

Message from the **EXECUTIVE DIRECTOR**

This has been a year we will not soon forget!

It has been a year of change for the ACFFA team. We sadly said goodbye to Betty House, our Science and Technology Coordinator and a long-time advocate for salmon, both farmed and wild. Her loss resonated across the industry in Atlantic Canada. Later in the year,

we welcomed Evie Gagné as our Science Liaison Coordinator and Katelyn Harris as our Community Outreach and Education Coordinator to our team. Kathy Kaufield is now our full time Communications Director.

Advocacy and effective regulatory policies for the salmon farming sector remained our priority. As you will see in this Year in Review, we have been busy supporting this important industry in Atlantic Canada. 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, advance fish health and welfare and encourage innovation and research.

Overall as I reflect on the year, it's been one of our busiest, and I know we still have lots of work to do. As we look to 2024, the ACFFA team will continue to focus on broad advocacy work, ensuring our relationships with our regulatory agencies remain effective for all parties, moving our work forward on diversity and equity and expanding the vital Fundy Salmon Recovery program that we are so proud to be a part of for so many years.

I'm proud of the ACFFA team and the work the Association has done for almost 40 years. We are so fortunate to work with so many aquaculture professionals who are global leaders in the evolution of this sector and who are creating jobs in Atlantic Canada's coastal communities.

I'm grateful for the support I continue to receive from so many colleagues across agencies, traditional fishers, association colleagues as well as my members and Board of Directors.

I'm looking forward to 2024!

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







With Communications Director Kathy
Kaufield's transition to fulltime staff and
the addition of Community Outreach
and Education Coordinator KateyIn
Harris to our staff, ACFFA has launched
an exciting new chapter in our ongoing
work to support advocacy and public
education about Atlantic Canada's
salmon farming sector. We are reaching
audiences in a new way and the
response has been overwhelmingly
positive, especially the distribution of
The Farm on the Sea books and stuffies.

EVENTS

ACFFA's outreach activities reached at least 2,000 students, teachers and parents so far in 2023. Demand for The Farm on the Sea readings and classroom visits for careers is already high for the coming year.

- Canadian Agriculture Literacy Awareness Month –
 The Farm on the Sea readings at five NB schools
- Sponsored a booth at the 2023 Science Atlantic Aquaculture and Fisheries Biology Conference at the University of New Brunswick in Saint John
- Guest speakers at Prof. Thierry Chopin's "History and Development of Aquaculture" class at the University of New Brunswick in Saint John
- Carleton North Ag Expo, hosted by the Honourable Margaret Johnson, NB Minister of Agriculture, Aquaculture and Fisheries
- Two virtual presentations as part of NB Science Week in April. Our presentation (Salmon Science: Captivating Creatures of the Ocean Floor) was recorded by 26 classrooms across the province.
- Career Fair Chris Saunders Elementary School in Quispamsis
- New Brunswick Teachers' Association Council Day in Moncton, NB (50 sign ups for classroom readings)
- Fundy Coastal District Girl Guides and Tiny Tots daycare – The Farm on the Sea readings



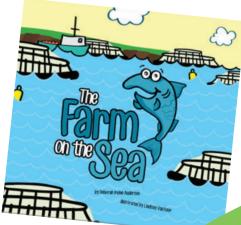


SUPPORT MATERIALS CREATED

- Branded backdrop, table runners, banners and signage for career fairs and school visits
- "Let's Connect" brochure that highlights what activities/tools we can bring to events
- Reprint of Uniquely Atlantic stickers, The Farm on the Sea books and stuffies
- Branded PowerPoint Presentations
 - An overview of salmon farming and innovations and science behind the environmental monitoring of the ocean floor in and ground salmon farms
 - Careers in aquaculture







COLLABORATIONS

- Agriculture in the Classroom NB/Agriculture in the Classroom Canada: We are now routinely
 involved in their AG Expos. The national group is moving ahead with including our Farm on the
 Sea website and materials on their teacher resources page and we will likely participate next
 year in their popular virtual Farm Tours.
- Worked with Agricultural Alliance of NB to feature two salmon farms in their Farm of the Month series on social media
- NB Centres of Excellence in discussions about collaboration
- Worked with Anglophone School District Science Coach to help create their "Salmon Boxes" delivered to elementary schools this fall. Donated materials included The Farm on the Sea books and stuffies; Cooke Inc. donated rope and net samples and salmon scales.
- Working with DAAF on preliminary plans for their Aquaculture 101 course
- SW Fundy Progressive Protection Council contributed content on our sector to their Then/Now series



SOCIAL MEDIA

- Video shoots to gather content for TikTok and Instagram, career videos and stock photos
- Huntsman Marine Science Centre (Skretting, SimCorp, Mowi, Cooke)
- Wild salmon marine conservation farm in Dark Harbour
- Salmon release with Fort Folly First Nation in Elgin
- 20 new IG reels, including our continuing 'myth busting' series
- Launch of ACFFA TikTok account
- Salmon Sundays continue to be popular
- Holiday campaign including 'Turkey vs Atlantic Salmon' video, Salmon holiday meal and 'Celebrate with Salmon' holiday appetizers campaign and Holiday 'Pop Up' shop fundraiser for local food banks
- Family Day Giveaway Contest
- NB Science Week interactive guizzes on Facebook and Instagram
- Canadian Agriculture Literacy Month Facts about salmon farming
- Nutrition Month social media posts
- Summer 'Atlantic Grown/Atlantic Proud' t-shirt campaign



















Baby salmon, called Alevin, are born with a mouth too small to eat



World's First Wild

TRUE OR FALSE?



TRUE OR FALSE?

SHORT SLEEVE T-SHIRTS

CARDINAL RED
 NAVY

BLACK
 HEATHER GREY

EMBROIDERED **CUFFED BEANIE**



LIMITED TIME TO ORDER!



to salmon physiology



BY THE NUMBERS

Steadily growing audiences



Facebook Reach: **173,662**

up 290 followers



Instagram Reach:

21,518

up 163 followers



LinkedIn:

up 1090 followers

Most Popular Content:

Jan 2023-October 2023

Meet Allene! Salmon are not crammed in pens
30,500 reach









Tribute to Betty House 17,900 reach



March is National Nutrition Month 11,200 reach



Wild Salmon Release at Elgin 11,000 reach



OTHER COMMUNICATIONS ACTIVITIES:

- Op-Ed Nova Scotians Deserve Clarity on Salmon Farming
- Feature story on ACFFA and our sector in Focus on Resources Magazine
- Atlantic salmon farming pamphlet mailed to Nova Scotia communities
- FAQs about Salmon Farming in New Brunswick – distributed to whale watching tour operators in Bay of Fundy
- ACFFA website refresh underway





Atlantic Salmon Farming Facts NEW BRUNSWICK

1978 FIRST COMME

FIRST COMMERCIAL SALMON FARM in eastern Canada was established in Lord's Cove, near Deer Island, New Brunswick in 1978









More than \$500 WORKERS EMPLOYED in New Brunswick and 1300 LOCAL BUSINESSES supported by salmon farming in Atlantic Canada





ATLANTIC CANADA,
ARMERS PRODUCE

323 million



FARMING THE OCEAN IS
IDENTIFIED AS ONE OF FIVE
PRIORITIES TO ADDRESS
CLIMATE CHANGE
BATTENATION SOIL

Frequently Asked Questions



How are farmed Atlantic salmon grown?

Farmed febratic salmon begin their life cycle as eggs, which are collected from salmon broudstock. The count plan are resert from eggs in land-based forelwater hatcheire. Currently, when the fish become smoke and are biologically ready to move to salk water, farmers move them to occun farms where their remain in large flating pers and the yea are eady to be invanished.

What do farmed Atlantic salmon eat?

Farmed salmon eut nutrient-dense, dry petiets made from animal, plant and fish proteins of natural origin which provide essential vitamins and minerals.



What is in the fee

Two important ingredients are fishmeal and fish oil, which ensure salmen contain high levels of omegs a fatary acids that are greed for your heart and mund. Fairmeal and this ell come primarily from several sources including forarge fish not eaten by humans. Our field companies source fishmeal from the hypothesis of local fishmelies wherever possible. All fish freed ingredients are agreemed for use by the Carvada Food Inspection Agree.

Are farmed Atlantic salmon dyed pink?

No. Caretenoids – the same nutural ingredients found in carects and egg yollis – are added to their diet to provide the fich with vitamin A and give them their pink colour. No artificial dyes are ever used.



What are those pipes leading into the farm?

Those tubes carry feed to the flut from a bangewhere farmers use undernator cameras and sensors to ensure the fish aren't over flet. The fish are fed specialized fleet salrowd to their life stage to improve digentiality and decrease weste. These modern feeding systems can be managed remotely.

POLLING

2023 polling from Narrative Research showed continued strong support for salmon farming in Atlantic Canada. The poll found 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 87 per cent of Atlantic Canadians agree sustainable aquaculture helps to ensure food security in our region. ACFFA has sent the polling results to regional and federal elected officials.

SEAFOOD EXPO NORTH AMERICA 2023

The 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. ACFFA Secretary-Treasurer David Seeley served as emcee for the official opening of the pavilion. Attendance at the opening event included: ACOA Minister Hon. Ginette Petitpas-Taylor; NB Agriculture, Aquaculture and Fisheries Minister Hon. Margaret Johnson; NS Minister of Fisheries and Aquaculture Hon. Steve Craig; NL Minister of Fisheries, Forestry and Agriculture Hon. Derrick Bragg; Canada's Fisheries and Oceans Minister Hon. Joyce Murray; and, Roger Cuzner, Consul General of Canada in Boston. Plans are underway now for the 2024 event.





ATLANTIC PROVINCES AQUACULTURE COORDINATING TABLE (APACT)

The APACT includes aquaculture associations in the region during 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 have now merged and continue to meet twice annually to discuss important agenda items including policy reviews and annual report cards and reports. The last meeting was held on September 12th, 2023, with agenda items that included NB regulations, environmental reporting and the pest management report card.

MARINE PROTECTION AREAS (MPAS)

The Southwest Fundy Progressive Protection Council meetings have continued with new approval of continued support funds from DFO. Two staff have been hired via the Grand Manan Fishermen's Association to assist with coordination of the project. These staff will present the project during ACFFA's Aquaculture Science, Technology and Research Forum on October 26th.

REGULATORY AFFAIRS AND FARMING OPERATIONS

NEW BRUNSWICK AQUACULTURE REGULATIONS AND GROWTH STRATEGY

The Growth Strategy was finalized this year and is now posted. A committee that includes ACFFA staff and members has been established and will meet again in November 2023 at which time the strategy will be reviewed and updated if necessary. Currently the next action to discuss is the bay management area structure. The Public Registry noted in the regulations is still a few months out and the committee will work with DAAF as it is developed.

MINISTER MURRAY STATEMENT ON SALMON FARMING

In July 2023, the Canadian Council of Fisheries and Aquaculture Ministers (CCFAM) issued a statement about how they are working together to protect the fisheries and aquaculture sector in Canada. The statement included this paragraph: "Ministers discussed their respective aquaculture priorities. Minister Murray reiterated that the implementation of a federal plan to transition from open-net pen salmon farming in coastal British Columbia waters will not extend to Eastern Canada, where provinces are the lead regulators for the management and development of aquaculture. Minister Murray expressed her support for a sustainably managed aquaculture industry and recognized that aquaculture is a legitimate user of the waters in Eastern Canada."

NASCO 2023

The ACFFA participated in the Fortieth Annual Meeting of NASCO, which took place June 5-8, 2023, at the Delta Beausejour Hotel Moncton, New Brunswick, Canada. ACFFA ED Susan Farquharson was part of the Canadian delegation. Delegates participated in a tour of the Fundy Salmon Recovery project hosted by Fort Folly Habitat Recovery.

THE VOICE OF OUR MEMBERS

ACFFA represents its members on the following committees:

Aquaculture Association of Canada

Atlantic Canada Seafood Sector Export Team

Atlantic Salmon Advisory Committee

Canadian Aquaculture Industry Alliance

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

NB Aquaculture Development Strategy Oversight Committee

Progressive Protection Council – Bay of Fundy

North Atlantic Salmon Conservation Organization (NASCO) – Canadian Delegation

Saint John River Management Advisory Committee

INNOVATION AND SKILLS DEVELOPMENT

ANNUAL AQUACULTURE RESEARCH, SCIENCE AND TECHNOLOGY FORUM

Approximately 135 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 2022 Aquaculture Research, Science and Technology Forum in St. Andrews, NB. Stan McGrattan, an aquaculture professional whose career dates back to Atlantic Canada's first Salmonid Demonstration and Development Farm nearly four decades ago, was honoured as the recipient of the 2022 Atlantic Canada Aquaculture Award. A Charity Casino held during the Gala dinner raised \$2,500 to initiate an ACFFA student grant which will be awarded in 2024.





INNOVATION AND SKILLS DEVELOPMENT

WOMEN OF SALMON FARMING SYMPOSIUM

This 2022 Aquaculture Research, Science and Technology Forum was held in conjunction with a Women of Salmon Farming Symposium, a first-of-its-kind event in Atlantic Canada aimed at harnessing opportunities for women and improving gender equity in our region's salmon farming sector. Participants reviewed the high-level insights from ACFFA's study: Gender-Based Opportunities and Challenges in Salmonid Farming in Atlantic Canada which examines gender equity throughout Atlantic Canada's salmon farming value chain. The symposium included interactive discussions with participants whose feedback will assist ACFFA in taking concrete steps as an association and an industry to address labour challenges and help close the equity gap so we can continue to play our important role in global food security.







THE RESPONSIBLE SEAFOOD SUMMIT 2023

The ACFFA cohosted the Responsible Seafood Summit (previously known as the Global Outlook for Aquaculture Leadership conference) in Saint John, New Brunswick during the week of Oct 2-5. During the Summit, ACFFA facilitated a workshop on Diversity, Equity, and Inclusion with the support of Ernst and Young. This was a follow up to our 2022 Women in Salmon Farming Symposium. Input gathered at the workshop will be used by ACFFA going forward to create a project committee. The Summit brought together 350 aquaculture executives, influencers, thought leaders from around the globe to discuss the foremost issues shaping the seafood industry. As part of the Summit, the ACFFA hosted a highly enjoyable Taste of Atlantic Canada gala dinner and show featuring comedian James Mullinger at the Imperial Theatre in Saint John. Many thanks to our members for the donation of fresh and delicious seafood that helped make our evening such a hit!











ATLANTIC AQUACULTURE MISSION TO NORWAY AND AQUA NOR 2023

ACFFA once again led a mission with 53 delegates representing the aquaculture value chain and senior regulators and politicians.

Ministers, Deputy Ministers and/or senior staff responsible for aquaculture from all four Atlantic provinces attended. The mission included site visits and B2Bs from Stavanger to Trondheim.

Once at Aqua Nor, which saw a record number of attendees (>16,000), ACFFA managed the Atlantic Canada booth sponsored by ACOA and the Province of New Brunswick. Our 'Peace, Love and Farmed Atlantic Salmon' t-shirts, stickers and key chains were extremely popular with Aqua Nor delegates!







ASSOCIATION ACTIVITIES

GULF OF MAINE INDUSTRY AWARD FOR ENVIRONMENTAL LEADERSHIP AND INNOVATION

The Gulf of Maine Council on the Marine Environment selected the Atlantic Canada Fish Farmers Association (ACFFA) as the recipient of its 2023 Industry Award. The award recognizes demonstrated innovation and leadership in efforts to improve the well-being of the Gulf of Maine ecosystem and the communities that call it home. The award cited ACFFA's "outstanding leadership toward sustainable and environmentally responsible finfish production in the Gulf of Maine." The Gulf of Maine Council on the Marine Environment, created in 1989 by the governments of Maine, Massachusetts, New Brunswick, New Hampshire and Nova Scotia, works to foster environmental health and community well-being throughout the Gulf watershed.

WELCOME TO THE ACFFA TEAM!

Katelyn Harris – Community Outreach and Education Coordinator

Evie Gagné - Science Liaison Coordinator



ACFFA GOLF TOURNEY

We had a great turnout for ACFFA's 2023 Golf Tourney! Tourney Champs 2023: Team LCR Plastic Supplies Ltd. Team members: Greg Groom, Ryan MacDonald, Roger Waycott and Larry Ingalls. Congratulations! Thank you to all the teams for participating and for donating prizes!

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 2022.

NEW MEMBERS

ACFFA welcomed a new Member this year: Canadianpond.ca

2023 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 2024.

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 Woodwards Cove, Grand Manan.

ACFFA co-chairs the Woodwards Cove Wharf project committee with DFO which is progressing to complete the coastal study portion. The environmental assessment will be completed and the project shovel ready by end of calendar year.



2022-2023 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

Peter 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

Communications Director

Evie Gagné

Science Liaison Coordinator

Katelyn Harris

Community Outreach and Education Coordinator

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.

Mowi Canada East Inc. (MOWI)

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.

Cargill

Center for Marine Applied Research

Dartek

Dover Fish Hatchery

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

Pharmaq 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

- 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



BETTY HOUSE

BELOVED FRIEND AND COLLEAGUE March 7, 1967 – January 13, 2023