

# STILL GROWING STRONG

YEAR IN REVIEW 2020-2021



Atlantic Canada  
Fish Farmers Association



MESSAGE FROM THE  
**Executive  
Director**

**AS THE GLOBAL COVID-19 PANDEMIC CONTINUED THROUGHOUT 2020 AND 2021, OUR ASSOCIATION, LIKE THE REST OF THE WORLD, CARRIED ON AS BEST WE COULD AMID THE EVER-EVOLVING SITUATION.**

We worked hard to support our members and our sector during these challenging times. Our association developed a new five-year strategic plan in 2020. That plan was timely because the unknowns brought on by the pandemic opened the door for our Board of Directors to have some important discussions about our sector's vital role with respect to food security, employment, and community wellbeing.

This report reflects on the activities ACFFA has taken to support the new mission, goals and priorities outlined in that 2020 strategic plan approved by the Board of Directors.

Every year, I express how proud I am to work for this industry, but I am especially proud to have represented the salmon farming industry during this incredibly stressful time for all. I thank the ACFFA team for their incredible support and for being there and being flexible with their time during a period that will be recorded in our history books.

I know we are all looking forward to 2022 and hope you enjoy this reflection of 2020-21.

Stay safe,

*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 salmon 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



## Proud to Farm Here

An eight-week campaign from January to March 2021 to mark the release of our new socio-economic numbers for salmon farming in Atlantic Canada. The centerpiece is an interactive map that uses infographics, videos and pictures to encourage people to learn about salmon farming in our region.



## Tides to Tables

A six-week campaign in May and June 2021 on CTV Atlantic that included a 60 second TV spot, as well as radio and digital ads.





# ADVOCACY AND PROMOTION

Proud to Farm Here

**SEE  
FOOD  
FARMED**

**betcha didn't know**



acffa Atlantic Canada Fish Farmers Association

**CATCH UP  
WITH  
OUR FRY**



**betcha didn't know**



acffa Atlantic Canada Fish Farmers Association

**A FARM  
TO SEE**



**betcha didn't know**



acffa Atlantic Canada Fish Farmers Association

**BEST SALMON  
BY PARR**



**betcha didn't know**




acffa Atlantic Canada Fish Farmers Association



**A FARM  
TO SEE**

**betcha didn't know**



acffa

# ADVOCACY AND PROMOTION



## Salmon Sundays

A new bi-weekly feature on our social media channels to encourage people to buy and cook farmed salmon. Launched in May 2021, the series is getting terrific engagement across our channels.



**Get to know Atlantic Salmon Farming**

Over the past 40 years, Atlantic Canada has built a salmon farming sector that's uniquely our own and an engine for positive change.

Through each generation's dedication to a sense of the water, the farmer and each generation's own appetites, Atlantic Canada has forged a path to the world as the most proud of raising a sustainable industry, the complete, closed-loop, and high-quality salmon production sector.

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

As only both nature and the farmer's expertise in salmon farming can ensure a sustainable and resilient harvest of fish in the ocean environment, that's why the Atlantic Salmon farming sector is the world's most sustainable, climate-smart and resilient production system.

**\$2 BILLION IN TOTAL ECONOMIC INPUT EVERY YEAR**

**323 MILLION meals yearly**

**80% OF ATLANTIC CANADIANS SUPPORT**

**SUPPORTS OVER 1300 ATLANTIC CANADIAN SMALL BUSINESSES**

**8,000 JOBS**

**Traced from EGG TO PLATE**

Third-party audited and certified for SUSTAINABILITY

FARMING THE OCEAN IDENTIFIED AS ONE OF THE FIVE PRIORITIES TO ADDRESS CLIMATE CHANGE (UN 2019)

## NB Agriculture Supplement

A spread in the spring of 2021 that highlights salmon farming and its socio-economic benefits as part of a Brunswick News special section.

## Resource in Focus

A June 2021 issue dedicated to aquaculture in Atlantic Canada, including a feature on ACFFA and salmon farming in our region.





# ADVOCACY AND PROMOTION

## Atlantic Billboard Campaign

Six billboards promoting the salmon farming sector in NS, NB, and NL. (March – April, August – October 2021).



## Atlantic Business Magazine

A July 2021 op-ed on the importance of Atlantic Canada's ocean farming industry and a feature about our sector's commitment to corporate social responsibility.

# ADVOCACY AND PROMOTION



## Buy Local Campaigns

Campaigns in the summer and fall of 2020 to encourage Atlantic Canadians to buy local farmed salmon. The campaign featured a new 30-second video, digital display ads and downloadable salmon recipes.

## [EDIT] Magazine

Comedian and magazine publisher James Mullinger served as Atlantic Canada's salmon farming ambassador in the summer and fall of 2020. The campaign featured a story and video about renowned Chef Chris Aerni of The Rossmount Inn in Saint Andrews, New Brunswick and how he is inspired by farmed Atlantic salmon as well as an interview with Dr. Steve Backman, one of the pioneers of Atlantic Canada's aquaculture sector.





# REGULATORY AFFAIRS AND FARMING OPERATIONS

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

ACFFA producers were engaged early in the development of a new Aquaculture Growth Strategy for New Brunswick. This strategy is being drafted at the same time as the new aquaculture regulations. The two documents will frame the path forward for aquaculture growth in New Brunswick. We anticipate both documents will undergo a final consultation before being finalized in early 2022.

## **Atlantic Finfish Aquaculture Working Group**

This working group that ACFFA co-chaired in the region with DFO between 2016-2020 has been re-established. The committee provides a forum for industry, provincial and DFO discussions on priorities for the sector in Atlantic Canada.

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

These two committees were merged in 2020. 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 Ministers Renew the Aquaculture Sustainable Development MOU**

The Atlantic Ministers responsible for aquaculture renewed an Atlantic Aquaculture MOU. Leading into that, the Associations in the region called on the Premiers and Ministers to develop a common vision for the growth of the industry as well. Their cohesive support of the industry in Atlantic Canada plays a key role in the sector's management and growth.



# REGULATORY AFFAIRS AND FARMING OPERATIONS

## Marine Protection Areas (MPAs)

The Southwest Fundy Progressive Protection Council is working with DFO to complete a non-spatial conservation document and story map for the Bay of Fundy. This will complement the work the Council is doing by highlighting marine activities that can be considered as conservation methods and recognized in lieu of an MPA. This list includes the Fundy Salmon Recovery project and the Wild Salmon Conservation 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

An Aquaculture Working Group via CSA met for the first time in 2021. This group was a result of ACFFA facilitating an Adhoc Committee ensuring the CSA acknowledged all forms of diving for the industry across Canada.

## The Voice of our Members

ACFFA represents its members on the following committees:

Aquaculture Association of Canada  
Aquaculture Collaborative Research Development Program  
Atlantic Canada Seafood Sector Export Team, Co-chair  
Atlantic Finfish Aquaculture Working Group  
Atlantic Salmon Advisory Committee  
Canadian Aquaculture Industry Alliance Board of Directors  
Canadian Aquaculture Industry Alliance Technical Committee  
Fundy Salmon Recovery Team  
Huntsman Research Committee  
International Salmon Farmers Association  
Musquash MPA Advisory Committee  
NB Aquaculture Containment Liaison Committee  
NB Industry Government Working Group/Aquaculture  
Environmental Coordination Committee  
North Atlantic Salmon Conservation Organization (NASCO) –  
Canadian Delegation  
Southwest Fundy Progressive Protection Council  
Saint John River Management Advisory Committee  
SWNB Marine Debris Advisory Committee



# INNOVATION AND SKILLS DEVELOPMENT

## Fundy Salmon Recovery

COVID 19 changed how all the partners in the Fundy Salmon Recovery (FSR) project celebrated the release of adult wild salmon back to their rivers from the conservation farm on Grand Manan in 2020 but it didn't stop the good news. Almost 1,400 salmon were released to the Upper Salmon, Point Wolfe and Pollett Rivers in the fall and over 40 returning salmon were observed in the rivers from the 2019 FSR releases in 2020. Fundy National Park saw a large smolt run in the spring of 2021, released over 700 salmon in September, and detected over 100 salmon return to their rivers from the 2019 and 2020 releases. The Fort Folly Habitat Recovery team saw over 30 salmon return to the Pollett River from the 2019 and 2020 release of FSR project salmon.



## Annual Research, Science and Technology Forum

As a result of the COVID-19 pandemic, ACFFA's annual Research, Science and Technology Forum went virtual in 2020. Our two-day virtual event brought together 230 aquaculture professionals, researchers, regulators and other stakeholders to share the latest leading-edge research and innovations from the aquaculture sector.





# INNOVATION AND SKILLS DEVELOPMENT

## Blended NBCC Aquaculture Operations Program

The 13-week accredited program was cancelled in 2021 due to COVID. Discussions continue to transition the program to be fully online, except for the practical components with companies in 2022.

## GHG Emissions Study – Salmon Aquaculture in Atlantic Canada

Fundy Engineering Ltd based in Saint John NB is conducting the study that will focus on four phases of salmon farming – hatchery, marine, feed and processing. Final delivery will be a tool that will allow users to calculate emissions based on variables such as biomass, time. The final report is expected by December 2021.

**Fundy Salmon Recovery**  
Photograph: Fundy National Park





# INFRASTRUCTURE

## LIMEKILN BAY SERVICE CENTRE

privately owned and operated by



Atlantic Canada  
Fish Farmers Association

Tel: 506-755-3526

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

[info@atlanticfishfarmers.com](mailto:info@atlanticfishfarmers.com)

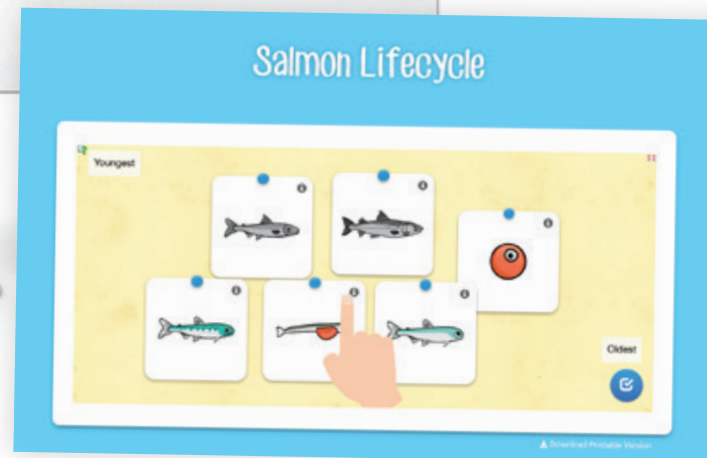
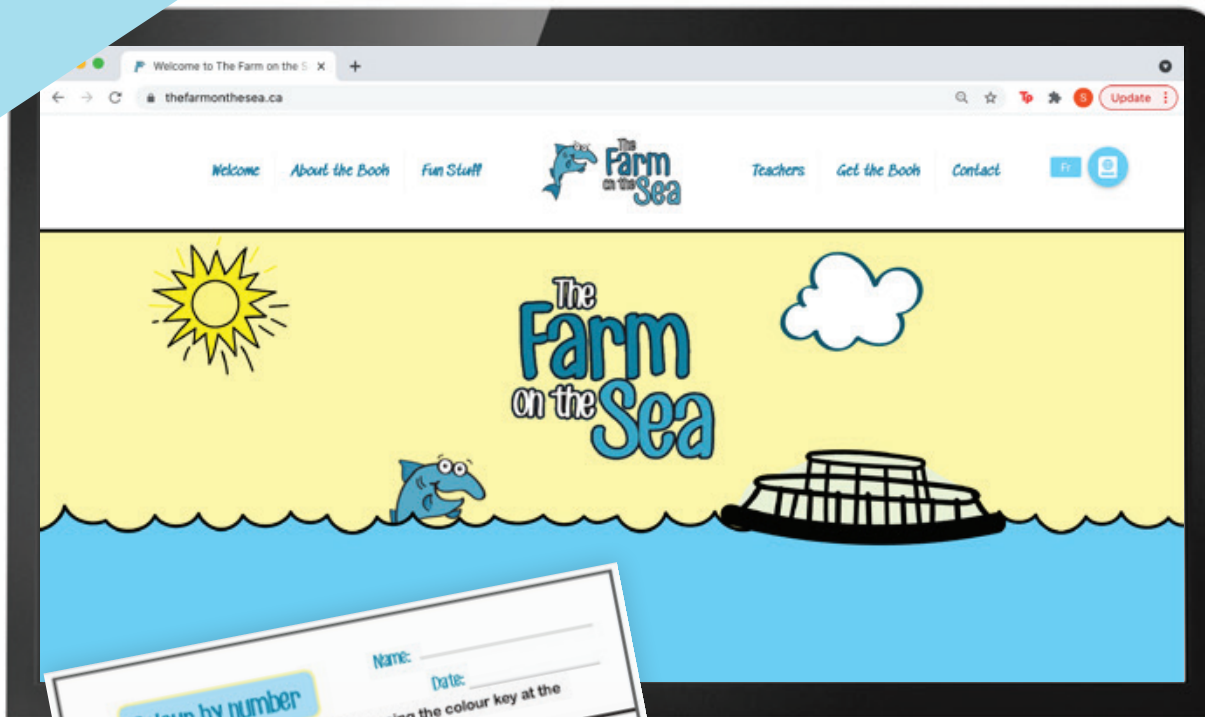
### Woodwards Cove Wharf

Infrastructure priorities remain focused on ensuring we have access to safe wharves. We have secured Fisheries and Oceans 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 to continue to provide safe access for our more than 80 community users including aquaculture, First Nations, fishers, governments and tourism.

# ASSOCIATION ACTIVITIES



## The Farm on the Sea

The children's book **The Farm on the Sea** continues to be a hit with both students and teachers alike. We worked with author **Deborah Irvine Anderson** and illustrator **Lindsay Vautour** on a variety of projects during 2020-21:

- Translation of the book into French – La Ferme sur la mer
- An animated video in English and French
- The creation of a new bilingual website with curriculum and activities for K-4 teachers and students
- A recording of New Brunswick Agriculture, Aquaculture and Fisheries Minister Margaret Johnson reading *The Farm on the Sea* in English and French for Canadian Agriculture Literacy Month
- ACFFA donated 450 English books and 350 French books to the Agriculture in the Classroom New Brunswick program
- Curriculum package and books sent to 12 Charlotte County schools
- Virtual school visits:
  - Upper Miramichi Elementary School in Boiestown
  - Fairvale Elementary in Quispamsis
  - Campobello Island Consolidated School



# ASSOCIATION ACTIVITIES



## Atlantic Aquaculture Mission to Norway and Aqua Nor

With COVID-19 continuing to impact travel and large gatherings, ACFFA co-hosted an Atlantic Canada Virtual Booth with our provincial association colleagues (AANS, AAPEI, NAIA) at Aqua Nor, August 24 – 27, 2021. Our digital booth was voted in the top five digital booths at Aqua Nor (81 registered booths in total). Our virtual booth attracted 376 visits and 2090 participants.



## Salmon Farm Tours

Atlantic Open Farm Day went virtual in 2020, with ACFFA marking the day by launching the animated video of The Farm on the Sea. In 2021, we were able to host 30 people on the Island Quest vessel to visit a salmon farm. ACFFA will donate the tour participant fees to the NB Heart and Stroke Foundation.



## Summer T-shirt Campaign

We sold over 400 limited edition “Atlantic Canada Grown, Atlantic Canada Proud” t-shirts designed by New Brunswick graphic designer Lindsay Vautour. The campaign raised approximately \$2,500.00 for Fundy Salmon Recovery.



# ASSOCIATION ACTIVITIES

## ACFFA Golf Tourney

ACFFA's Golf Tourney went ahead in 2020 and 2021 with the appropriate COVID measures. This year, we had a record number of teams! Thank you to our members for their prize donations.





# ASSOCIATION ACTIVITIES



(Left) ACFFA members raised \$2,000 for the Charlotte County Cancer Society.

(Top right) ACFFA created branded masks for members.

(Bottom right) ACFFA members donated to the St. George & Area Food Bank at Christmas as well as in September of 2020.



# ASSOCIATION ACTIVITIES

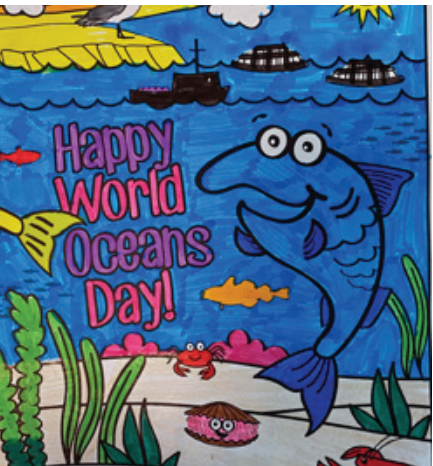


## World Oceans Day

We held a Sunny the Salmon Colouring Contest to celebrate World Ocean's Day on June 8. Chase Reeves of Grand Falls Windsor, NL and Brooke McKinnon of Rothesay, NB won prize packs that included copies of The Farm on the Sea book, stuffies, four passes to the Huntsman Marine Science Centre and other goodies!

## Polling

We engaged Corporate Research Associates to conduct our annual consumer polling in Atlantic Canada. The survey found 80 per cent of Atlantic Canadians support aquaculture and agree that local salmon farming is a reliable and sustainable source of protein. The 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: Ace Aquatec, Alltech Canada Inc., Aquabyte Inc., East Coast Innovation Inc., Ecomerden North America, Marine Thinking Inc, and Steinsvik.



# LEADERSHIP AND STAFF

## 2021 ACFFA Board of Directors

### Tom Taylor (Chair)

Cooke Aquaculture Inc.

### Alan Cook (Vice Chair)

MOWI

### Bob Sweeney (Secretary/Treasurer)

Sweeney International Marine Corp.

### Bev Bacon

RDI Strategies

### Morton Benson

Benson Aquaculture

### Peter Bourque

Mitchell McConnell Insurance

### Kasha Cox

Benchmark Animal Health

### 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.

## Staff

### Susan Farquharson

Executive Director

### Tobi Taylor

Operations Manager

### Betty House

Science and Technology Coordinator

### Kathy Kaufield

Communications Director

### Jim Hanley

Wharf Manager

## Associate Members

Ace Aquatec

Alltech Canada Inc.

Aquabyte Inc.

Atlantic Veterinary College

Big Falls Fish Growers 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

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.

Optimar

PatoGen AS

Pharmaq AS

Phibro Animal Health Corporation

Pro-Oceanus Systems Inc.

RDI Strategies Ltd.

Research and Productivity Council (RPC)

Steinsvik Canada Inc.

Sweeney International Marine Corp.

The Smart Energy Company

Our Limekiln wharf members include fishers, First Nations, government, NGOs and academia.

## 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)**

## OUR MEMBERSHIP

### Salmon Producer Members

Benson Aquaculture

Cooke Aquaculture Ltd.

Marine Harvest Atlantic (MOWI)

### Feed Company Members

Northeast Nutrition

Skretting



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



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