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CANADA



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### Did you Know?

Man who runs in front of car gets tired, man who runs behind car gets exhausted.

### Can you solve this Puzzle?

What do the following words have in common?

Assess, Banana, Grammar, Potato, Revive

Answer on Page 4

### Comments about this Newsletter?

Please email comments, articles and ideas to Ian Roberts, Communications Manager at [ian.roberts@marineharvest.com](mailto:ian.roberts@marineharvest.com)

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## 2011 Sales & Market Update

By Ken Taylor, Sales Director



It's hard to believe that we are heading into summer already, what happened to our spring? Even if the weather has not let us know it is summer, most

retailers across North America have notified us with their retail ads promoting their hot items for the start of barbeque season. The good news for us is that salmon (farmed and wild) is one of the most promoted seafood items during this season. This year, no different than others, started with the big promotions for "Copper River" salmon. To the surprise of many, the first 2 weeks of landings (catch) was much better than expected and prices have moved to record lows for the early deliveries.

increase over 11% from January to mid-May.

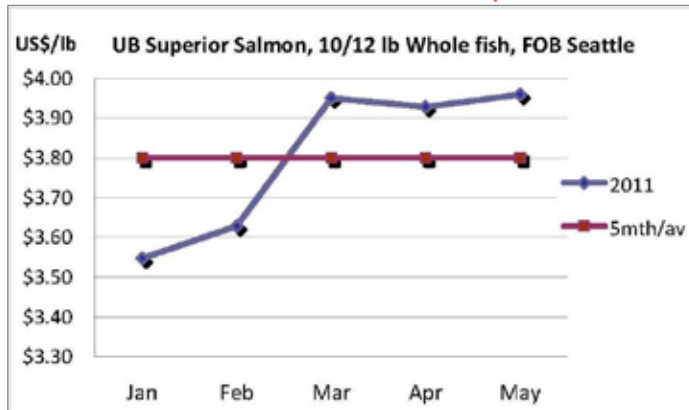
Demand and prices were good through most of May with both retailers and food service (restaurants) as salmon was promoted for the Holidays (Mother's Day, Victoria Day, & Memorial Day). But as mentioned above, prices are now starting to move downward as we see heavier than expected wild volumes and some increased imports from Europe.

As most of you are aware, the formation of the new global sales operation has been rolled out this year and we are currently defining the structure of the regional offices. The sales headquarters for North and South America will be based in Miami, with regional sales offices in Campbell River, Seattle, Los Angeles, Belfast and Puerto Montt (Chile). Besides

the sales of fresh and frozen atlantic salmon from Canada, Chile, Norway, Scotland, Faroe Is, and Ireland also included is our smoked operations of Ducktrap (Belfast), and Delifish (Puerto Montt).

The outlook for the balance of this year is still tough to determine in regards to price, as industry experts are

expecting another good year from the wild fisheries, and Chile is forecasting increased volumes for the 3rd and 4th quarters. But we still remain very optimistic on demand, as consumer's desire for healthy foods continue to increase. What a better choice than the health benefits and taste of our great product!



As we look back over the last five months, 2011 has been a great year for us in both product demand and increasing market prices. Due to the continued low volumes from Chile, reduced eastern Canadian harvests, and Norway shipping committed volumes for retailers, we saw prices



## MHC'ers star in Man Overboard training video

By Howard Rees, HSE Coordinator



Man Overboard group; Standing left to right: Phil Davies - MTS, Howard Rees - HSE, Patrick Gates - MTS, John Macarenko - Humphrey Rock, Anker Bach - Humphrey Rock, Kneeling left to right: Jacques Gaudet - Salmo 2, John Brown - Allpen Diving.

The Health, Safety & Environmental (HSE) Department has joined Maritime Training Services (MTS) in the production of a Man Overboard training video. On May 19th, we went

to Sargeant Pass to film the salmon farming segment. MTS will be producing two videos: one for world wide distribution and one specifically for Marine Harvest. Once completed, MHC will have rights to both videos and we will begin Man Overboard training for all Marine Staff.

John Brown was our man in the water, Anker Bach and John Macarenko performed the rescues, Jacques Gaudet kept the Salmo in position for Phil Davies who is the Videographer at MTS, Patrick Gates is the Operations Manager for MTS and posed the questions I answered for the video. We had a glorious sunny day which of course made the filming awesome but the reality of rescuing someone for us is probably going to be under different circumstances.

Thanks go out to Kelly Osborne from the Broughton Area who has been after this training for many years, and who's generosity in donating fuel and staff to the production is much appreciated. Thanks as well to the staff at Sargeant Pass who made props available to us, which we promptly lost or destroyed.



**Is this Springer?** Killer Whale swimming alongside the Orca Chief in Johnstone Strait. Photo taken by Harry Olafsen, Engineer on the Orca Chief

## International colleagues join BC Salmon Farmers at online hub



A new website launched recently will bring together salmon farmers from around the world while educating the public about the benefits of this important industry.

The International Salmon Farmers Association (ISFA) revealed its new website, [www.salmonfarming.org](http://www.salmonfarming.org) in a co-operative launch by its members around the world.

Representatives from countries such as Norway, Scotland, Chile, United States and Canada have all contributed to this project.

"This is a great way for the international salmon farming community to connect with the general public and with each other," said Mary Ellen Walling, Executive Director, BC Salmon Farmers Association.

The website includes information about ISFA, its members and their information sites, development of the industry and the life cycle of farmed salmon. It also includes the shared vision of these international salmon farming colleagues and a photo gallery of operations around the world.

"Salmon aquaculture is and will continue to be an important part of providing healthy protein for a growing world population," said Walling. "Working together to help people understand our business is a priority for all of us."

The International Salmon Farmers Association represents 11 associations from around the world committed to responsible farming, based on innovation and research, and environmental and social sustainability.





## PAA 15th Annual Slo-Pitch Tourney



**Date:** Saturday, July 9th, 2011 & Sunday, July 10th, 2011

**Location:** Willow Point Park, Campbell River

**Maximum:** 16 teams

**Cost:** \$350.00 per team (MHC will cover the cost of up to 4 MHC staff teams!) To enter a MHC team, please contact Tina McMurdo @ 250-850-3276 ext 7226

**Format:** 3 game round robin followed by Single knockout in 2 play-off divisions

Team reservation on a first come basis.

2 Championship Trophies: "Fun" and "Competitive" Divisions

6 men and 4 women must play on each team

You must have at least 8 people directly involved in Aquaculture on your team or 8 people employed by the same aquaculture industry supplier on one team.

**To enter your team, please contact:**

**Leanne Brunt @ llbrunt@shaw.ca**

**or phone: 250-287-0388**

Tournament fees to be paid by June 15, 2011.

After June 15th, unpaid spots will be offered to teams on waiting list.

Please make cheques payable to: Positive Aquaculture Awareness.

Thank you for your support.

## UBC Thunderbirds season strong



The UBC T-Birds ended the regular conference season with a record of 17-7. After completing a 10 game winning streak over the course of the Christmas break, and winning the last 4 games of regular season play, the record was good enough to place 5th in the Canada West conference. University of Alberta ending with the same record, won the draw on past head to head play. This being the case, the UBC T-Birds headed to Edmonton for the first round of playoffs. Unfortunately, the T-Birds did not leave the weekend with a winning outcome. This fueling the fire for players to get back on the court and work hard for next season. Pictured Zara Huntley, UBC Thunderbird and Marine Harvest Sponsorship recipient.

## Wedding bells ring in Cumberland

Congratulations to MHC'er Howard Rees (HSE Co-ordinator; Marine Sites & Contractors) and his bride, Joanne Pilson.

The lovely couple was wed at the Alders Beach Resort in Merville on May 7th, 2011. Joanne works for the village of Cumberland as a land use planner.





## CR Crimestoppers Jail & Bail arrests MHC's purchaser



**May 12, 2011, Campbell River:** Purchasing Manager, Gary Knowles was arrested by Campbell River RCMP as a part of the Campbell River Crime Stoppers 3rd Annual Jail & Bail fundraiser that is took place at the Spirit Square – downtown Campbell River. A lengthy list of reasons for his arrest include:

- Illegal alien & talking with a funny accent
- Calls himself a hunter but has never shot anything
- Being a football (soccer) fan during the hockey season - e.g. we asked him if he watched the game last night and he replies, "Yes, Chelsea won!"
- Operating a chainsaw without the proper safety equipment - e.g. "jockstrap" -Almost lost his "goolies" to Jamie's chainsaw
- Constantly whining that he can't get proper East Indian food in Canada
- wearing capris (aka "short-pants")
- Spending all the company's money
- Whining about the cats in the back aka "anti-feline attitude"
- His inability to get 50% off big screen tvs for the entire MHC staff.
- His inability to use a hammer (according to some of his friends).

After a chilly hour in the slammer, Gary was able to call upon his contact list to help with his bail.

"Thanks to everyone that helped buy my freedom. We raised something like \$1100.

And for the record, they are long shorts not capris- I dont take fashion advice from a nation that wears socks with sandals, thinks that white socks are acceptable attire for any occasion and are happy to turn up for work wearing jeans and a t-shirt.

And it was my own chainsaw not Jamie's.

On an unrelated note we will now be paying more for our rope, chain, net services, toilet paper, liquid oxygen, electrical services."

Thank you for supporting Campbell River Crimestoppers!

## Close call near Doctor Islet



At about 9:30am on May 5, 11, we had a distress call come across the radio on channel 16a (Coast Guard Channel). I was listening to the radio and quickly realized that the vessel in distress was close by. John Macarenko and I decided

that we better make tracks and respond to the vessel in distress. I made the radio call to Comox Coast Guard and let them know of our location and that we were on our way to the location announced over the radio of the vessel in distress. We found the boat between Humphrey Rock and Doctor Islet in a little bay very close to shore. The prawn boat Lasqueti Knight had lost her power and was anchored up but was very close to the shore and with the tide going out would have been on the rocks in no time. Mike Buttle must have been listening in on the radio as well, he had shown up on location shortly behind

us. We made the decision that his boat would be a much better boat for towing rather than the Sterling II. Mike towed the Lasqueti Knight over to Doctor Islet where we introduced ourselves to the very thankful Skipper and his crew. Mike had made arrangements to have a mechanic brought out and soon after the prawn boat Lasqueti Knight was back on her way to sea. All in all it was a good day and we made some new friends.

Submitted by Anker Bach, Site Manager, Humphrey Rock





## Winnie embraces aquaculture & keeps traditional ways alive in Klemtu

By Gina Forsyth



Winnie Robinson is supervisor of the boxing department and the hygiene crew at the processing plant in Klemtu, on BC's northern coast.

"I've been here more than 15 years and have worked my way up to supervisor," Winnie commented. I ensure that the count of the fish

in the boxes is correct as well as iced, lidded, and strapped properly, she added. After the end of each processing shift, Winnie is also responsible for making sure the hygiene crew follows all SOPs so it's done according to company policy.

Born in Bella Bella, which is a 20 minute plane ride or a couple of hours by boat from her home in Klemtu, Winnie has four children. Her kids, three girls and a boy, range in age from 19 to 24. She recently welcomed a daughter-in-law to the family and enjoys spending time with her two grandchildren. Winnie is eagerly awaiting another grandchild which will make his or her appearance later this year.

When she's not at work, Winnie is proud to carry

on the tradition of her Kitsoo/Xai'xais band elders and creates a variety of art pieces using cedar bark collected in May and June from local trees. These include fans and dream catchers, and other carefully hand-crafted items.

"I sold 12 cedar placemats to a friend of my uncle's when he went to China a couple of years ago," said Winnie proudly, adding with a hearty laugh that she thought about labeling them 'Made in Klemtu'. "So much of what we get is made in China so I thought it would make for a nice change."

Winnie has also learned how to can fish, dry seaweed, and freeze herring eggs from elders and has in turn taught her children traditional Kitsoo/Xai'xais ways.

## From humble beginnings, Lee's Bay site still proving itself today

By Gina Forsyth



It was 1988. Calgary was basking in the afterglow of being an Olympic City and in an attempt to be on the cutting edge of fashion, people wore their acid wash jeans while watching "A Fish Called Wanda" in theatres. And for Fitz Lee, it was the beginning of a new chapter not only in his life but in the fledgling aquaculture industry as well.

"I was working for McMillan Fisheries in Vancouver, designing and building tanks for crabs and lobsters that were sold in restaurants. Then they asked me to get involved with the building of what was then called Big Tree Creek hatchery," said Fitz recently from his home on Saltspring Island.

Following this successful project, Fitz became interested in the ocean rearing stage of raising fish. "Don Sinclair and I jumped into a boat at Kesley Bay and hunted down the site. We wanted something that had good flushing and water flow and also some protection from the weather," he said. McMillan Fisheries was already involved in aquaculture by then and Fitz knew from their experiences on the Sunshine Coast that good currents were key to a successful site.

"I dove the site more than once after it was established and didn't see evidence of any farming activity. There were no traces of feed," said Fitz.

Don and Fitz found what they were looking for on West Thurlow Island, near the bottom of Wellbore Channel. Fitz would spend "the best years of my life" on the site he chose to bear his family name.

Approval of the paperwork took roughly a year and a half. They dealt with the provincial lands branch for the lease, Fisheries and Oceans for the aquaculture permit, and the Coast Guard, who gave them the okay to locate in the channel.

When it came time to put fish into the water in

May 1988, coho were chosen. "It was a bit of an experiment," explained Fitz. The first year they had about 200,000 fish. The fish were processed at Brown's Bay, which McMillan then partially owned. Fitz's family, including a one year old and a four year old, lived on-site in a float house that was brought on site from Cortez Island. He also built the crew quarters for the two shifts of four employees he hired. Not only were the accommodations built by hand but so were the first pens. "The wooden pens were built on the beach as we needed them. We had about 18 of them," said Fitz.

"I remember the weather got pretty wild during the winter. The winds from Loughborough Inlet stretched the chains anchoring the site taut. Nothing got broken but the pens were moved 60 feet," recalls Fitz.

Fitz and his family left Lee's Bay in June 1992. "We were doing okay but not making any money and it was time try something different." McMillan bought the site back from Fitz and through a series of company merges, it eventually became part of the Marine Harvest family of sites.



## 2011 Relay for Life in Port McNeill



The North Island Relay for Life was a great success this year raising almost \$40,000. It took place on May 28th from 12:00 noon till Midnight in Port McNeill.

The “Marine Harvest Small Fry’s” represented folks from Marine Harvest at

the event and raised \$3316.75. Our team also won the Best Team Spirit Award!!!

Once again, Marine Harvest staff cooked up salmon on the BBQ! MHC supplied the 270 lbs of salmon & 20 dozen buns but also served chili, soup & salads. We served out all of this in just 80 minutes, the response was overwhelming. The reps from the Canadian Cancer Society referred to our MHC group as a well oiled machine as to how well the meal went. Special thanks to Roger King for bringing up the MHC Event Trailer. We had a great time, lots of laughs. Looking forward to next year.



MHC came in 2nd place to MOF in the tug of war.

Juliana Miller and Carol Saysell took one for the team and went in to watermelon eating contest!!!

Submitted by Kathy Baker & Roger King

## Campbell River Community Foundation Golf Tourney



MHC once again had fun participating in the 6th Annual Campbell River

Community Foundation’s fundraiser golf tourney that was held at Storey Creek Golf Course. Final \$\$’s aren’t counted yet, but this year they may have tipped over \$1 million raised.

MHC also donated a signed Bobby Orr jersey which was quite ironic, given that the jersey was auctioned for \$850 within 1 hour of the Boston Bruins beating Tampa Bay in game #7. That means the Canucks and Bruins meet in the Stanley Cup final and the display of jerseys seemed to suggest someone knew that!



Photo, starting clockwise from top left - Joe Knight, Tom Conlon, Fabian McCarty, Ian Roberts & Joel McGee.

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