



WINTER 2018

# THE COLD HARVESTER

NEWFOUNDLAND AQUACULTURE

- ✱ Member Profile: Newfoundland Styro
- ✱ MI Opens Regional Aquaculture Centre
- ✱ Cold Harvest 2017 Conference Highlights
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# Christmas Greetings from

The Board of Directors and staff of the Newfoundland Aquaculture Industry Association would like to thank you for your support in 2017. It has been a very exciting year for aquaculture in Newfoundland and Labrador!

This Christmas season, take time to enjoy those moments spent with friends and loved ones, and be sure to make NL farmed seafood part of your holiday celebrations.



Have a very *Merry Christmas*  
and a *Happy New Year!*



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Winter 2018



**Winter 2017**

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The Newfoundland Aquaculture Industry Association represents aquaculturists and the service sector in the province. Its fundamental purpose is to assist the aquaculture industry to achieve its full wealth creation potential. It is the voice for the industry by ensuring that Federal / Provincial legislation, policy, and services match the needs of the industry. It delivers programs and services to its members to attain excellence in safety, quality, environmental sustainability, and profitability. For more information on NAIA membership benefits, please contact us!



# Message from Laura Halfyard, President



**Laura Halfyard, President and Chair of the Board, Newfoundland Aquaculture Industry Association**

As NAIA and its members come to the end of 2017, it is time to reflect on our industry’s activities and our plans for 2018. We had a busy summer working with the Government of NL, as part of the *Aquaculture Steering Committee*. On September 26th, this culminated in the Aquaculture Summit for *The Way Forward – Aquaculture Sector Action Plan (2017-2022)*; <http://www.flr.gov.nl.ca/aquaculturesummit/workplan.html>), outlining strategies to enhance aquaculture production through improved regulatory, operational and investment efficiencies. As with terrestrial farming, the province and NAIA are aiming for growth of aquatic farming, with goals of sustainability, food-security, environmental monitoring and economic benefits, particularly for rural NL.

Following the Summit, we hosted our NAIA *Cold Harvest Conference* and AGM on September 26-28th, focusing on the theme of *Aquaculture: An Ocean of Potential*. This was our largest Gander event to-date, with participants from industry, government, academics, service sectors, and the public. It also featured many new service sector members, who see the potential for spin-off business sectors in support of our industry.

NAIA continues to promote food-security, as well as the nutritional and economic benefits of our aquaculture products. NAIA was a major sponsor of the Restaurant Association of NL and its 7th Annual *From This Rock Culinary Tour* that took place on October 26th in nine different communities across the province. During each event, local produce (i.e. agriculture and

seafood) was prepared by top chefs throughout the province, with the grand finale dinner in St. John’s on November 3rd. This provided an opportunity for us to feature our world-class aquaculture products and to educate the public of the benefits to our health and communities.

As a member of the national association, NAIA attended the Canadian Aquaculture Industry Alliance (CAIA) conference in late November, where we met with federal and provincial government ministers, MPs and department representatives. We need the support of both provincial and federal agencies to address improved regulatory and related services to successfully grow our aquaculture industry. The Fisheries and Oceans Minister Dominic LeBlanc continued to voice his commitment as “Aquaculture t both socially responsible and ecologically sustainable.” We lobbied for the proposed *Aquaculture Act* and action items stemming from *The Way Forward – Aquaculture Sector Action Plan*.

The slate for 2018 will be a busy one, with us focusing on activities to achieve milestones in our Aquaculture Action Plan and our farm initiatives. We begin to make plans for our next NAIA conference in the fall in St. John’s. Meanwhile, we hope that Mother Nature gives us a mild winter and spring on our oceans, as we activate our farm growth strategies and new marketing initiatives.

As your President, I would like to wish you, your companies and your families continued success in 2018. NAIA’s Board and staff will diligently serve the industry through activities to promote the growth of our finfish and shellfish sectors. Jacques Cousteau said, “We must plant the sea and herd its animals ... using the sea as farmers instead of hunters. That is what civilization is all about – farming replacing hunting.” In NL, we have a unique opportunity to foster both, with sustainable and co-existing farmed and wild seafood sectors that can provide community stability for future generations, as well as for human health, food and economic security. ✨



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# Message from Mark Lane, Executive Director



**Mark Lane, C.D., Executive Director, Newfoundland Aquaculture Industry Association**

**W**hat an exciting year it has been in the aquaculture industry of Newfoundland and Labrador!

NAIA has reached its highest level of membership in the Association's 24-year history; now standing at 114 strong. I want to extend a warm welcome to all our new members and thank those existing members who continue to support the growth of the industry; sustainably and environmentally responsibly.

This past fall, we hosted our largest Cold Harvest Conference and Trade Show ever held in Gander with more than 250 registrants in attendance from around the world.

Leading up to our Conference, we, in partnership with the Government of Newfoundland and Labrador, launched our Aquaculture – Sector Work Plan at our Province's first aquaculture summit. We look forward to continuing to work with Premier Ball and the Cabinet Committee on Jobs in the New Year in meeting the objectives and goals outlined in our work plan.

This past year, in partnership with the Fisheries and Marine Institute, Atlantic Canada Opportunities Agency (ACOA) and Department of Tourism, Culture, Innovation and Industry (TCII); NAIA led the inaugural offering of the Technical Certificate in Aquaculture Management to more than 85 participants in industry.

In 2016, we achieved the highest levels of production of premium farmed seafood in our province's history. In 2016, the Newfoundland and Labrador aquaculture industry exceeded all previous production volumes and market values. Total aquaculture production was 28,622 tonnes, representing a 25.5 per cent increase over the previous year. Total market value for the industry reached a record high also; totaling \$276 million. The final numbers are not in but we are very optimistic that our industry will set new records again in 2017.

Whether in Hong Kong at the Seafood Expo Asia (SEA); Seafood Expo North America (SENA) in Boston or Seafood Expo Global (SEG) in Brussels; representatives from NAIA

and its members showcased our premium farmed seafood in the global marketplace.

For the first time, this year NAIA was also represented at World Aquaculture Society (WAS) annual meeting in Cape Town, South Africa as well as Aquaculture Europe in Dubrovnik, Croatia. As a result of our new partnership with WAS we are hopeful of positive news early in the New Year. Stay tuned.

In July NAIA hosted a very successful in-bound mission of Chinese buyers including lead buyers from retail giant Alibaba. As a supporter of our colleagues in traditional wild harvest industry we arranged tours of wild capture processing facilities and a networking café open to all seafood producers in the province.

Representatives from NAIA participated in the world's largest aquaculture focused tradeshow; AquaNor in Trondheim Norway; Atlantic Canada Fish Farmers Association (ACFFA) Annual Conference in New Brunswick as well Canadian Aquaculture Industry Alliances (CAIA) conference in Ottawa.

In partnership with industry stakeholders, NAIA has led several other projects in Research and Development including the Ensiling Demonstration Project, Aquaculture Real-time Integrated Environmental System (ARIES) as well as an exploratory mission to Norway and Greenland investigating the potential for Captured Based Aquaculture and Live Holding for Atlantic Cod in Newfoundland and Labrador.

In addition to those initiatives that Laura alludes to in her message and those outlined in mine there are numerous others, too many to mention. As you can see with only four staff we are working hard on behalf of our members. For it is because of you that we have existed for the past 24 years.

On behalf of the staff at the Newfoundland Aquaculture Industry Association I would like to wish all of you, our members, a very Merry Christmas and a Happy New Year and we look forward to working with you in 2018. ✨



# Newfoundland Aquaculture Industry Association

## Cold Harvest 2017 Highlights

### 24<sup>th</sup> Annual Conference and Trade Show

#### *Aquaculture: An Ocean of Potential*

Cold Harvest 2017 took place at Quality Hotel & Suites - Gander, Newfoundland and Labrador, from September 26 – 28. Two hundred and fifty delegates participated in the exciting three-day event which offered excellent presentations, meetings and network opportunities.

Honourable Gerry Byrne, Minister DFLR, was on hand to provide greetings and officially open the conference on the first day of sessions. The keynote presentation was given by Kim McConnell, founder and former CEO of AdFarm, one of the largest agricultural marketing communications firms in North America. His presentation focused on: Enhancing Public Trust in a Dynamic & Changing World.

One-hundred and sixty delegates took part in the Taste the Atlantic farmed seafood and beverage pairing on the second evening. On stage, Chef Watson prepared two lovely seafood dishes which were paired with Newfoundland and Labrador beverages.

The Way Forward on Aquaculture Summit also took place on the afternoon of the opening of Cold Harvest 2017. The Honourable Dwight Ball, Premier of Newfoundland and Labrador, was joined by NAIA members; Ministers of the Cabinet Committee on Jobs; community, academic, and business leaders and high school and university students. Premier Ball launched The Way Forward on Aquaculture. Within the aquaculture sector workplan, they identified the vision for aquaculture sector growth which includes 28 actions to help

promote new careers and bright futures through sustainable aquaculture development.

The Provincial Government and NAIA share a goal to grow salmon production to 50,000 metric tonnes annually, and grow mussel production to 10,750 metric tonnes annually. In achieving these targets, the number of year-round jobs supported by aquaculture will more than double, from 1000 to 2100. In addition to pursuing positive employment and economic outcomes, the Provincial Government is also placing priority on increasing provincial food self-sufficiency and leveraging the world class training provided to students of the Fisheries and Marine Institute, Memorial University. ✨



One hundred and thirty-two delegates attended the Way Forward Aquaculture Summit in Gander in September. Photo credit: Province of NL.

## Special Thanks to Our Sponsors and Supporters!

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Northern Harvest Sea Farms, Cold Ocean Salmon, Norlantic Processors, Badger Bay Mussel Farms, Green Seafoods and Sunrise Fish Farms ✨



Stefanie Colombo was happy to win the True North Salmon socks on the Joe Brown Silent Auction. \$2000 was raised overall!



Minister Gerry Byrne provided greetings at the opening of Cold Harvest.



NAIA President Laura Halfyard presented the Aquaculturist of the Year Award to Sheldon George.



The Halfyard family enjoyed the banquet on the final night of Cold Harvest. Photo L to R: Trenton Johanson, Audrey Halfyard, Laura Halfyard and Job Halfyard.



Enterprises Shippagan staff at the Cold Harvest Trade Show.



Certificate in Aquaculture Management presentations were made during the banquet. Photo L to R: Keith Rideout, Carey Bonnell, Murray Bungay and Glenn Blackwood.



Marine Institute aquaculture students with Chef Watson at the beverage and seafood pairing.



A large number of Marine Institute alumni were on hand at Cold Harvest. Photo Credits Keith Rideout, Fisheries and Marine Institute

# Congratulations to 2017 Aquaculturist of the Year Sheldon George



Congratulations to Sheldon George who was awarded the 2017 Aquaculturist of the Year award during Cold Harvest 2017 - NAIA's Conference & Trade Show held in September in Gander, NL.

Sheldon has been engaged in aquaculture for the past 20 years. He began his career in salmon farming in New Brunswick, eventually moved to Newfoundland nearly a decade ago, and worked with both feed companies and salmon farming companies.

He is often the poster face for commercial salmon farming in NL, gracing government reports, NAIA publications and other promotional activities. More than this, however, he has played a key industry advisory role on various boards and committees, including the NAIA Board, the Cabinet Steering Committee on jobs and others.

He is a proud farmer, always willing to assist the community in need, whether after floods, fires, or other disasters. Sheldon truly exemplifies the attributes of NAIA's Aquaculturist of the Year by contributing to the commercial development of aquaculture in our Province.

## About The Aquaculturist of the Year Award:

The Aquaculturist of the Year award honours individuals for outstanding contribution to NAIA and/or the development of the aquaculture sector in our Province. The emphasis is on significant contributions to NAIA or the industry over time. Any former or current NAIA member engaged in aquaculture-related activities in Newfoundland and Labrador is eligible to be nominated to receive the Aquaculturist of the Year Award. ✨

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# WELCOME NEW MEMBERS!

*Interested in Becoming a Member of NAIA?*

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## MEMBER PROFILE



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The main building located at 12 Dominic Street in Bishop's Falls, NL (Built in 1996).

**N**ewfoundland Styro was incorporated in 1996 when they built a 10,000-square foot building in Bishop's Falls and began to manufacture expanded polystyrene (EPS) boxes for wild and farmed fish. In 2000, the company purchased the EPS operating assets of Lafarge Gypsum in addition to purchasing a new block mould for manufacturing EPS insulation.

Over the years, the company increased the size of the original building by more than four-fold. In this building the company operates four shape moulding machines, an eight-foot block mould, a cutting line and a contour cutter. As well, this building houses a specialized laminating machine which is used in the manufacturing of Truefold and Truefoil. They redirect scrap EPS into a compact process that is used to manufacture billets which they sell to other manufacturers.

In 2008, the company purchased a nearby 24,000-square foot building which is now split into three areas. There is a sophisticated machine shop which does both internal and

external work and offers a wide range of services. In the second area, there are two injection mould machines which supply the plastic insulated concrete form (ICF) brackets for the company and for Truefoam Limited. The remainder of the building is used for warehousing.

In early 2016, the company completed its most recent expansion; A stand alone 20,000 square foot building dedicated to the production of ICF's - Reward Wall. With the addition of this third building, the company has a total of 88,000 square feet of manufacturing. They've also added a second ICF transfer machine.

The company has two distinct product lines; insulated boxes for the shipment of fresh and live seafood, and insulation for residential, commercial and industrial projects. Being able to serve two industries has been helpful in facilitating the manufacture of goods for the most part, year-round.

For product descriptions and more information, please visit [www.nfstyro.com](http://www.nfstyro.com). ❁

# Indonesian Educators Tour Blue Mussel and Atlantic Salmon Aquaculture Sites

By: Keith Rideout, Coast of Bays - Regional Aquaculture Centre, Marine Institute of Memorial University of NL

During the period Nov 12-15, 2017, the Newfoundland aquaculture industry was visited by 10 Indonesian post-secondary educators as part of a training project entitled “Capacity Building for Institutional Enhancement and Industry Engagement”. This was the Fisheries and Marine Institute’s (MI) response to an initiative of the Indonesian government entitled: *Revitalization of Vocational Higher Education Program*. The 10 aquaculture participants were part of a larger group of 22, with the other 12 participating in maritime related training. The aquaculture participants had significant experience in a variety of aquaculture related disciplines. These included: fishing gear technology, industrial engineering, shrimp farming, fish nutrition, seaweed farming, aquaculture systems engineering, finfish aquaculture, microbiology, post-harvest quality, fisheries extension, microbiology, waste processing technology, water quality management, etc.

The tour of the Newfoundland aquaculture industry came at the end of a six week training period. The first five weeks saw the aquaculture group participating, as students, in several courses at MI. In addition to three courses from MI’s Technical Certificate - Aquaculture Management (CAM) program: Aquaculture Project Management (Instructor, Tracy Granter), Aquaculture Human Resource Management (Instructor, Jillian Westcott) and External Communications for Aquaculture Farm Managers (Instructor, Cyr Couturier), the students also participated in several courses offered by MI’s Academic and Student Affairs department. These included Educational Leadership, Teaching and Learning Online (TLO) and Competency Based Education and Training (CBET).

While on tour, the aquaculture participants, led by Keith Rideout, the Coordinating Instructor/ Technical Liaison for

the Coast of Bays Regional Aquaculture Centre, visited the Sunrise Fish Farms Inc. Blue Mussel site at Woodfords Arm, Notre Dame Bay and the salmon farming activities in the Coast of Bays region of the Connaigre Peninsula. In the Coast of Bays region, the group, visited the Swanger Cove Atlantic Salmon Hatchery (Cold Ocean Salmon Inc.), the Lumpfish Nursery at Belleoram (Cold Ocean Salmon Inc.), the Newfoundland Aqua Service Ltd. net cleaning and maintenance operation at Milltown, several Atlantic Salmon cage sites out of Pool’s Cove (Northern Harvest Sea Farms Ltd.) and the Barry Group Inc. Atlantic Salmon processing facility in Harbour Breton. In addition, the group was given a presentation by the Ocean Learning Partnership (Maria Giovannini, David Tipton) on their initiatives to increase awareness, among junior and high school students, of all things oceans related.

The Indonesian participants thoroughly enjoyed the opportunity to get out of St. John’s and see how aquaculture is practiced in a cold water, northern environment; an environment markedly different from their previous experience. While a good time was had by all, the air temperatures took some getting used to. They were amazed that they were able to function in temperatures that they had previously thought might be lethal!

A special thank you must be made to the United Church Women of Pool’s Cove. They catered two wonderful lunches while adhering to the strict Halal requirements of the Muslim participants. It’s no easy feat to make a wonderful tasting pot of all vegetable soup. These ladies were up to the task.

The hope is that MI’s relationship with the Indonesian program, to revitalize its vocational educational system, will be an ongoing one and that this training will be an annual occurrence. ✨



Indonesian participants along with Sunrise Fish Farms Inc. employees at Woodfords Arm Blue Mussel site.



Indonesian participants on top of the Northern Harvest Sea Farms NL Ltd. feed barge, near Pool’s Cove.

# Exploring Oceans of Opportunity

## Canada's Farmed Seafood Policy Conference 2017

By: Sheri Beaulieu, Marketing & Communications Manager, Canadian Aquaculture Industry Alliance



The Canadian Aquaculture Industry Alliance (CAIA) was delighted to welcome over 100 delegates in Ottawa for Canada's Farmed Seafood Policy Conference 2017, November 21-22, 2017.

Participants represented the entire farmed seafood value chain in Canada as well as leading elected and non-elected government officials and public policy experts.

The province of Newfoundland and Labrador was well represented in the program by The Honourable Gerry Byrne, Minister of Fisheries and Land Resources. Minister Byrne participated in a panel among regional and community leaders to discuss the economic and social impacts of aquaculture in their communities. His contribution to the event and support for the industry was well received.

The program featured two keynote speakers. Amy Novogratz, Managing Partner, Aqua-Spark provided an inspiring opening address, *Scaling the Solutions for more Sustainable Aquaculture*, which covered insights into aquaculture projects from around the world which are continuing to advance the sustainability of our sector. Celebrity Chef Andrew Gruel's luncheon address, *A Chef's Message: Breaking Through Aquaculture Myths*, covered the evolution of thinking about seafood and aquaculture and provided some original viewpoints on promoting our industry and products.

This year's Policy Conference also featured the release a new annual report from CAIA, *The State of Farmed Seafood in*

Canada 2017 - Sustainable, Diverse and Growing. The report shows revenues reached \$1.35 billion in 2016, and included an economic impact of \$5.1 billion, jobs totaling 25,040, and Indigenous participation across the nation.

The encouraging outlook is based on the latest Statistics Canada data. Highlights from the report include:

### Solid Production, Revenues & Exports in 2016

- Revenues in 2016 of \$1.347 billion, up from \$918 million in 2015.
- 2016 farmed seafood production was 200,565 tonnes – up from 190,111 in 2015.
- Canada's aquaculture exports in 2016 were valued at a record \$1 billion.

### Significant Economic Benefits to Canadians

- In 2016, Canadian farmed seafood production and processing generated a total of over \$5.1 billion in economic activity, \$2 billion in GDP, and \$1.16 billion in wages for 25,000 Canadian workers.

### Indigenous Participation

- Over 40 First Nation and Indigenous communities are now directly or indirectly involved in farming seafood in Canada.
- Indigenous participation in farmed seafood is found in nine of the ten Canadian provinces.
- A report is available online at [www.aquaculture.ca](http://www.aquaculture.ca). ✨



# NAIA Events



## 7th Annual From This Rock Events

Organized by The Restaurant Association of NL, the 7th Annual From This Rock Culinary events took place on October 26th in 10 communities across the province including Port Aux Basques, Stephenville, Deer

Lake, Rocky Harbour, Corner Brook, Grand Falls Windsor, Twillingate, Clarenville, Harbour Grace and St. Johns, NL.

NL seafood and agriculture products were featured on the menu and thirty-one chefs from across the province, including Gold Medal Plate Winner Chef Nick Jewczyk, prepared more than 4000 dishes for the guests. The grand finale dinner took place in St. John's on November 3rd and NAIA's president Laura Halfyard brought greetings where she highlighted Newfoundland and Labrador farmed seafood. The overall social media engagement during these events reached over 45,000 people.

The Restaurant Association of Newfoundland (RANL) addresses the needs of both members and non-members in

the food service sector and is active in a range of activities that support and benefit its member restaurants and food and culinary industries. RANL supports the use of local foods in our industry and the collaboration of industry and government to ensure the growth of local producers and harvesters, food security in the province and the sustainability local product in the restaurant industry. ✨



The Halfyards attended the last dinner which was held at Spirit of NL in St. John's NL. Photo courtesy of Kathie Hicks.

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# Regional Aquaculture Centre Opens in the Coast of Bays

By: Bill Carter, Coast of Bays - Regional Aquaculture Centre, Marine Institute of Memorial University of NL

In March 2017, funding was announced through the Atlantic Canada Opportunities Agency, the Department of Fisheries and Land Resources and the Department of Tourism, Culture, Industry and Innovation to establish a Regional Aquaculture Centre in the Coast of Bays. An extension of the Fisheries and Marine Institute of NL, the Coast of Bays Regional Aquaculture Centre (COB-RAC) is positioned to better meet the training, research, development and technology transfer needs of the expanding aquaculture industry and to address the training needs of the broader maritime industry in the Coast of Bays region of Southern Newfoundland.

The Centre is the gateway in the Coast of Bays to connect the Fisheries and Marine Institute of Memorial University and the regional aquaculture industry. The Centre operates along with the Institute's Centre for Aquaculture and Seafood Development (CASD) to facilitate research and development initiatives and works closely with the Institute's Community Based Education Delivery Unit (CBED) for the delivery of short-term education and training programs.

The Coast of Bays Regional Aquaculture Centre can design and deliver training programs to meet the needs of the aquaculture industry in the Coast of Bays region. Using labour market research and identification of skills development gaps, the Centre can develop customized, community based training plans for clients. Training options may consist of certificate programs or single course offerings. In all cases, offerings are based on needs specifically identified by the client.

Programs currently available include:

- Technical Certificate – Aquaculture (TCA)
- Technical Certificate – Aquaculture Management (CAM)

In addition, the COB-RAC staff will be a conduit to reach schools in the region, targeting students, administrators, guidance counsellors and parents to provide career exploration opportunities and create an awareness of the careers available in the aquaculture industry.

In terms of Applied Research and Development, the COB - RAC, in conjunction with the CASD team, will offer a range of services for the aquaculture industry. These will include identification of technical needs, proposal development, funding procurement and applied research. This applied R &D

falls broadly into these categories: environmental monitoring, sea lice treatments, waste management, and other R & D opportunities and challenges that arise.

The establishment of the physical location of the Centre's office took place over the summer months. By September, the 2-person staff at the Centre was in place. Keith Rideout serves as the Centre's coordinating Instructor/Technical Liaison and Bill Carter serves as the Regional Industrial Liaison Officer. ✨



On October 18th, the COB RAC hosted an Open House and invited representatives from industry, supply and service companies and government departments to visit and learn more about the role of the Centre and what it can offer and provide to industry. L to R: Chris Negrijn, Strickland's Diving, Shawn Fowlow, Department of Education and Keith Rideout, Marine Institute. Photo credits: Marine Institute.

## *Tina Duffney*

*Employer: Allen's Fisheries Limited, Benoit's Cove, NL*

*Job Title: Quality Control Coordinator*

### **Are you from NL and have you always lived in NL?**

Yes, born and raised here. I've lived in Benoit's Cove all my life, just a few minutes away from where I work.

### **What is your education or experienced background?**

I started with a 6-month contract at Allen's Fisheries in September of 1998 and have been here ever since. I've worked in the office, at the retail store, and at the plant. I began as Quality Management Program (QMP) Coordinator in April of 2007. My education includes HACCP Hazard Analysis Critical Control Points (HACCP) and QMP training at the Marine Institute along with food safety courses and other in-house training.

### **What does your job entail?**

My job involves providing coordination and acting as a resource person for the quality control team. I'm responsible for ensuring that all quality documents and records are completed properly and to verify that reports are accurate and thorough. I help to ensure that all standards and definitions are being applied consistently by all inspectors. I do this for the mussel processing side of the business, but also for other species such as crab, groundfish and pelagics.

### **How does this position relate to the aquaculture industry?**

Allen's Fisheries Limited has been processing blue mussels in Benoit's Cove since 2004 and I'm proud to be part of

their quality control team. It seems I'm playing more of a role in mussel processing now than I was before.

### **What is the most interesting thing you have ever experienced in this position or while working in the aquaculture industry?**

The most interesting thing I've experienced was probably when I had to collect water samples from the bay to verify the cleanliness of our salt water source. I was happy to go out in boat, whether it was a big fishing boat or just a dory. Sometimes I'd have to jump from the big boat to a small boat so I could collect the sample. It was always a pleasure to be out in the middle of the bay whether it was fine weather or rough. My father hardened me into that when I was a kid. My sister and I always wanted to go out in the dory with him and he thought that taking us out in rough water would scare us. It didn't work. We loved it!!!

### **What is the most challenging part of your job?**

The most challenging part of my job is simply keeping on top of the workload. We are a multi-species plant and there is certainly a lot to keep up with. The bonus of it all is that I work with a great team.

### **What is the most rewarding part of your job?**

The most rewarding part of my job is knowing that people all over the world are enjoying our high quality, safe and wholesome seafood. Also, working with the great staff at Allen's Fisheries makes

it easy to get up and go to work in the morning.

### **How was the transition from Allen's to the new management of the Barry Group?**

It's been great!!! In the beginning, honestly, nobody really knew what to expect. Right now, we are working with the Barry Group basically to transition to their management system; to use the same forms for quality, food safety and that sort of thing. I think we are coming along just fine. Right now, we still work with a great staff... there's just more of us. We really miss our former bosses, the Allen brothers. Not a day goes by that we don't think of them. ✨





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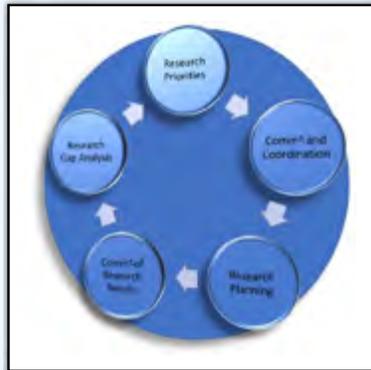
# Strategy for Targeted Aquaculture Research - Newfoundland and Labrador



Darrell is the Research and Development Coordinator (RDC) for NAIA. He has worked in the aquaculture industry since 1997. He has management experience in commercial aquaculture and had worked on aquaculture research projects involving cod, halibut and blue mussels at Memorial University, before joining NAIA in 2007. In his current capacity, Darrell plans, initiates and manages NAIA R&D projects on behalf of, and in partnership with, NAIA member aquaculture companies.

**By: Darrell Green, Research and Development Coordinator, Newfoundland Aquaculture Industry Association**

The Strategy for Targeted Aquaculture Research in Newfoundland and Labrador (STAR-NL) is a Newfoundland Aquaculture Industry Association (NAIA) initiative in partnership with industry, academic and government stakeholders. The purpose of the STAR-NL is to direct and foster aquaculture research which addresses industry challenges.



- Communication and Coordination
- Research Planning
- Communication of Research Results
- Research Evaluation and Gap Analysis

The STAR-NL is led by a Steering Committee which is tasked with decision making in defining the overall goals, objectives and activities within the STAR-NL. A second committee, the Research Planning Sub-Committee, will provide direction and leadership in the strategic planning of R&D projects.

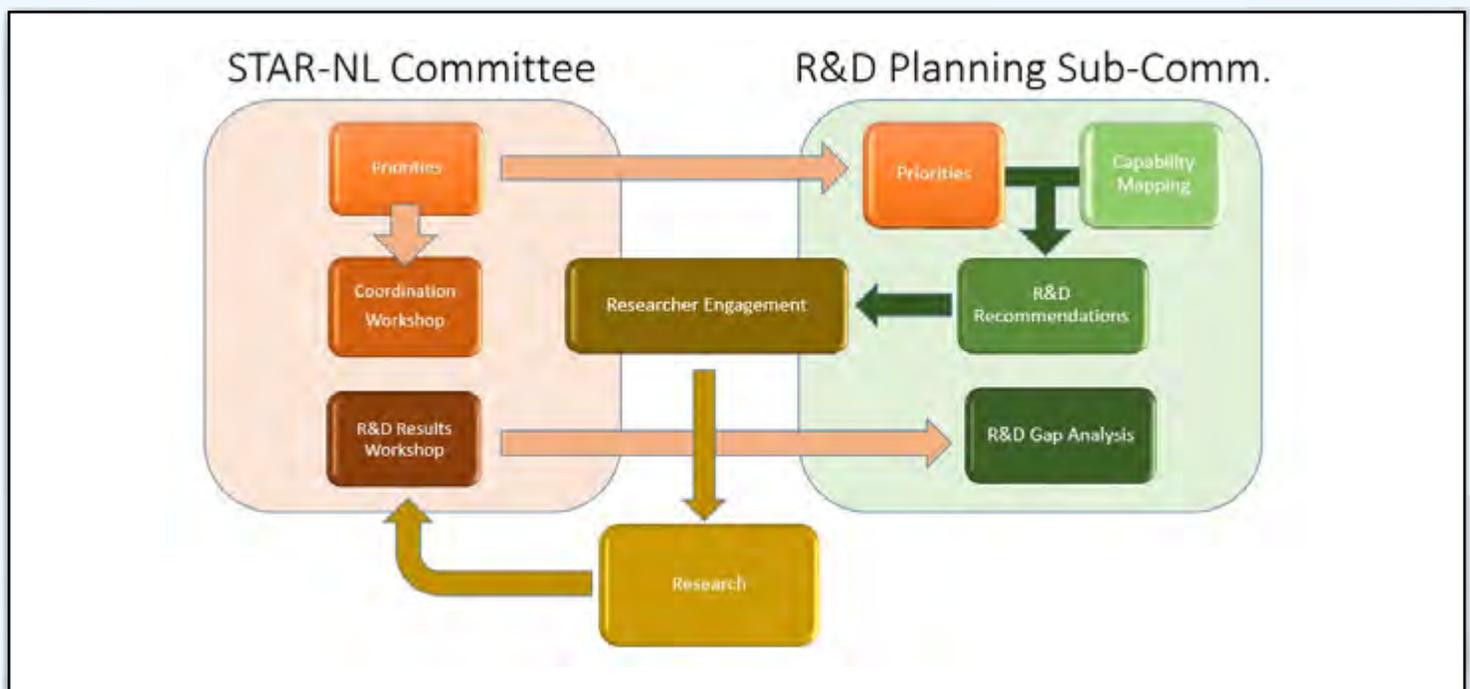
The broad goals of the STAR-NL in fostering aquaculture research are to create a collective vision of aquaculture R&D for decision makers (aquaculture companies, funding agencies, researchers, etc.) and to fully engage industry, researchers, policy makers, and funding agencies to ensure aquaculture is on the R&D agenda throughout the research community in NL.

Currently NAIA is in the process of validating industry priority lists. These lists of priorities will be released in the first couple weeks of January 2018 and will be presented and expanded-upon at the ensuing STAR-NL Communication and Coordination Workshop. Make plans to attending this vital Workshop which is now being organized for mid-February 2018.

The STAR-NL Steering Committee has set a series of defined processes which will be delivered each year. These processes include:

- Research Priorities Assessment

For more information contact: Darrell Green, Research and Development Coordinator. (709) 754 -2854, Ext: 3. ✨





## Cooke VP Communications Nell Halse to retire at end of 2017, replacement appointed

Cooke Aquaculture's long-serving Vice President Communications, Nell Halse, will retire at the end of 2017.

Halse has been with the company since 2004, joining Cooke after serving five years with the New Brunswick Salmon Growers Association (now the Atlantic Canada Fish Farmers Association - ACFFA). As VP Communications, Halse was a spokesperson for Cooke Aquaculture and its various seafood divisions.

"Nell helped build this industry. She had a big role in working with government officials and engaging with people in the communities where we operate to help educate and inform them about our mission to grow responsibly and sustainably," said Glenn Cooke, CEO of Cooke Aquaculture. "We're going to miss Nell a lot."

For nearly two decades, Halse has been the public face of Cooke and a strong voice for the salmon farming industry in New Brunswick and around the world. In addition to her work for Cooke, Halse has represented the industry through associations including ACFFA, the International Salmon Farmers Association, the Canadian Aquaculture Industry Alliance, the Maine Aquaculture Association and other regional associations.

In addition to being a key contact for media on issues related to Cooke and aquaculture in general, Halse's role has grown along with Cooke. Since joining the company in 2004, Cooke Aquaculture has expanded from \$80 million in annual salmon farming sales to more than \$2 billion and has emerged as a truly global, multifaceted supplier offering the very best seafood products from both farmed and wild fisheries. Cooke has earned the Best Aquaculture Practices (BAP) certification, and was selected as one of Canada's Best Managed Companies by Deloitte and has been named as the top seafood company in North America for 2017 by SeafoodSource.

"Nell plays a critical role in acquisitions both in communicating the news to the public but also internally, helping to make our new employees feel part of the team," Cooke said.

The story of Cooke is an unqualified success but it isn't always smooth sailing. In addition to sharing in the company's success and growth, Halse has also steered the company through challenging times.

"Like any growing company, we have had our challenges but I always think of the great people I represent and the people I speak for," Halse said. "From our dedicated people on the water or in the plants or the hatcheries to our executive team and owners – Cooke is a family company and we are all proud of the work we do and the healthy and delicious food we bring to the table. We have a great story to tell and it's been a privilege to be part of it."

Halse looks forward to retirement, allowing her to spend more time with her children and grandchildren.

"Nell has sacrificed a lot. She's given a lot. She's tireless and dedicated and now she gets to spend more time with family," Cooke said.

Cooke has named a successor in the role of Vice President Public Relations on the senior executive team. Joel Richardson joins Cooke after serving as Divisional Vice President for the New Brunswick and PEI branch of Canadian Manufacturers & Exporters (CME) and executive director of the Metal Working Association of NB. He also has experience in senior government relations, municipal leadership, economic and export development and in private business.

"Joel brings valuable experience and fresh ideas to our company and will help guide our communications and government and public relations efforts going forward," Cooke said. "We look forward to working with him as we continue to grow our seafood business, here in Atlantic Canada and around the world." ✨

# Cooking with Chef Watson

## Poached Steelhead Trout with Organic Newfoundland Blue Mussels and Leeks in a Tarragon Mustard Sauce with Grilled Rainbow Sweet Peppers

### Ingredients:

- 4 x 4 oz. Steelhead Trout Fillets
- 2 Cups Cooked Newfoundland Organic Mussels
- 1 Tsp. Salt
- ½ Tsp. Fresh ground pepper
- 2 Tbsp. Unsalted butter
- ½ Cups Dry white wine
- 2 Leeks, white parts only, finely chopped
- ¼ Cup 35% Whipping cream
- 1 Tsp. Fresh tarragon
- 1 Tbsp. Dijon mustard
- 2-3 Sliced red, yellow and green peppers

### GRILLED RAINBOW SWEET PEPPERS

Turn the grill on high, cook the peppers for a few minutes on each side until blackened.



Photo credits Karl Wells

### Directions:

In a large frying pan, melt the butter over medium heat until it forms a foam. Add the wine and leeks, and sauté until the leeks are soft, approximately 5 minutes. Stir in the cream, tarragon and mustard.

Season the steelhead trout on both sides with salt and pepper. Add the trout to the pan, baste with the sauce and cover. Cook over medium-low heat until translucent in the center, about 5 minutes. Add the cooked mussels to the pan and cook for 2 more minutes. Serve with a side of grilled rainbow sweet peppers topped with the sauce. ✨

**C**hef Steve Watson served as an apprentice in London, and worked in Scotland, Belgium, France and Germany before moving to Canada in 1977 to study North American cooking. He taught culinary arts at the Cambrian college in Sudbury, ON before joining the Canadian Pacific Hotels chain in 1988. He is currently a Territory Sales Manager and Executive Chef with Agropur. He's also a devoted family man, a dedicated employee, and a prominent member of the local community. Steve epitomizes the definition of a volunteer, and spends countless hours giving back to the people of a province he now calls home. ✨



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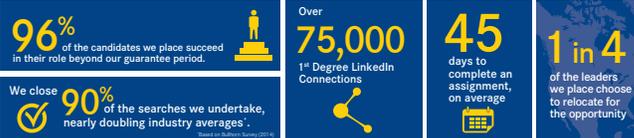
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# UK Cleaner Fish Hatchery Technology Tour and Aquaculture Europe 2017 Visit

By: Danny Boyce, Newfoundland Aquaculture Industry Association

In October, Danny Boyce, NAIA Director travelled to the UK to participate in a cleaner fish hatchery technology tour. The tour was organized by Dorset Cleaner Fish Limited owner, Mr. Richard Prickett. Dr. Keng Pee Ang, VP of Research with Cooke Aquaculture Limited also attended. Dr. Keng Pee Ang and Danny Boyce then proceeded to the European Aquaculture Society meeting in Dubrovnik in Croatia.

Aquaculture Europe 2017 (AE2017), organized by The European Aquaculture Society with cooperation and support

of Croatian Aquaculture organizations and groups, took place in Dubrovnik, Croatia from October 17th – 20th. The theme of this years' event was Cooperation for Growth and more than 1700 participants attended from more than 60 countries. AE2017 featured an international trade exhibition, where Croatian and international companies presented their latest products and services. There were also 10 concurrent plenary and parallel sessions, panel discussions and workshops. ✨



Staff at the Cleaner Fish Nursery vaccinating lumpfish (Intraperitoneal).



Dorset Cleaner Fish (DCL) staff with Dr. Keng Pee Ang of Cooke Aquaculture visiting the UK Cleaner Fish Hatchery in Weymouth, UK.



Cleaner Fish grader at the Lumpfish Hatchery in Weymouth, UK

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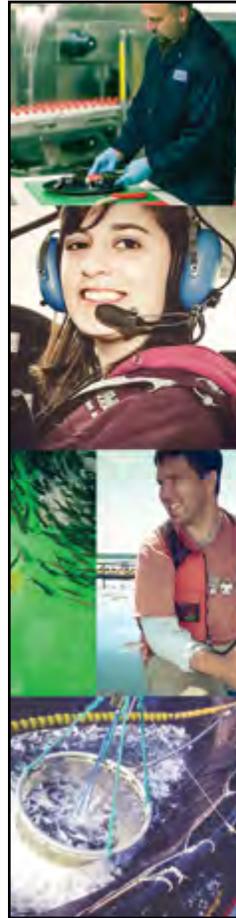
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# Shoreline Clean Up Photo Contest

Each summer, NAIA with support from local aquaculture companies, municipalities and volunteers, organizes and participates in shoreline clean ups in the Coast of Bays region. In the past ten years, more than fifty clean ups have taken place and more than one tonne of debris has been removed from local shorelines.

This year, we introduced a photo contest to participants and many great entries were received. Special thanks to everyone who submitted photos.

We are happy to announce that the winner of this year's contest is Chloe Ann Hicks of Milltown, NL. Chloe will receive a gift basket for her winning photo. Congratulations Chloe Ann! We look forward to working with you again next summer!

Marine debris, also known as marine litter, is human-created waste that was deliberately or accidentally released in a lake, sea, ocean or waterway. It is estimated that 6.4 million tonnes of garbage go into the world's oceans every year. Up to 80% of marine debris comes from the land. Blowing and washing off

beaches, parking lots, roadsides and waste disposal sites. An estimated 70 per cent of marine litter ends up on the sea bed, 15 per cent on beaches and the remaining floats to the surface. (Source: Marine Litter –An Analytical Overview – UNEP 2005/ Department of Fisheries and Oceans Canada) ✨



The winning photo entry by Chloe Ann Hicks is titled: Milltown - Head of Bay d'Espoir shoreline.



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# Aquaculture Real-time Integrated Environmental System

By: Darrell Green, Research & Development Coordinator, Newfoundland Aquaculture Industry Association

In 2013 the Newfoundland Aquaculture Industry Association (NAIA), in partnership with the Marine Institute's Centre for Applied Ocean Technology (CTec), developed the Aquaculture Real-time Integrated Environmental System (ARIES) system to help aquaculture operators determine the potential of 24 / 7 near real-time access to environmental data such as water temperature, dissolved oxygen and salinity at individual cage sites.

This year we ran a second phase of the project where we integrated current speed and direction, improved the user interface (dashboard) and added state-of-the-art underwater wireless sensor technology from Realtime Aquaculture. We also added a telecommunication station and technology to access feed camera video and to remotely control feeding on site, offering the possibility of enhanced productivity.



Wireless sensors from Realtime Aquaculture are being trialed as part of the ARIES system.



Radio communications equipment provide a link to access live video from the feed barge on the COS cage site.

Technology for data capture and access is developing quickly. Over the past year, product developments at Realtime Aquaculture has made their systems better, quicker and easier to deploy and more cost effective. AKVA's remote control software is also becoming better and making access more affordable. Long term, it will be a challenge for ARIES system technology to compete with company-developed data access technology.

Partners in the project were Cold Ocean Salmon, Realtime Aquaculture (wireless sensors), FocusFS (user interface enhancements) and Burgeo Broadcasting System (radio telecommunications). Funding has been provided by Cold Ocean Salmon, Atlantic Canada Opportunities Agency, Research and Development Corporation and the Department of Tourism, Culture, Industry and Innovation.

Project end date is December 31, 2017. ✨



A helicopter was used to get equipment to our repeater station near Gaultois.



The repeater station provides Gaultois Passage with high bandwidth data connectivity. A COS site can be seen in the background.

# Holyrood Marine Base Sees New Improvements

**C**ongratulations to Marine Institute on the completion of Phase 2A renovations at the Holyrood Marine Base. Improvements included adding an extension to the marginal wharf, a new finger pier and breakwater wharf, re-purposing of the existing wharf, and the installation of evacuation systems for ocean safety and survival training. The total cost of the infrastructure work was \$15-million.

The Holyrood Marine Base provides a venue for practical and hands-on experience for students in various degree and diploma programs including marine environmental studies, marine biology, marine ecotourism, diving and oil spill response. ✨



Honourable Christopher Mitchelmore, Minister of Tourism, Culture, Industry and Innovation and other dignitaries were on hand during the celebration at the Holyrood Marine Facility in October.



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# Couturier on Culture

## *Food for Thought: A Commentary on Transparency, the Currency of Consumers, Regulators and Legislators*

*Cyr Couturier is an aquaculture research scientist and program chair at the Fisheries and Marine Institute of Memorial University. He has 35+ years of experience in applied research and development, training and education in aquaculture. He is a Board and Executive member of several aquaculture & development associations, including NAIA (past-president), AAC (past-president), CAIA (president), CAHRC, etc. He has worked in aquaculture development in over 18 countries. The views expressed herein are his own. Contact: [cyr@mi.mun.ca](mailto:cyr@mi.mun.ca)*

**By: Cyr Couturier**

**T**ransparency is the currency of consumers, regulators and legislators alike. Modern laws require full consultations with the public and other stakeholders for legislators to be transparent, and open. Consumers generally want to know where their food comes from, is it safe, is it ethically produced, and with little harm to the environment. So, transparency “labels” have multiplied of late for everything from mining to food, including seafood. Seafood buyers don’t want to be accused of unethical or unsafe food selling, so they have their own transparency indicators, often times corresponding with one or more of the various ecolabels.

There has been a lot of discussion about transparency of late with respect to aquaculture, fisheries, and other food production activities. For example, regulators are asking industry to be more open and transparent with respect to the source of their products, and the conditions under which they operate, at least in the seafood business. Oddly enough, these requests come from regulators who actually give regulatory approval for farming, fishing and associated activities, presumably to show public trust in the industry (fishing and farming) and that it is compliant with the regulations. Acts and regulations are created for these purposes to begin with – to show the voting public how compliant a sector is with the regulatory environment, and to give the consumer the sense their interests are protected. This too should be considered transparency indicators i.e., compliance with all regulations and laws. So, it would seem logical, that any reporting on a sector would only need to say industry x, y, z is compliant with regulations x, y, and

z related to public interests i.e., environment, welfare, etc.

But, this does not seem to quell the “public” interest these days. Why? Perhaps the public just does not fully trust the food sectors and their relationships with the regulators? Or, else they just don’t trust the regulators? Or, maybe the public or the consumer just want to know how compliant the seafood industry is with certain regulations, and they can not find these reports? To be honest, it is probably a combination of the foregoing driving the need for greater transparency. A recent survey by Nanos Polls found that a large majority of Canadians trust the seafood farming sector, from 70-90 % depending on the Province (visit [www.aquaculture.ca](http://www.aquaculture.ca) for details). This means there is a small segment of the public in each province that doesn’t believe fish farming is generally good and there is even a much smaller segment of stakeholders (call them Critics and Anti-Cure everything Advocates, or CACA for the sake of argument) that just won’t agree to anything farming related. These CACAs are very adept at swaying public opinion, and trust, in their causes by confusing facts, reality and fiction. Makes for interesting conspiracy theories and is fodder for media.

There are different ways to show transparency in food production. One, is the regulatory mandated route where specific food production activities are mandated to be “divulged” to the public. This is the case for aquaculture in Canada, but not fisheries nor agriculture. Is this fair, or unfair? Does the consumer even care? Why aren’t all food production sectors in Canada treated with the same fervor of transparency by regulators? Is it to appease the CACAs,

**continued on next page**

## COUTURIER ON CULTURE continued

who tend to influence public opinions by garnering negative media headlines, or instigating “public opposition events”? The goal of CACAs is to just stop any kind of human progress, at any virtually any cost. Their predictions, said to be based on science, rarely if ever come true.

Seafood is one of those things that can be subject to fraud in a wide array of products. We know that up to 50% of seafood, farmed or wild, is fraudulently labelled in North America. So, the need for transparent labels for traceability, food safety, and environmental integrity becomes even more important. Buyers do not want to have the risk of exposing themselves as complicit in fraud. Some consumers and buyers also want the food we eat to be ethically treated (in the case of animal protein), others wish the food to be environmentally sustainable, and still others want fair labour practices in the provision of food. Enter the plethora of ecolabels that contain many of standards related to food safety including traceability from “egg to plate” or “sea to skillet”, animal welfare, social and environmental sustainability. These ecolabels can be powerful, guilt free consumerism labels for foods, as long as understood by the public. ...as

such they can also be very good “transparency” indicators for the public, if they are recognized as such. The problem of course is that these ecolabels are not easily recognized by consumers, and the industry must spend an inordinate amount of time and money explaining what MSC, ASC, BAP, or even Certified Organic means. Even though these labels are science-based, most consumers don’t really care, and they each have a slightly different perception of what a label means. The organic label is a good example where there is a fair amount of confusion as to what it means... for instance there are some 100+ organic certifications around the globe, and each differs from the other somewhat, many are not the same in terms of requirements, but they all say the food produced under these labels are “organic”. Ask any consumer what organic means, and you will likely get as many different answers as people responding.

I don’t wish to demean any of the standards and ecolabels out there. They all do a good job. However consumers are probably easily confused by the many types of labels and standards, all for the sake of transparency, to the buyer, to the consumer, and to the regulators. Maybe it’s time to revert to one or two labels that cover all aspects of transparency, and ask these labels to strongly promote their meaning to the consumers?

A final observation on transparency and legislators (i.e., elected politicians). It would seem to me that if legislators provide for laws to protect the public interest (that is their job isn’t it?), and that those laws are followed by the seafood industry and compliant by the seafood industry, that in fact a great degree of public transparency is already provided by a regulatory compliance report. Older laws seem to be less transparent than modern laws, so if a legislator doesn’t trust their own legislation to provide transparency, then it is up to him or her to change it so that it does protect the public interest and is transparent. In this regard, a stand alone national aquaculture act in Canada is badly needed, to show transparency from the national perspective. One cannot regulate a farming activity with a “hunting” act, like the Fisheries Act, a piece of legislation over 100 years old, and hope to be transparent to the Canadian public. I believe legislators of all stripes wish to be viewed as transparent, and so they need to act on legislation that gives them the currency of transparency they require in today’s world. ✨



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# Mussels On The Corner!



Congratulations to Brenda O'Reilly on the recent opening of her new restaurant Mussels on the Corner! Located at 318 Water Street in St. John's, NL. NAIA Directors and staff were fortunate to attend their soft opening in December and enjoyed many delicious mussel dishes such as the one below, Jiggs Dinner Mussels! ✨



## Congratulations to Mark Lane

Congratulations to Mark Lane, NAIA's Executive Director on his promotion to Major in the 56 Engineer Squadron. Mark joined the Squadron as a Private in 1995 and after 22 years as a leader he is currently the Commander of that unit. ✨



## Congratulations!

Congratulations to Darrell Green, NAIA's Research and Development Coordinator and Roberta Collier, Community Outreach Coordinator in NAIA's satellite office in St. Albans on celebrating 10 years with NAIA! Both were presented with a token of thanks during Cold Harvest in September. ✨



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The Newfoundland Aquaculture Industry Association (NAIA) offers a constructive and personalized approach to help you develop positive relationships with experienced, reputable local partners. Please contact NAIA to learn how we can help.

For more information contact: Mark Lane, Executive Director  
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