

AANS Monthly Newsletter

June, 2010



Nolan d'Eon & Cassie Benjamin – Catch Festival 2010

Executive Director's Report (June 2010)

Bruce Hancock

June's schedule was less hectic than May and afforded me a good opportunity to catch up on some issues in the office and to squeeze in a road trip to Cape Breton. While in Cape Breton, I had an excellent meeting with Harold Montgomery of 5M Aqua Farms Limited and Robin Stuart in Baddeck. Robin very kindly gave me a tour of the 5M site which is very impressive and has excellent potential for growth. I'm very pleased to announce that 5M has joined our Association and we look forward to having their voice around the table. I was also able to visit with Darrell MacLeod of Cape North Mussel Limited (which in my opinion has to be the most beautiful mussel farming location in Atlantic Canada!) and he has rejoined our Association.

The Mussel Industry Council (MIC) held their AGM in Halifax on the 15th and the 16th of the month. For those of you that are unfamiliar with this group, it represents almost all the major mussel processors in Atlantic Canada and its mandate is to promote the

consumption of mussels through generic marketing. The organization is funded through a 2.5 cent per pound levy on every pound of mussels sold by the participating members and substantial assistance from the federal and provincial governments. They have a large budget and have retained the services of Bristol Communications to design their marketing campaign. The MIC has only been operating for about one year and most of its efforts have been spent on developing the foundation for their marketing campaign. They have a terrific web page www.discovermussels.com and are planning some targeted promotional campaigns for some key North American cities this summer. Linda Duncan (past ED of the Prince Edward Island Aquaculture Alliance) is the organization's current Executive Director and she is doing a terrific job moving the project forward.

Once again, the Association participated in the CATCH Seafood Festival at the Cunard Centre on June 19th and 20th. This year we rented two booth spaces, one for featuring member product and one for distributing our literature. We also hired the services of Chef, Renee Lavallee to prepare and serve our products. We featured, mussels, oysters, quahogs, salmon, char, and smoked halibut. Renee did a terrific job of preparing these products and I would strongly recommend we use her services again in the future. The festival itself was very well organized and a lot of fun. It was impressive to see the quantity and variety of aquaculture products throughout the show.

The Outreach program is in full swing now with a new tent and high-tech touch tank. The summer students; Alex MacKinnon, Emily Effrong, Gillian Adam, and Megan Vaughan are doing an excellent job in promoting our industry around the province. I strongly encourage members to visit their tent if they are coming to your community. The Outreach summer schedule can be found through the following link; <http://www.gov.ns.ca/fish/aquaculture/events.shtml>. Andria Logan, from the Nova Scotia Department of Fisheries and Aquaculture is coordinating the program this year and is constantly improving the content and presentation.

I am pleased to announce three new members to our Board of Directors, Nolan d'Eon, Robin Stuart and Darrell MacLeod. Many thanks to the new board members for agreeing to serve and I look forward to working with you in the coming months. In addition to 5M Aqua Farms and Cape North Mussel Farms, I would also like to welcome John Babin, of Eagle Ledge Shellfish as a new member to the Association.

The month of June was also a very special month for our own Fernando Salazar, who got married in Halifax to his lovely bride Anna - congratulations!! We wish you all the best in the future Fernando and Anna.

I wish all our members the very best for the summer and please feel free to give us a call if we can help you with anything.

RDC Progress Report (June 2010)

Fernando Salazar.

Projects

No advance has been made in any of the future project ideas identified in the last report. However, it seems that the mussel seed survey project is the one with the highest priority so far followed by the development of the oyster sector.

Meetings and Workshops

Attended DFO's HADD meeting: DFO-Habitat presented the framework for how the HADD policy will be implemented in the marine finfish sector. We were given the opportunity to comment and make suggestions. The implications for the industry are that approximately 35 of 90 active sites in the Maritimes may require HADD authorizations and of those 35, 24 would require habitat compensation. The next steps will be to finalize the details of the framework and present it on the fall 2010 and identify compensation projects. DFO's intention is to issue first authorizations for 2011 during the current year.

Oyster development workshop: We submitted a letter of intent to ACRDP for securing funds to organize a workshop that will identify and find solutions to the major constraints for developing the oyster aquaculture sector. It is our intention to hold this workshop during September.

Coastal Strategy Meeting: Nova Scotia is leading this strategy to determine the best use of the coastal resources within the next 10 years. Aquaculture has been identified as one of the industries to develop and consultations and meetings to discuss how it should be done will be frequent.

Other activities

Spanish and Canadian missions: My involvement with the Spanish delegation was cut to a short presentation of the status of the industry in Nova Scotia. I met with the delegation in July 06 and I gave them a briefing in Spanish. Copies of the presentation are available upon request. The Canadian mission on the other hand, is still ongoing and we (AANS) have an active involvement in its coordination. I met with the ACOA officer in charge of the file to finalize details on the proposal. An invitation to interested parties should be available during July.

Field trip to Cape Breton: I met with new and prospective members of the association to talk about the AANS position and future R&D projects. It was decided that the priorities should be mussel seed and oysters at least for that part of the Province. I will be working with them to consolidate those ideas into actual projects.

ACAIRDN conference call: We discussed future regional projects and new initiatives in communications. We developed our professional Facebook profiles (look me up as Rdc Fernando Salazar) and the ACAIRDN group which will be the new way of communicating our activities, industry news, events, etc. Follow us!

Blast from the Past

Recently, while cleaning up our storage locker, we came across a box containing many old photographs of past and current members. There are a lot of good memories and chuckles in that box and we're going to start sharing them with you. If you would like to add any photo's to our collection, please pass them along.



Kaija Lind & Brian Muise - Scotian Pride 1996