

A background image showing the silhouettes of a speaker at a podium on the left and an audience of people on the right, set against a blue and green gradient with abstract light patterns.

Scotian Pride Conference and Tradeshow

January 26-28th, 2011
Marriott Harbourfront Hotel, Halifax NS

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The theme for this year's Scotian Pride conference is 'Building Public Trust'. We have an excellent line up of presenters to speak on this topic on Thursday including Vivian Krause and Gavin Gibbons. Vivian Krause from Vancouver, BC will be presenting her research on the financing behind the 'de-marketing' of farmed salmon and how this has helped shape the public's opinion of our industry. Gavin Gibbons is the director of media relations for the National Fisheries Institute based in Washington, DC and he will be talking about their success in challenging misinformation put forward by anti-fishing and anti-aquaculture organizations.

Friday morning's presentations will focus on marketing with our feature presenter, Dr. Martin Jaffa from the UK consulting firm Callander McDowell, providing his insights on the future world markets for our products. On Friday afternoon the conference will be breaking into two concurrent technical sessions, one on shellfish and the other on finfish. The full agenda will be available on our webpage, www.aansonline.ca.

This year's conference will also be preceded by a full, one day workshop on oyster development. Please refer to details below.

We have two social events planned for this year, the Meet n' Greet on Wednesday night at the Marriott Harbourfront Halifax Hotel and the Sip n' Shuck on Friday night at the Delta Halifax Hotel. We are offering a \$100 discount on the conference registration fees for AANS members. We are also set up to accept payment by Visa or Mastercard this year. Registration packages for the conference will be available on our web site, www.aansonline.ca. We look forward to seeing you on January 26th!

Scotian Pride Keynote Speakers

Vivian Krause, BC



Vivian Krause is originally from British Columbia and has lived in Kitimat, Kamloops and Vancouver. She completed both her BSc (McGill University, Quebec) and MSc (l'Université de Montréal, Quebec) in Nutrition.

During the 1990s, she worked for the United Nations Children's Fund on maternal and infant nutrition in Guatemala and Indonesia. She also did some work for the U.N. High Commission for Refugees on food aid planning.

Upon her return to Vancouver, British Columbia in 2001, she took a position as a Corporate Development Manager for Nutreco, the parent company of Marine Harvest. Through this position she became more involved and aware of the salmon farming industry and many of its hurdles. Since leaving the industry, she has done an in-depth investigation of the American funding behind studies of contaminants in farmed salmon, and sea lice, and the broader context in which these studies and the campaign against farmed salmon has been conducted, both in British Columbia and in the U.S. market. She has reported her findings in her blog, "Fish Farm Fuss". Her web-site is www.fair-questions.com

Gavin Gibbons, USA

Gavin Gibbons is the director of media relations for the [National Fisheries Institute](#). NFI is the largest seafood trade association in the United States and has its headquarters just outside Washington, DC. As NFI's spokesman, he has been featured in everything from the Washington Post to USA Today and has been the voice of fisheries issues on CNN, NPR and the Fox Business Network. Gibbons joined NFI in 2007 after more than a decade as a television news producer that saw him work for a variety of local television affiliates, as well as MSNBC and the Fox News Channel where he was a Senior Producer.



Dr. Martin Jaffa, UK



Dr Martin Jaffa is a passionate advocate of aquaculture as the key supplier of fish to the consumer. He has been involved in the fish farming industry for over thirty five years, the last twenty of which have been focussed on the marketplace and the development of market-led strategies.

Dr Jaffa is well-known through his weekly reLAKSation e-viewsletter which considers key issues within the aquaculture industry especially those relating to the market.

Oyster Development Workshop

Wednesday, January 26th

A day long oyster development workshop is planned for Wednesday, January 26th, 2011 at the Marriott Harbourfront Hotel in Halifax, Nova Scotia. The workshop will cover three



main themes which have been identified by the oyster industry in the Atlantic Provinces as research criteria's and priorities, they include: culturing technologies and techniques, business development and oyster disease status. Guest speakers will be traveling from Prince Edward Island, New Brunswick and Nova Scotia to present at the workshop and will represent industry, First Nation and Provincial and Federal Governments. **As lunch is being provided as part of the workshop we need to have an accurate number of people attending. If you plan to attend the workshop please contact Danielle Goodfellow at dgoodfellowaans@eastlink.ca or (902) 422-6234.**

Agenda

<u>Timeline</u>	Wednesday, January 26th
09:00 - 09:10	Moderator: Bruce Hancock Welcome: Danielle Goodfellow
09:10 - 09:30	Panel 1: Business Development Johnny Flynn , Industry PEI
09:30 - 09:50	Panel 1: Business Development Rheal Savoie , Industry NB and NS
09:50 - 10:10	Panel 1: Business Development Paul Burdreski , Industry NS
10:10 - 10:40	<i>Nutritional Break</i>
10:40 - 11:00	Panel 1: Business Development Lorne Penny , DFO
11:00 - 11:20	Panel 1: Business Development Chuck McKenna , NSDFA
11:20 - 12:00	Business Development Discussion
12:00 - 13:00	<i>Lunch provided</i>
13:00 - 13:20	Panel 2: Culturing Techniques Kim Gill , PEIDFARD
13:20 - 13:40	Panel 2: Culturing Techniques Andre Mallet , Mallet Consultants
13:40 - 14:00	Culturing Techniques Discussion
14:00 - 14:30	<i>Nutritional Break</i>
14:30 - 14:50	Panel 3: Oyster diseases Roland Cusack , NSDFA
14:50 - 15:10	Panel 3: Oyster Diseases Mary Stephenson , DFO

15:10 - 15:30	Panel 3: Oyster Diseases Tammy Rose Quinn, DFO
15:30 - 15:50	Panel 3: Oyster Diseases Dr. Jeffery Davidson, UPEI
15:50 - 16:10	To be announced
16:10 - 16:50	Oyster Disease Discussion
19:00 - 22:00	Meet and Greet

<u>Timeline</u>	Thursday, January 27th
09:00 - 09:10	Moderator: Brian Blanchard Greetings from AANS President: Paul Merlin
09:10 - 09:30	Greetings from Nova Scotia Department of Fisheries and Aquaculture, Jim Boudreau
09:30 - 09:45	Presentation of awards by Jim Boudreau, NSDFA
9:45 - 10:00	To be announced
10:00 - 10:15	NSDFA Deputy Minister, Paul LaFleche
10:15 - 10:45	<i>Nutritional break</i>
10:45 - 11:30	Keynote speaker: Vivian Krause , "The demarketing of farmed fish"
11:30 - 13:00	<i>Lunch on your own</i> <i>AANS AGM (11:30 - 13:00)</i>
13:00 - 13:40	Keynote speaker: Gavin Gibbons , National Fisheries Institute
13:40 - 14:10	Ruth Salmon, CAIA
14:10 - 14:40	Ken Donnelly , Lura Consulting
14:40 - 15:10	Blain Henshaw
15:10 - 15:40	<i>Nutritional break</i>
15:40 - 16:20	Moderator: Brian Rogers Break out group discussion
16:20 - 16:40	Mark TeKamp , NSDFA

Timeline	Friday, January 28th	
09:00 - 09:10	Moderator: Bruce Hancock Greetings from Executive Director: Bruce Hancock	
09:10- 10:00	Keynote speaker: Dr. Martin Jaffa , Callander McDowell	
10:00 - 10:30	Linda Duncan , Mussel Industry Council	
10:30: 11:00	<i>Nutritional Break</i>	
11:00 - 11:30	Gary Nowlan , Northumberland Fisheries Museum and Heritage Association	
11:30 - 12:00	Dean Steinke , Dynamic Systems Analysis Ltd	
12:00 - 13:00	<i>Lunch on your own or (Oceanwise meeting/luncheon - user pay, location TBA)</i>	
13:00 - 13:30	Dr. Santosh Lall , National Research Council	
13:30 - 14:00	Alan Critchley , Acadian Sea Plants Ltd	
14:00 - 14:15	Peter Corey (MSc Candidate), NSAC	
14:15 - 14:30	Kaitlyn White (BSc Candidate), St.FX	
14:30 - 15:00	<i>Nutritional Break</i>	
15:00 - 15:30	Moderator: Bruce Hancock Phil Myers , CFIA Claire Harbour , Mallet	Moderator: Andria Logan To be announced

	Consultants	
15:30 - 16:00	Dawn Sephton, DFO	Ray Collins, Atlantic Compressed Air Ltd. Lise Marsh, AirSep Corporation
16:00 - 16:30	Dr. Jon Grant, Dalhousie University	To be announced
16:30 - 17:00	Robin Stuart, Consultant 5M Fisheries	To be announced
17:30 - 19:30	Sip 'N' Shuck	

Registration

To register please fill out a form located on our website www.aansonline.ca and sent to us attention of Cassie Benjamin at cbenjaminaans@eastlink.ca

Sip n Shuck Delta Halifax

January 28th, 5:30-7:30pm

Once again, this year's Scotian Pride conference will be partnering up with the very popular Sip n' Shuck event held at the beautiful Delta Halifax. The Sip n' Shuck is hosted by the AANS, the Winery Association of Nova Scotia, and the Delta Halifax, with sponsorship from the Nova Scotia Department of Fisheries and Aquaculture and the Mussel Industry Council of Canada. This event showcases the best that Nova Scotia has to offer in delicious aquaculture products and award winning wines. The event is open to the general public through a limited number of ticket sales, invited guests in the restaurant and food service industry, and participants in the Scotian Pride conference. Your registration in the Scotian Pride conference includes one ticket for the Sip 'N' Shuck. Additional tickets can be purchased through our office but please do not delay as the number of tickets available for sale is limited.