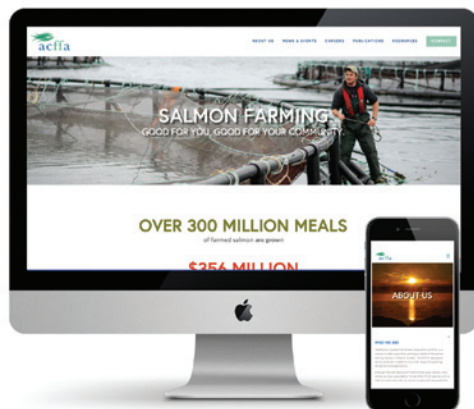


Communications and Outreach



ACFFA'S 'NEW LOOK'

Our communications materials are boasting a new look, reflected in our updated website – atlanticfishfarmers.com. The ACFFA site now has a mobile and tablet-friendly design that better showcases the people of our industry and the work we do to bring healthy and delicious salmon to dinner tables.

NEW FLYER EDUCATES PUBLIC ABOUT SALMON FARMING

We've developed an informative flyer entitled "We're farming for the future" that explains how farmers grow salmon and highlights the people and careers of our industry. This flyer is available to members for distribution.



BACK TO SCHOOL

Our outreach into classrooms continued this year, with the ACFFA's Research and Development Coordinator Betty House visiting about 100 children at New Maryland Elementary School to give them a Salmon Farming 101 lesson. She also talked about salmon farming and global aquaculture with 68 high school students who toured the Huntsman Fundy Discovery Aquarium as part of the SHAD enrichment program for students who excel in math and science.

IN THE COMMUNITY

We participated in Bay of Fundy Seafood Week by hosting a salmon farm tour again this year. Twenty people took part in the tour, led by Betty House and Cooke Aquaculture's Chuck Brown. The tour raised approximately \$150 for the Heart and Stroke Foundation.

The ACFFA also supported the Parkinson's Society of Canada event making a donation. A diet of salmon has shown to boost your brain function, help prevent heart disease, lower cholesterol and blood pressure and reduce the risk of cancer, stroke, depression, Alzheimer's disease, arthritis, Crohn's disease and asthma.

NORTHERN HARVEST WINNING STREAK CONTINUES

We hosted our annual ACFFA Industry Golf Tournament as part of Bay of Fundy Seafood Week. Fifty-two people participated and Northern Harvest's team led by Larry Ingalls continued its winning streak.

SOCIAL MEDIA WORKSHOP

The ACFFA hosted a free Social Media for Seafood Lunch and Learn Workshop that provided industry participants with an overview of social media best practices focusing on food transformation, salmon (other fish) products, food trends, accessing new audiences and increasing sales. A second full-day session is being planned for 2017. Stay tuned!



Research and Innovation

FUNDY SALMON RECOVERY PROJECT

Efforts to help save endangered Inner Bay of Fundy wild salmon made significant strides this year. The province of New Brunswick designated an area off the coast of Grand Manan as the world's first wild salmon marine conservation farm, and project partners returned more than 500 mature adult fish from that farm to their native river in Fundy National Park. The ACFFA and our members including Cooke Aquaculture are proud partners in this groundbreaking initiative that is changing the way wild salmon rehabilitation is done. This project has the potential to be a model for other rivers. The Fundy Salmon Recovery (fundysalmonrecovery.com) project is featured as part of the Striking Balance documentary series (narrated by Blue Rodeo's Jim Cuddy) on Canada's UNESCO Biosphere Reserves (strikingbalance.com).

PARTNERSHIP WITH STUDENTS HELPS TRACK TIDAL CURRENTS

A partnership between the ACFFA, the NB Department of Agriculture, Aquaculture and Fisheries (DAAF) and Fundy High School will help gather important information about tidal currents in the Bay of Fundy. With materials provided by the DAAF, Fundy High School students have constructed drogues (floatation devices). Each drogue has a GPS unit on it that sends a signal to a satellite, which then delivers the signal to a software program. The data collected will help fish farmers and government make important management decisions regarding fish health, as well as assist experts to track potential oil spills.



Other News

SEAFOOD EXPO NORTH AMERICA 2017

The ACFFA is the proponent representing the four Atlantic provinces for Seafood Expo North America (SENA) in 2017. We're leading the development of a new Atlantic pavilion design, incorporating a Canadian brand for the Atlantic provinces and their exhibitors. It's going to be a terrific event!

PAN ATLANTIC REGULATORY WORKSHOP - AQUACULTURE ACTIVITIES REGULATION (AAR)

The ACFFA will host a second session on November 17, 2016 to follow up on the status of the monitoring requirements and to make further recommendations to the Department of Fisheries and Oceans. Our members were 100 per cent compliant with the AAR requirements in its first year of implementation.

JOIN ACFFA!

We've updated our Associate membership structure and fees and are actively recruiting new members. The 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. For more information on membership benefits and to apply go to our website – atlanticfishfarmers.com.

