canada: A Political Facade Not a Practical Plan

Media Statement:

ACFFA Welcomes Poilievre Statement on Marine Protected Areas and Calls for protection of Coastal Jobs in Atlantic Canada

Podcast:

Insights with Don Mills and David Campbell: Sea Change: Innovation and Impact in Atlantic Aquaculture

Blog Post:

Learning from Norway: Reflections on the Atlantic Aquaculture Mission to AquaNor

ACFFA in the News (2024-25)

Nov 6

Aquaculture North America – Atlantic Canada association video promotes careers in salmon farming

Nov 11

Fish Farming Expert – Award for environment watchdog who has 'shaped salmon sector'

Dec 23

Fish Farming Expert – Atlantic Canada salmon farming champion Farquharson steps down

Feb 14

We Are Aquaculture – Aquaculture heroes to precede Captain America in theaters

Mar 13

CBC News – Atlantic Canada fish farmers group gets \$473K for 2-year project

Mar 13

Country 93 – \$473K to support Atlantic Canada's aquaculture

Mar 14

Fish Farm Expert – ACFFA chairman steps into new role as executive director

Mar 17

Undercurrent News – Tom Taylor named Executive Director of ACFFA

Apr 3

Fish Farming Expert – Fish farmers cheer Conservative opposition to protected area plan

Apr 17

Undercurrent News – Poilievre backs fishers opposing NL marine sanctuary

Apr 12

Radio Canada's La Semaine Verte – 40 min documentary on salmon farming in Atlantic Canada

Jun 5

Salmon Business – Don't be fooled by misinformation – farmed salmon is healthy, responsible, and here to stay

Jun 5

Fish Farming Expert – Atlantic Canada salmon farmers debunk latest campaign by wild fish groups

Aug 30

Saltwire – Some facts about ocean finfish farming

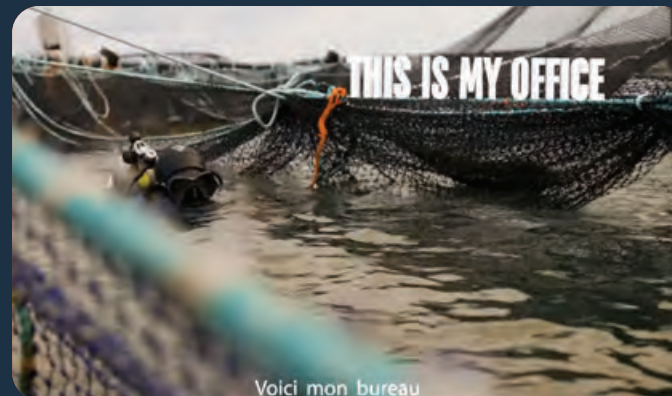
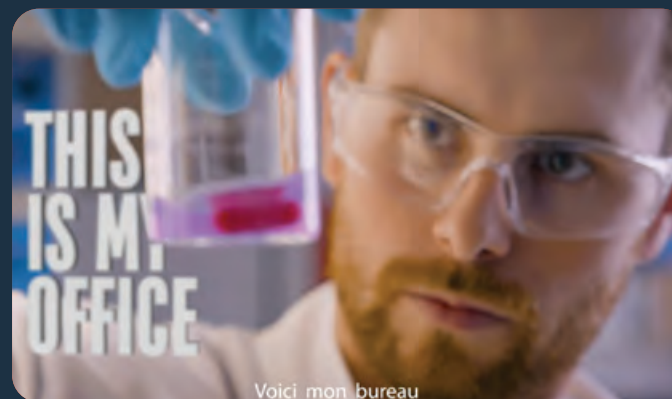
Sept 25

Undercurrent News – How a Captain America movie moment helped Atlantic fish farmers promote aquaculture





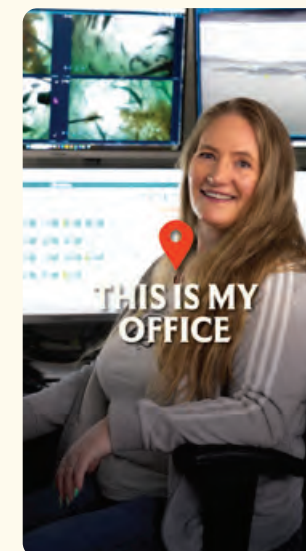
ADVOCACY AND PROMOTION



ACFFA Hits the Big Screen

ACFFA brought salmon farming careers to the big screen this year! From Feb 14–27, our high-energy career video played during the Captain America: Brave New World pre-show in Cineplex theatres in Dieppe, Moncton, Fredericton, Saint John, and Miramichi. Photos and videos of industry professionals were also featured in theatre concession areas, putting our people front and center for moviegoers.

ADVOCACY AND PROMOTION



New Career Videos

ACFFA created six new Instagram reels this year spotlighting careers in finfish farming, featuring these roles: Artist, Marine Environmental Biologist, Engineer, Boat Captain/Net Cleaner, Data Analyst and Remote Feeder. The campaign kicked off in October to coincide with career month in schools, building on the success of last year's popular career reels.



ADVOCACY AND PROMOTION

Community and Educational Outreach

We continue to see strong interest in our community outreach and educational activities. Between career fairs and presentations, The Farm on the Sea readings, STEM and STEAM event participation, professional development days for teachers, NB science fair adjudication and ocean science camps, ACFFA's Community Outreach and Education Coordinator Katelyn Harris and Science Liaison Coordinator Evie Gagné have chatted with almost 10,000 people about fish farming. Since its launch in 2023, our outreach program has grown significantly and has become key to raising awareness and understanding of sustainable aquaculture across the region.

Outreach efforts this year included:

- Reprint of The Farm on the Sea book in collaboration with other associations and companies
- The creation of a new community outreach brochure to update our offerings
- The development of a targeted Community Outreach Plan for the next school year to maximize and target our efforts

By the Numbers: Oct. 1, 2024 - Oct. 1, 2025

9,833	10
People Reached at Outreach Events	In-Class Atlantic Salmon Dissection Presentations
	29
	Farm on the Sea Readings

Special thanks to Cooke Inc. for providing such beautiful fish for these educational experiences!



ADVOCACY AND PROMOTION

Career Fairs and Presentations

- MILLTOWN ELEMENTARY
Career Fair
- FOREST HILLS
Career Fair
- SUSSEX HIGH
Career Fair
- WOODSTOCK
STEAM Expo
- ASD-S OFFICE
STEM Expo
- NB STEM SHOWCASE
- CALEDONIA REGIONAL HIGH
Future Pathways Expo
- Salisbury Regional High
Future Pathways Expo
- TANTRAMAR REGIONAL HIGH
Future Pathways Expo
- SEASIDE PARK
Career Fair
- KV HIGH
Career Pathways & Design
- KV HIGH
Career Expo
- SJDA High
Career Presentation
- SJDA Middle
Career Presentation
- BELLEISLE
Engage Ed Talk
- KV HIGH
Engage Ed Talk
- VIRTUAL
Engage Ed Talk
- HAMPTON HIGH
Career Presentation
- FREDERICTON HIGH AGRI 110
Aqua Pres
- OROMOCTO HIGH AGRI
Aqua Pres
- MIRAMICHI HIGH AQUATIC SCI
Career Presentation
- MIRAMICHI HIGH ENVIRO SCI
Career Presentation
- NS LIVERPOOL HIGH GLOBAL SUSTAINABILITY
Aquaculture Presentation
- ST STEPHEN HIGH
Career Presentation
- CARLETON NORTH HIGH
Future Pathways Expo
- OUTDOOR LEARNING WEBINAR
- GRAND MANAN COMMUNITY SCHOOL
Career Presentation



Other Events

New Brunswick Teachers' Association
Council Day (Professional Development)

New Brunswick Open Farm Day

Atlantic Salmon Day at Huntsman Marine
Science Centre

Summerfest '25

Kings County Agriculture Fair

Charlotte County Fall Fair



REGULATORY AFFAIRS

More than 40 meetings 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 pre-consulted 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 a participant of the Southwest Fundy Progressive Protection Council which represents the marine seafood industry developing a strategy to offset any MPAs in the area. Council is funded by the Department of Fisheries and Oceans.
- Department of Fisheries and Oceans Escapes Communication Framework Committee
- Co-Chair the NB Industry Government Working Group and the Environmental Coordination Committee

New Sea Lice Reporting System

After almost 15 years of use the DSS (Decision Support System) run by the Atlantic Veterinary College for sea lice reporting was retired. The new version (collecting the same data) is maintained by ACFFA (in New Brunswick) and NAIA (in Newfoundland) and acts as a third-party reporting system between industry and provincial governments. Industry members have been pleased with the new system, as it is more user friendly and cost-effective.

The Voice of our Members

ACFFA represents its members on the following additional committees:

Aquaculture Association of Canada (Board of Directors)

Atlantic Canada Seafood Sector Export Team

Atlantic Salmon Advisory Committee

Canadian Aquaculture Industry Alliance (Board of Directors)

Fundy Salmon Recovery Team

International Salmon Farmers Association

SWNB Marine Debris Committee

Musquash MPA Advisory Committee

NB Aquaculture Development Strategy Oversight Committee

Woodwards Cove Wharf Project Committee, Co-Chair

A large group of approximately 40 people, including men and women of various ages, are posing for a group photo in a large industrial dry dock. They are arranged in several rows, with some standing and some kneeling or sitting in the front. The background features a massive red ship hull with a white circular logo containing a stylized 'B' and the number '113' on the bow. The ship is suspended by large metal cranes and is flanked by tall, textured concrete walls. The scene is brightly lit by overhead industrial lights.

INNOVATION AND SKILLS DEVELOPMENT



INNOVATION AND SKILLS DEVELOPMENT

Atlantic Canada Aquaculture Mission to Norway 2025

From August 14–22, ACFFA led a 53-person delegation on the Atlantic Canada Aquaculture Mission to Norway, touring facilities in Ålesund and attending AquaNor in Trondheim. The mission highlighted innovative Norwegian aquaculture technologies and practices, offering Canadian industry members insights for application at home. It also created B2B opportunities for Canadian companies to showcase their expertise and products. ACFFA designed and managed the Atlantic Canada booth, sponsored by ACOA and the provinces of New Brunswick, Nova Scotia, Newfoundland and Labrador and Prince Edward Island. Our “Peace, Love and Farmed Atlantic Salmon” shirts and stickers were once again a hit with Aqua Nor delegates.





INNOVATION AND SKILLS DEVELOPMENT

Annual Research, Science and Technology Forum

Approximately 115 salmon farmers, industry stakeholders, scientists, researchers, provincial and federal government representatives, and community members came together both in-person and virtually for the ACFFA's 2024 Science, Research and Technology Forum in St. Andrews, NB. Bob Sweeney was the recipient of the 2024 Atlantic Canada Aquaculture Award in recognition of his long-time contributions to the advancement and sustainability of this region's salmon farming sector. Bob founded Sweeney International Marine Corp (SIMCorp), which has grown into a pillar of environmental stewardship in the aquaculture industry. Sweeney was unable to attend the awards dinner, but SimCorp's Chief Administrative Officer Amanda Dinsmore accepted the award and read a statement on his behalf. A Charity Auction held during the Gala dinner raised \$3,500 for the Atlantic Salmon Research Award.



INNOVATION AND SKILLS DEVELOPMENT

Fundy Salmon Recovery

The Fundy Salmon Recovery program continues to forge ahead as one of the most successful wild Atlantic salmon recovery projects in Canada. The diverse partners (ACFFA, University of New Brunswick, Government of New Brunswick, Cooke Inc, Parks Canada and Fort Folly First Nation) meet monthly to work together to continue enhancing the wild Atlantic Salmon inner Bay of Fundy populations.

Despite a very dry summer and fall, more than 100 returning wild salmon from the project have been found in the partner rivers (Petitcodiac, Big Salmon and Point Wolfe) so far in 2025 and more are expected after rain is received. Partners are returning 2068 wild maturing salmon to the three inner Bay of Fundy rivers during the end of September and in October. Amlamgog (Fort Folly First Nation) held a celebration of the program and a public fish release in Elgin on October 2nd. It was a beautiful day with touching words by Chief Rebecca Knockwood and Knowledge Keeper Nicole Porter who performed a water blessing.

There are 1,010 '2024-year' class immature salmon currently on the wild salmon marine conservation farm in Dark Harbour, Grand Manan. These will be held over for release in 2026, in addition to 2,698 '2025-year' class fish, some of which will also be released in 2026.





INNOVATION AND SKILLS DEVELOPMENT

Wild Salmon Research Project

With funding from the Atlantic Fisheries Fund, the Atlantic Canada Fish Farmers Association (ACFFA), the University of New Brunswick (UNB), and Fort Folly Habitat Recovery (FFHR) are conducting research designed to evaluate the efficacy of using wild-exposed salmon to restore Atlantic salmon populations in the Inner Bay of Fundy. Key activities include:

- Enhanced detection and monitoring systems in the Petitcodiac River and rivers in Fundy National Park to track adult salmon movement and distinguish between true wild returns and restoration program salmon.
- Genetic diversity testing and evaluation of epigenetic changes to better understand and protect salmon populations.
- Expanded in-river assessments to monitor spawning, juvenile production, and kelts, generating valuable new data to refine restoration strategies.

Atlantic Salmon Research Award

Kristin Armstrong, a master's student at the University of New Brunswick who is investigating the reproductive success of captively reared salmon for the purposes of conservation as part of the Fundy Salmon Recovery program, is the first recipient of the Atlantic Salmon Research Award.

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.

ASSOCIATION ACTIVITIES



ACFFA Golf Tourney

We had a great turnout for ACFFA's 2025 Golf Tourney! Team SimCorp took top spot, followed by Team Cooke in second place and Team Optimar in third. For the second year in a row, Greg Groom won the \$250 Putting Contest sponsored by Cooke Inc. Trevor Bishop had the longest drive while Matt Scott had closest to the pin. Thank you to all the teams for participating and for donating prizes!

ACFFA Joins Agricultural Alliance of New Brunswick

ACFFA became an associate member of the Agricultural Alliance of New Brunswick. Agriculture is aquaculture and we look forward to joining other food producers to share knowledge, strengthen connections, and highlight the vital role of farmers - on land and at sea - in feeding our communities.



ASSOCIATION ACTIVITES

Woodwards Cove Wharf

Infrastructure priorities remain focused on ensuring we have access to safe wharves. The Department of Fisheries and Oceans funded the development of the Woodward's Cove Wharf to be shovel ready in January 2024 which has occurred however there are no funds to continue and there are two land acquisition challenges. ACFFA continues to work collaboratively with fisher associations to address harbour infrastructure issues.

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.



Championing Gender Equality – VIVE (Business Champion 2025)

Outgoing Executive Director Susan Farquharson received the Minister's Award for Excellence in Championing Gender Equality – VIVE (Business Champion 2025). She championed gender equity in aquaculture through initiatives like the Women of Salmon Farming Symposium, career videos highlighting women in the industry, and the Sea of Change roundtable. Her leadership fostered inclusion and opportunity, leaving a lasting impact locally and globally.

**Thank you
Susan Farquharson
for your contributions
to ACFFA and Atlantic
Canada's finfish
farming sector.**



ACFFA BOARD OF DIRECTORS

2024-2025

David Seeley (Chair)

Skretting North America

Gideon Pringle (Vice Chair)

MOWI Canada East

Matt Miller (Secretary/Treasurer)

Northeast Nutrition Inc.

Ted Weaire/Bob Sweeney

Sweeney International Marine Corp.

Debbie Plouffe

The Center for Aquaculture Technologies

Morton Benson

Benson Aquaculture

Chris Bourque

Cooke Insurance

Jason McGrattan/Jackie Zimmerman

Merck

Rebecca Liston

Research and Productivity Council

Jonathan Gagne

Enterprise Shippagan &
International Seafood and Bait

Bill Robertson

Ocean Trout Canada

Juan Carlos Lopez

Cooke Aquaculture

Michael Foti

Phibro Animal Health Corp

ACFFA TEAM

(INCLUDING CONTRACT SERVICES)

Tom Taylor

Executive Director

Tobi Taylor

Operations Manager

Kathy Kaufield

Communications Director

Evie Gagné

Science Liaison Coordinator

Katelyn Harris

Community Outreach and Education Coordinator

Lindsay Brittain

Creative Director and Graphic Designer

David Gainforth

Videographer and Content Creator

OUR MEMBERSHIP

SALMON PRODUCER MEMBERS

Benson Aquaculture

Cooke Aquaculture Ltd.

Mowi Canada East Inc.

TROUT PRODUCER MEMBERS

Ocean Trout Canada

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

Cooke Insurance Ltd.

Dartek

DeNova

East Coast Innovation Inc.

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.)

Optimar

Pharmaq AS

Phibro Animal Health Corporation

Port of Argentia Inc.

Research and Productivity Council (RPC)

Sweeney International Marine Corp.

The Center for Aquaculture Technologies Canada

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



ATLANTIC CANADA PROUD

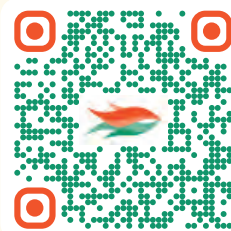
OUR FARMS. OUR FISH. OUR FOOD.



acffa

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