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Aquaculture Canada^{OM} 2012 A Big Success!

Aquaculture Canada^{OM} 2012, New Frontiers: Bridging Technology and Economic Development was a success by all measures.

The 350 delegates that attended the conference this year made it one of the best attended editions of Aquaculture Canada^{OM} in the past 10 years. We have heard many complements on the technical agenda, the keynote speaker and our plenary speakers.

As expected, Charlottetown proved to be an excellent and hospitable location. Our conference co-hosts demonstrated well the added value of being in Charlottetown. The PEI Department of Aquaculture, Agriculture and Rural Development and PEI Aquaculture Alliance organized the Shellfish Forum, a well-attended track featuring applied and highly relevant industry presentations. The PEI BioAlliance's VetHealth Global Business Partnering Session proved to be a very popular new conference feature. The Atlantic Veterinary College faculty and staff led the organization of the Fish Health sessions and provided significant organizational support for the Joe Brown Memorial Student Endowment Fund BBQ.

Speaking of the Student Endowment Fund, the BBQ, silent auction and direct donations helped raise close to \$4,000 for the SEF which provides student scholarships, conference travel bursaries, and conference presenter awards. Thank you to the Student Affairs Committee, those who participated in the BBQ and Silent Auction, and individual donors and AVC for making this possible.

The other social events were tremendous successes as well. Our product sponsors helped contribute to a memorable spread at the President's Reception (thanks to the hard work of the PEI Aquaculture Alliance in lining up those product sponsors). The Gala was a sell-out and made a memorable night thanks not only to the great entertainment provided by local comedian Patrick Ledwell but the acceptance speech given by AAC Lifetime Achievement Award recipient Dr. Chris Frantsi.

We hope that for all of you, this conference demonstrated the value of AAC membership. Of course the conference, including the student awards which were announced during the conference, are not the only member benefits. Our publications, services provided through our website such as the Salmon Aquaculture Research database, workshops that we co-organize with our partners, representations we make on behalf of our members to assist in the delivery of R&D and industry development programs are other tangible membership benefits. We also have new programs in development. We aim for you to maintain your membership and encourage your colleagues and friends to take out AAC memberships as well and are working to ensure we deliver significant value.

I look forward to seeing you all in Guelph, June 2nd to 5th for Aquaculture Canada 2013^{OM}!

Best Regards,
Tim Jackson
AAC Past-President

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Aquaculture Canada^{OM} 2012 in Pictures

Lucky Man at the Student BBQ!



(l-r) Candace Durston, Tillmann Benfey, Joanne Burry, Gail Ryan

Science Atlantic Distinguished Service Award presented to Dr. Andrew Boghen



(l-r) Dr. John Burka, Dr. Andrew Boghen

Science Atlantic Distinguished Service Award presented to Dr. Tillmann Benfey



(l-r) Dr. Tillmann Benfey and Cyr Couturier

Student Awards

Best Oral Presentation



(l-r) Tim Jackson, Okechukwu Igboeli and Rich Moccia



(l-r) Tim Jackson, Sarah Willis and Rich Moccia

Best Poster Award



(l-r) Tim Jackson, Sarah McConnachie and Rich Moccia

AAC Lifetime Achievement Award presented to Dr. Chris Frantsi



(l-r) Caroline Graham, Dr. Chris Frantsi

Keynote Speaker Dr. Brian Lee Crowley



(l-r) Tim Jackson, Dr. Brian Lee Crowley, Ann Worth

Thank you to all our sponsors and donors who made Aquaculture Canada^{OM} 2012 so successful!

Science Atlantic Award for Exemplary Academic and Professional Achievement presented to Dr. Mark Fast



(l-r) Dr. Mark Fast and Dr. John Burka

Games of Chance at the BBQ



(l-r) Daria Gallardi, Jessica Wyatt and Jessica Fry

Talent within the aquaculture sector knows no bounds.....



Special note of thanks to Shawn Robinson, Chris Hendry and Jon Grant for the great entertainment

Executive Director Report



The last few months have been very busy ones for the Association. We have held the very successful Aquaculture Canada^{OM} 2012 in Charlottetown in May and elected your new Board of Directors.

We also adopted a new Three Year Strategic Plan that focuses on growth and delivering increased member value.

The theme of the plan is Sustainability and Stability which refers not only to the AAC but to the aquaculture sector.

There are five main pillars which will guide the AAC strategic goals and objectives:

- PILLAR 1: MEMBERSHIP VALUE AND ENGAGEMENT
- PILLAR 2: PROGRAMS AND SERVICES
- PILLAR 3: COMMUNICATIONS AND MARKETING
- PILLAR 4: PEOPLE POWER – STAFF AND VOLUNTEERS
- PILLAR 5: FINANCIAL, OPERATIONS AND ADMINISTRATION

Please contact me if you would like the details of the plan.

I would like to take this opportunity to thank Candace Durston who worked from our home office in St. Andrews for her contribution to the AAC. Candace has accepted a full time position and I am sure she will prove to be as valuable to her new employer as she was to the AAC. It was a hard decision for Candace to make but she could not pass up the opportunity. She will be missed and says she will miss us all as well. We wish her all the best. Catriona Wong will be extending her work hours at the St. Andrews office and will assume all administrative duties. You will have a lot on your plate now Cat!

Thank you as well to Tillmann Benfey who completed his tenure on the Board. Tillmann has been a Board member for many years and has served as a member of the Executive and is an AAC Past President. Thank you, Tillmann, for your great contribution.

As always, I would also like to encourage you to contact me with any questions or suggestions on how we can better serve you. You can contact me anytime at gail.ryan@bellaliant.net

Watermark Production and Editing

Gail Ryan

AAC Board of Directors

President: Céline Audet
President-elect: Shelley King
Vice President: Joy Wade
Secretary: Caroline Graham
Treasurer: Kathy Brewer-Dalton
Past President: Tim Jackson
Directors: Matt Liutkus, David Stirling, Gregor Reid, Grant Vandenberg



Electronic Publication Survey Results

The Electronic Publication survey was conducted recently using Survey Monkey. The response rate was approximately 13.8%, or 79 responses. The survey was conducted in order to determine members' preferences in publication formats. Currently the AAC publishes this newsletter electronically, the Bulletin three times a year in a printed format and Special Publications, including conference proceedings, in printed format.

Due to the cost of printed publications, the AAC is considering changing all publications to electronic format. However, before proceeding in our deliberations we wanted to ask members for their input.

The following is a summary of responses. Please contact the AAC office if you would like a more detailed summary of the survey responses.

- 56% of members responding currently subscribe to electronic publications
- 50% of members responding currently regularly read the AAC's printed publications; 43.6% read sometimes; 6.4% rarely read the printed publications or not at all.
- 50% of members responding currently regularly read the AAC's Watermark; 30.8% read sometimes; 19.2% rarely read the Watermark or not at all.

We then asked members if they would be more or less inclined to read AAC's print publications if they were changed from print to electronic format. The responses were:

A lot more inclined	11.5%
Somewhat more inclined	19.2%
The same	42.3%

Somewhat less inclined	16.7%
Less inclined	10.3%

The Publication Committee will now review these results along with the further comments and suggestion before deciding on how to proceed. You can still have your say and make comment by contacting me directly at gail.ryan@bellaliant.net. All comments greatly appreciated!

2nd Call for Photos, Stories and Perspectives on the AAC's Upcoming 30th Anniversary

We have not heard from any of you yet!

The Aquaculture Association of Canada will be celebrating its 30th birthday in 2014 and we are planning a celebration.

Do you have some special memories of your association? Do you have any photos depicting our history? Want to show how your colleagues have aged?

If you have anything to share please send your images and stories along to be included in our celebration plans.

Send to gail.ryan@bellaliant.net



Member Profile

This is part of a series of profiles of our members. If you would like to learn more or avail of a profile opportunity, please call the AAC office at ph: 506-529-4766 fax: 506-529-4609 e-mail: aac@df-mpo.gc.ca



**Jeff Eastman, BSc.(Aquaculture)
Business Development Specialist-
Aquaculture
Manitoba Agriculture, Food and Rural
Initiatives**

AAC: Where did you grow up?

I was born in Winnipeg, Manitoba. I really grew up while doing my Bachelor of Science in Aquaculture at Malaspina University (now Vancouver Island University).

AAC: Why did you choose the field of aquaculture?

I was always interested in fish. Pursuing a biology degree I had the opportunity to work in environmental science with DFO. I came across some aquaculture books at the DFO library that really ignited my interest in aquaculture. Aquaculture strikes a great balance for my interests in biology and business.

AAC: Who mentored you in the industry?

There are so many great people that have welcomed me and made me feel comfortable. One that immediately comes to mind is Joy Wade.

AAC: What is your area of specialty?

Although “specialist” is in my title, I feel I need to be more of a generalist that can help others in all aspects of aquaculture. With that said, I have focused a lot of my time on understanding land-based recirculation aquaculture technology.

AAC: What parallels would you draw between the agriculture and aquaculture industries?

Working for Manitoba Agriculture, Food and Rural Initiatives, I get a close up look at the agriculture industry. To me, aquaculture is agriculture so the parallels are endless. Both are dedicated to providing high quality food products and must do so by operating according to sound business principles.

AAC: What is the biggest issue facing Aquaculture in Canada today?

In my opinion, attracting investment to the industry is the biggest issue. The potential for aquaculture development in Canada is enormous. Creating a positive investment climate is no easy task. Demonstrating commercial success and establishing legislative and regulatory environments that are clear and fair would go a long way towards improving the investment climate for aquaculture in Canada.

AAC: Manitoba is not a big aquaculture producing province. What do you see as the future of aquaculture in your province?

I see the future of a sustainable aquaculture industry in Manitoba being based on clusters of land-based operations that are supported by other businesses involved in the supply chain. Manitoba has many advantages for developing aquaculture including farming expertise, latent infrastructure that could be converted to aquaculture facilities and an abundance of high quality freshwater.

AAC: What do you see as the number one myth about aquaculture?

That it is intrinsically bad. I actually hear people say "Aquaculture? Isn't that bad?" The public is very confused by all the bad press out there on aquaculture. Being a newer industry compared to most in Canada, aquaculture seems to suffer from the post-ecological revolution syndrome in which industries face heavy, often unfounded criticism for their environmental performance. When in reality, generally speaking aquaculture is a very environmentally responsible industry because it relies on maintaining healthy ecosystems to support its very own existence.

AAC: Why did you become a member of AAC?

I first joined AAC as a student to get a blinders-off look at everything going on out there in the world of aquaculture. I strongly believe that that it is very important to engage fully in the industry you are involved with if you want to have success.

AAC: What benefit of membership do you value most?

I still benefit greatly from reading all the publications that come along with being a member of AAC. When I can (seems to be every second year) I really benefit from attending the annual conference.

AAC: What is your favourite seafood dish?

Oysters on the half shell

AAC: What hidden talent do you possess?

Drumming.

AAC: Do you play in a band?

Not formally. However, in high school I was chosen to go on stage and drum for one song during a Shania Twain concert! That was my one moment of music fame.

AAC: What is the last book you read for pleasure?

The very hungry caterpillar (I have a 1 and a half year old daughter)

AAC: What was your last "Aha! Moment"?

When I decided to cut my cable TV.

AAC: What would you be doing if not in the aquaculture field?

Running a microbrewery

AAC: Where was your last holiday?

To the lake

AAC: Dog or cat?

Both.

AAC: Where do you see yourself professionally in 10 years?

Running an aquaculture business

Many thanks to Jeff for his participation!