



INTRODUCTION

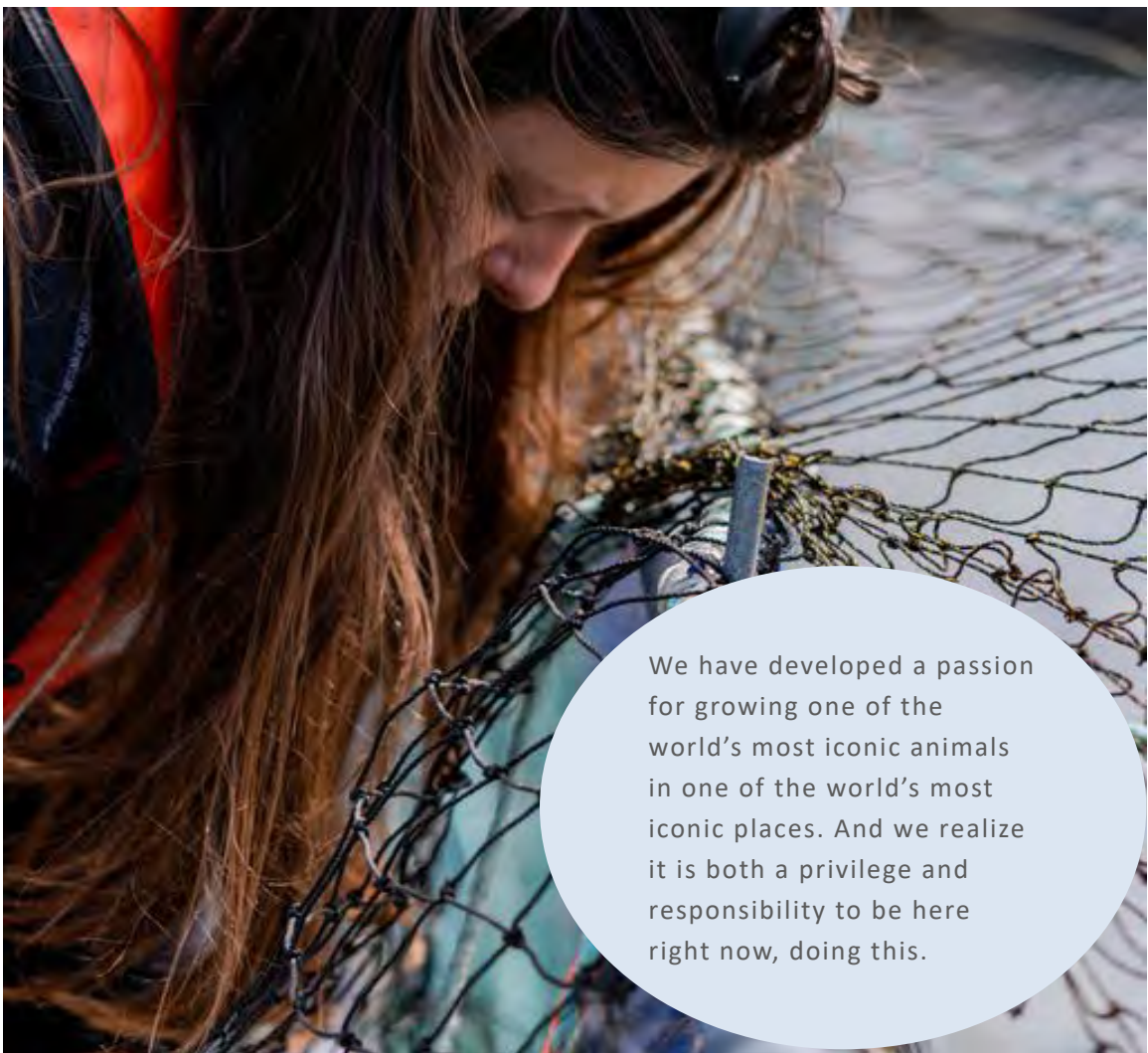
Have you ever wondered what it's like to be a salmon farmer? What is it that makes people so passionate about growing fish? It's hard to believe, but 45 years ago, there was no salmon farming in British Columbia.

Over the years, we have made incredible progress in shrinking our environmental footprint while growing our community footprint.

We know our role is to grow salmon in harmony with nature and the communities

of coastal British Columbia. The well-being of our fish relies on the vitality of the ocean. Knowing this, we are focused on being part of the solution for climate change, feeding the world, and conserving wild salmon by taking pressure off wild stocks.

We wholeheartedly dedicate ourselves to the prosperity of the ocean and coastal communities while also extending our support to First Nations in whose territories we operate.



We have developed a passion for growing one of the world's most iconic animals in one of the world's most iconic places. And we realize it is both a privilege and responsibility to be here right now, doing this.

WORKING WITH OTHERS – COMMUNITY EMPLOYMENT

Salmon farmers live and work in many coastal communities in British Columbia. We have operations that stretch from Klemtu on the central coast, southward along both sides of Vancouver Island, and mainland BC along the Sunshine Coast and Vancouver (Figure 1).

While the actual footprint of farms in the ocean is extremely small (less than the size of Stanley Park in Vancouver), salmon

farming creates thousands of year-round jobs that, in turn, support thousands of families year-round.

This creates a ripple effect that many communities feel, where the first dollar is often generated and spent by salmon farmers and their suppliers and contractors (Figure 2). Collectively, these ripples provide economic stability to small coastal communities.



Figure 1. Location of salmon farm operations in British Columbia.

As of 2023, there are 82 marine salmon farms and 13 land-based hatcheries and farms. Species grown include Atlantic and Chinook salmon.



SALMON FARMING'S RIPPLE EFFECT

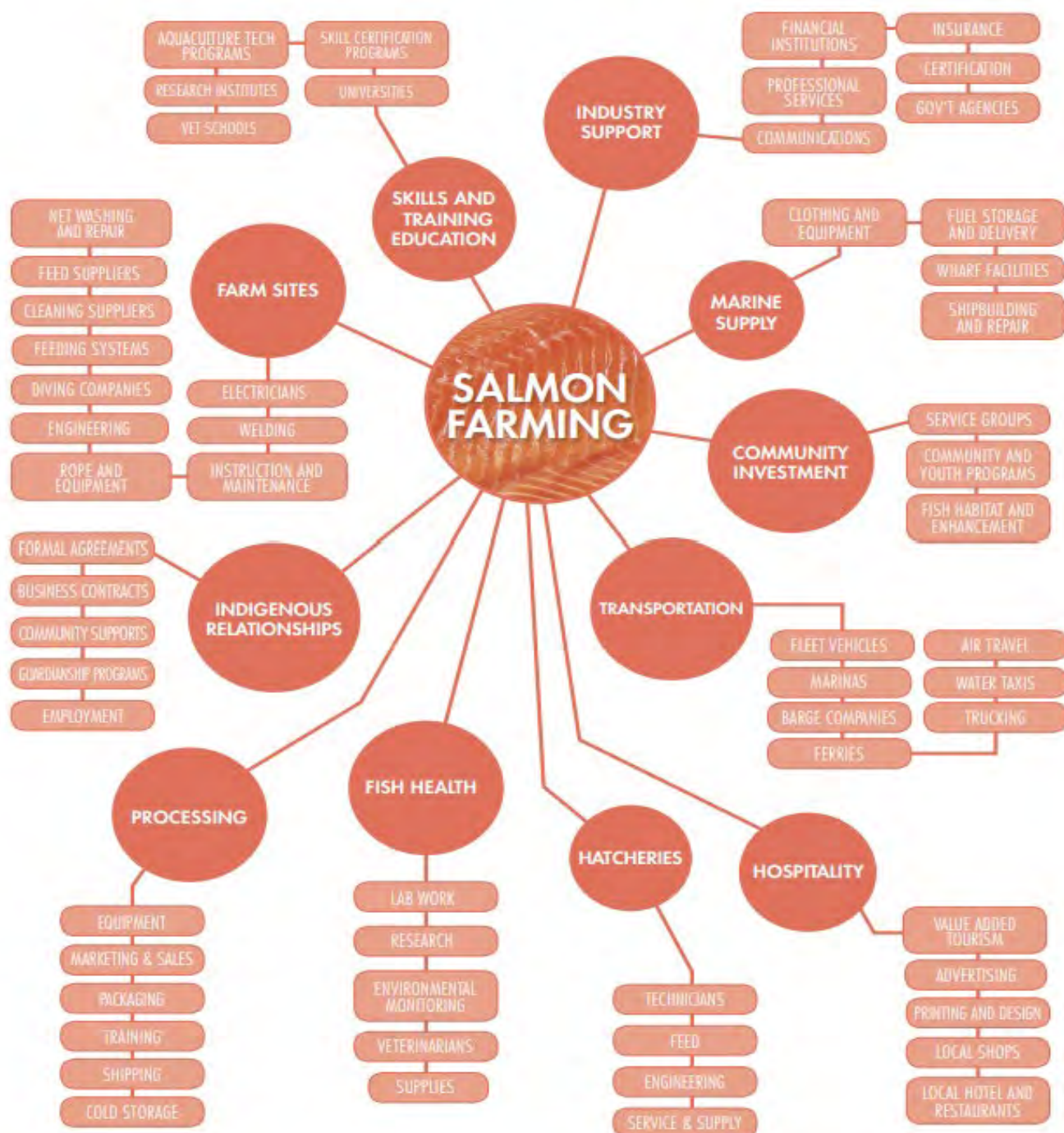


Figure 2. The ripple effect of salmon farming on coastal communities of British Columbia.



The average sector wage is 30% higher than the provincial median employment income. These jobs are typically created in areas of higher unemployment, particularly North Vancouver Island (1). In 2019, salmon farming generated 6,370 full-time equivalent (FTE) positions, including 2,860 direct FTEs, 2,620 indirect FTEs and 890 induced employment (2).

In 2019, salmon farming revenues in BC were \$819M and the total economic activity generated by the salmon farming sector across the province amounted to almost double that amount (\$1,615.1M)

(2). The total direct, indirect, and induced economic impacts of salmon farming by region are shown in Table 1.

Farm-raised salmon is BC's number one seafood commodity export and its top agrifood commodity export.

*Table 1. Regional impacts of salmon farming operations in British Columbia (2019).*

Source: (2)

Location	Jobs (FTE)	Labor Income (\$M)	GDP (\$M)	Revenue (\$M)	Number of local vendors	Annual spending on local vendors (\$M)
Comox Valley	193	14.3	17.4	48.1	178	27.2
Campbell River, Sayward, Discovery Islands	1,274	93.9	115	324.3	678	132.6
Port Hardy, Port McNeill	512	37.7	46.6	135.1	145	25.7
Port Alberni, Tofino, Ucluelet	215	15.9	19.5	55.3	104	20.3
West Coast Vancouver Island	181	13.4	16.4	47.3	56	13.3
Sunshine Coast, Metro Vancouver	1,373	101.2	122.1	325.7	447	282.9
Other Coastal	114	8.4	10.4	29.3	112	9
Additional Un-allocated Economic Impacts	2,507	185	229.6	650.1	N/a	N/a
Total	6,370	469.8	576.8	1,615.10	1,720	511

Despite recent downsizes in the salmon farming sector in BC, farm-raised salmon continued to lead the province in agricultural farm cash receipts from 2017 – 2021, surpassing dairy, vegetables and nursery plants (Figure 3). A June 2023 report for BCSFA estimates that the salmon farming sector currently generates “approximately \$1 billion in total economic activity, \$358 million in GDP, and \$223 million in income for families within BC annually, and creates 3,950 good paying jobs in the province, mainly in remote Indigenous and coastal communities of BC where there are very few alternative employment opportunities.” (3)

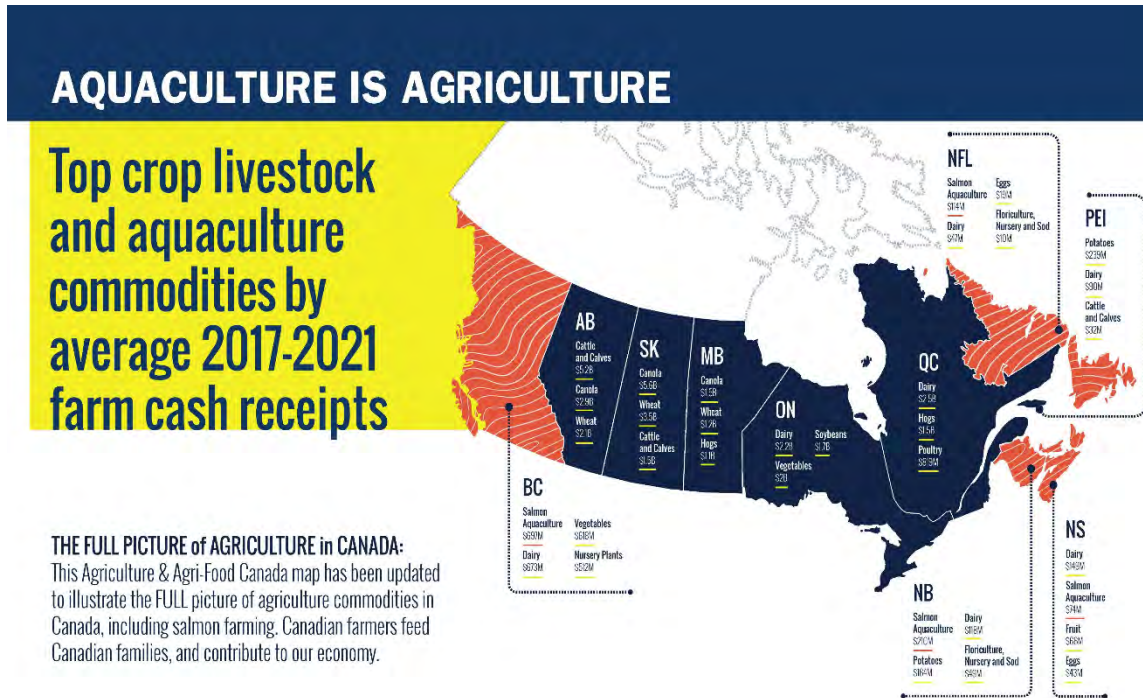


Figure 3. Top agricultural farm cash receipts, including aquaculture, by province in Canada (2017 – 2021).

Adapted from Government of Canada, Agriculture and Agri-food Canada (4).

CARING FOR OTHERS – COMMUNITY SUPPORTS

Each year, BC salmon farmers support hundreds of individual initiatives for education, health and well-being, arts, and sports (Figure 4). In 2018, BC salmon farmers made 375 contributions to organizations and charities, totaling over \$750,000 and over 30,000 pounds of farm-raised salmon.

During the Covid-19 pandemic, salmon farmers stepped up their donations to 120,000 pounds (about 500,000 meals) to help communities in need (Figure 5).

To us, it just makes sense to care for others.



Figure 4. Salmon farming companies help support up to 375 associations and charities each year within the local coastal communities of British Columbia.



Figure 5. BC salmon farmers partnered with Food Banks BC to produce and distribute 86,000 cans of salmon across the province during the Covid-19 pandemic.

Building strong communities starts with mentoring youth. The Young Salmon Farmers of BC are active in many communities with annual beach clean-ups, volunteering at eelgrass restoration projects, and fundraising for food bank donations. It is gratifying to know that these efforts are making a difference in coastal BC.





CONNECTING ON THE WATER AND AT THE TABLE



As part of our commitment to trust and transparency, BC salmon farmers provide tours to those interested in visiting a farm.

BC salmon farmers have hosted tours for hundreds of community members, First Nations, elected officials, special interest groups, and students so they can better understand the operations and ask the farmers questions.

Farm tours offer valuable educational opportunities, allowing community members to learn about sustainable farming practices, animal welfare, and environmental stewardship. This empowers individuals to make informed choices about their food and supports the growth of a more sustainable and responsible food system.



CONNECTING WITH THE CULINARY COMMUNITY

BC salmon farmers have ongoing initiatives connecting with young chefs in our communities as we understand the importance of knowing where your food comes from. BC salmon farmers have partnered and provided tours and salmon donations to Culinary Team British Columbia, Vancouver Island University and North Island College's culinary programs, and the BC Agriculture in the Classroom Foundation's Take a Bite of BC program, among many others (Figure 6 and 7).

Connecting chefs and farmers promotes a more sustainable and ethical food system. Chefs can work closely with our farmers to better understand farming practices and operations. This collaboration improves transparency and traceability and supports our local food supply. Chefs can develop a greater understanding of the growing process and harvest times. By prioritizing freshness and quality, chefs can provide their customers with an exceptional dining experience.



Figure 6. Chef Heejo Jung, part of Culinary Team British Columbia, with a prepared plate of Atlantic salmon.



Figure 7. Chef Heejo Jung and Aaron Hoffman from Culinary Team BC touring a salmon farm.

SUPPORTING COASTAL COMMUNITIES

As part of the sector's corporate responsibility, BC Salmon Farmers supports many community events and sponsorships within the coastal communities we operate in every year. Below are just a few examples.

Each July, Creative Salmon donates and barbecues for Ukee Days as part of its

commitment to community engagement. Ukee Days is a cherished annual Ucluelet festival that celebrates West Coast life.

Creative Salmon's involvement in this event spans over two decades and the company continues to support it by providing delicious fish each year.



Abby Fortune, Director of Parks and Recreation at the District of Ucluelet, appreciates Creative Salmon's longstanding support for Ukee Days. *"Every summer, Ukee Days brings our community together. Creative Salmon has been an integral part of this event for over 20 years, donating product, labour, and time to help make the evening a hit."*



"Without the generous contributions from industry like Grieg Seafood we would not have the successful program that we have now.", said Shane Dobler, Hatchery Manager, Powell River Salmon Society.

Grieg Seafood BC has been a key supporter of the Powell River Salmon Society. The donations received from Grieg Seafood BC help create employment opportunities as well as help pay for our operating expenses that are essential to our salmon enhancement and education programs.



Salmon farming companies like Grieg Seafood BC help our local hockey athletes with their expenses through their donation and sponsorship programs. Their generous funding allows the development of not just our Campbell River athletes but also their elite teammates all the way from Tri-Port, Powell River and as far as the Cowichan Valley, as they travel extensively all over BC, Alberta, and the U.S.

"It also plays an essential role in the awareness and promotion of girls/women's hockey programs.", said Jade Lontayao, Parent of Ashley Lontayao #5 - U18 North Island Impact Women's Hockey Team.



Mowi Canada West is proud to be a sponsor of K'awat'si Economic Development Corporation's (Gwa'sala-'Nakwaxda'xw Nations) Pack the Pantry Events that took place from March to September 2023. The purpose of these events is to collect donations of non-perishable goods to help with food

security in the Port Hardy area. Food security continues to be a big challenge, particularly for members and families of local First Nations. Donated items are given to the local Food Bank and First Nation Communities. There will be more events in the months to come.

Community Partnerships Manager, Kelly Osborne said, *"we are very grateful to have been invited to take part in these important events. It is about all of us working together to help people in need."*



BC Salmon Farmers support local community restoration projects like Project Watershed's Kus-kus-sum project. Kus-kus-sum is located along a major fish-bearing stream at the mouth of a class one estuary in the heart of the Comox

Valley. Once restored, the site will create 8.3 acres of fish and wildlife habitat, provide recreational and educational opportunities, help mitigate climate change, attenuate localized flooding, and put Indigenous reconciliation into action.



CONTINUING OUR COMMITMENTS

Like the rest of our neighbours in the small communities of coastal British Columbia, we are resilient to change, positive toward our future, and we are proud of what we have accomplished together.

Through all the changes we have experienced and through all the changes yet to come, we continue our commitment to the following principles:

- o Respect for rights and title and continuation on the path to reconciliation with First Nations,
- o Respect for wild salmon and the marine environment and an ongoing commitment to continued innovation and constant improvement,
- o To operate responsibly and sustainably to support the needs of Canadians now and in the future,
- o Build trust and transparency with our partners and the public,
- o Volunteering and donating in the communities we operate,
- o Build a diverse and inclusive sector, and
- o Hold ourselves accountable and always strive to be better.

IMAGINE THE FUTURE

BC salmon farmers contribute to Canada's sustainable, climate-friendly, and healthy food system. We imagine a bright future for salmon farming in British Columbia, a vision where this flourishing sector can continue to bring value to our coastal neighbours. Such a future holds tremendous potential, offering numerous benefits to both the economy and the environment. With increased investment and certainty, salmon farming in BC could provide substantial career opportunities, foster economic growth in coastal communities, and lead the Blue Economy for Canadians.

Moreover, it has the power to enhance food security by supplying a sustainable source of protein to meet rising global demand. Through responsible innovations and practices, salmon farming can preserve wild salmon populations and protect delicate marine ecosystems.

This future envisions a harmonious coexistence between aquaculture and the natural world, where the benefits of salmon farming are maximized while ensuring a healthy and thriving marine environment for generations to come.



Photo credit Brian Kingzett

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