



Keeping Calm in a Storm

Lessons learned in BC's Salmon Farming Industry





Our Location

» Farmed Salmon is BC's #1 Agricultural Export



Our environment

» Lessons learned in BC's Salmon Farming Industry

Our farms



» Lessons learned in BC's Salmon Farming Industry



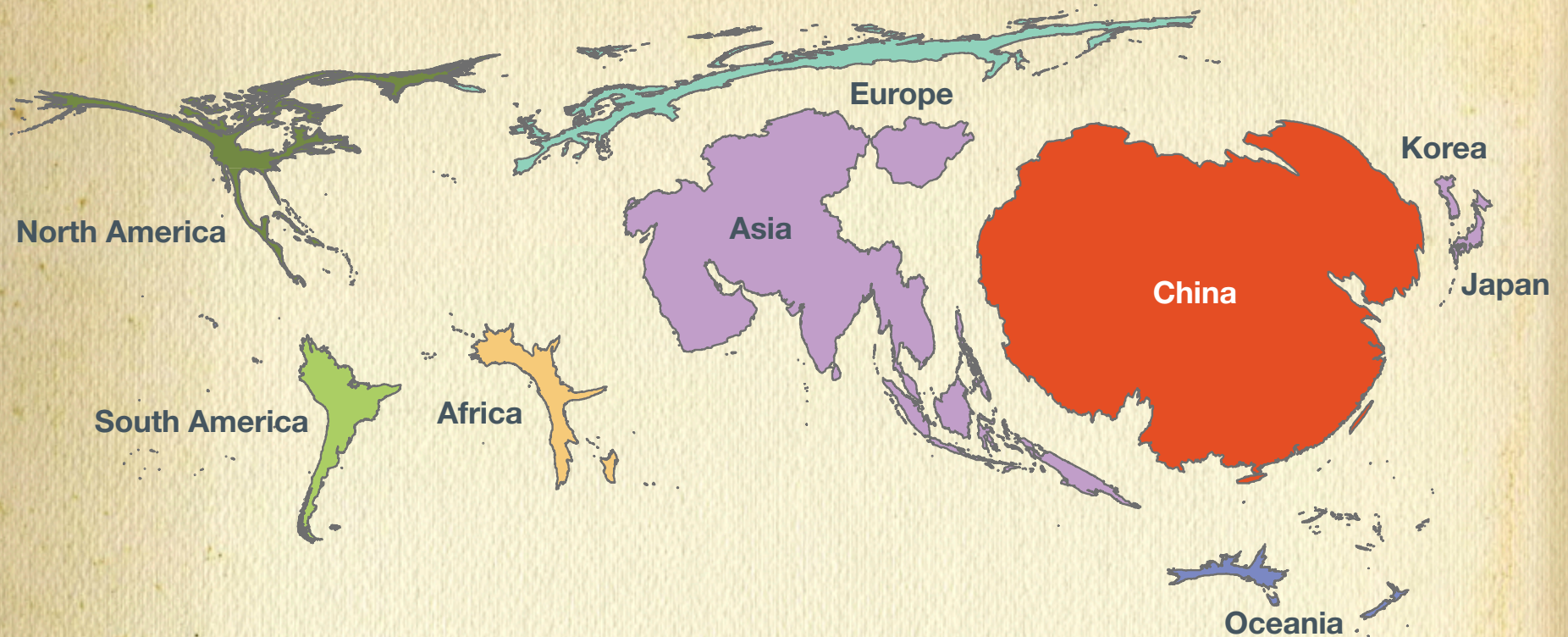
Our farmers

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Our Critics

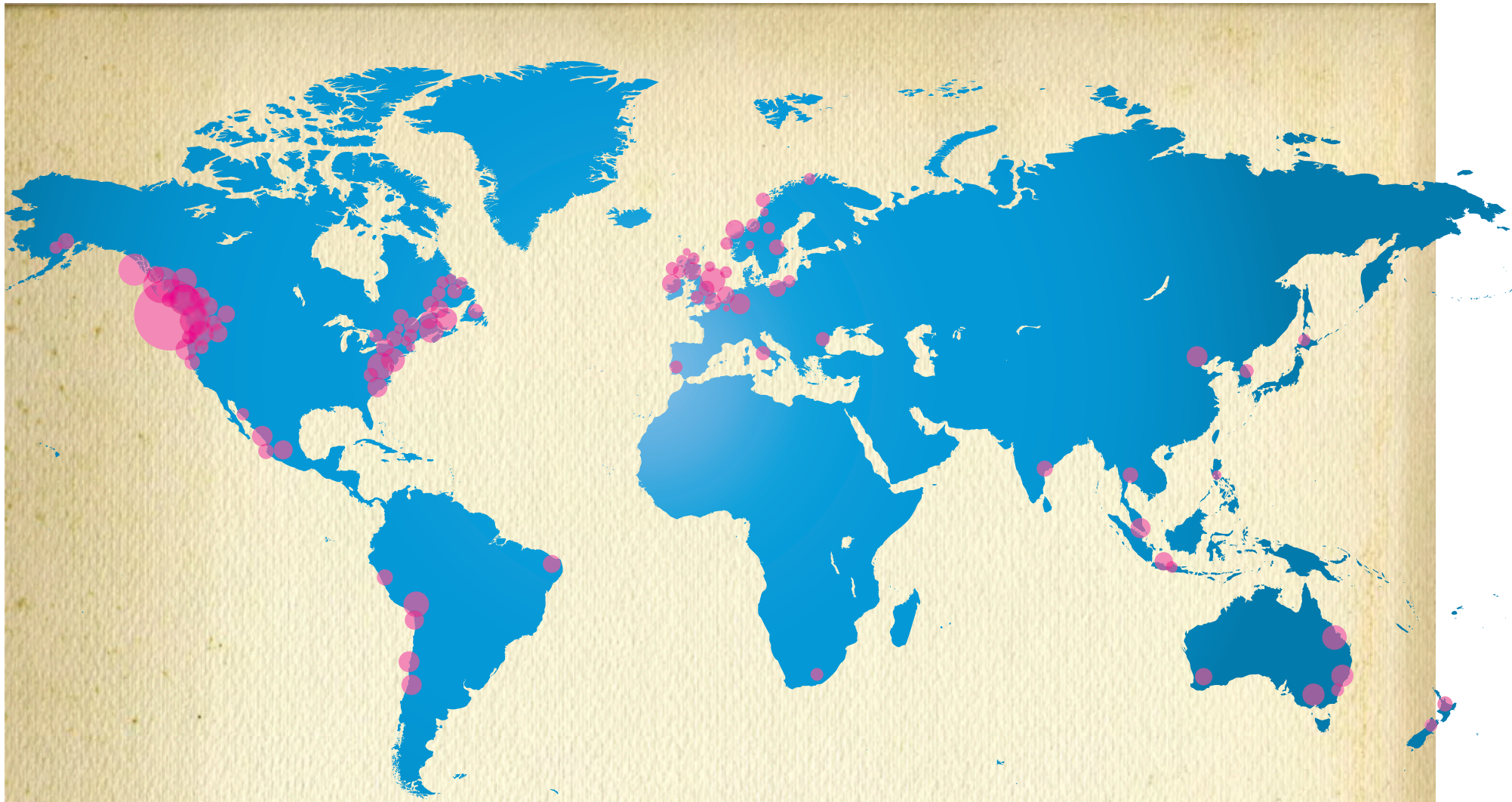
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Who's farming all the seafood?

» Global aquaculture production by continent

Blue Frontiers: Managing the Environmental Costs of Aquaculture / page 10



Who's making all the noise?

» Global anti-salmon farming Twitter hot spots



Unconfirmed

Emotional

Correlation

= Undue Public
Fear

» Tools they can use that 'we' cannot.

Openness

Okisollo and Hoskyn Channel salmon farm updates: May/June 2012

Thursday, June 7, 2012

The latest update regarding salmon farms in Okisollo and Hoskyn channels is now available.

As of the first week of June, five of the nine farm sites in the channels are operating, with one site completing harvest since our last update.

Outreach

Farm tour program sets sail

Wednesday, July 18, 2012

Local salmon farms are once again opening their doors to the public for the BC Salmon Farmers Association's summer tour program out of Campbell River.

Honesty

Decision to not reopen hearings supported by salmon farmers

Friday, May 18, 2012

The decision to not re-open hearings of the Cohen Commission based on recent claims by anti-aquaculture activists is supported by BC's salmon farmers.

Support

Public Update (3): IHN and BC Salmon Farms

Friday, June 8, 2012

It is now confirmed that results from independent tests on all active Atlantic salmon farm sites in BC have come back negative for the Infectious Haematopoietic Necrosis (IHN) virus.

» Developing our brand, our tone and our response



Lessons learned in British Columbia



#1

Always be
prepared

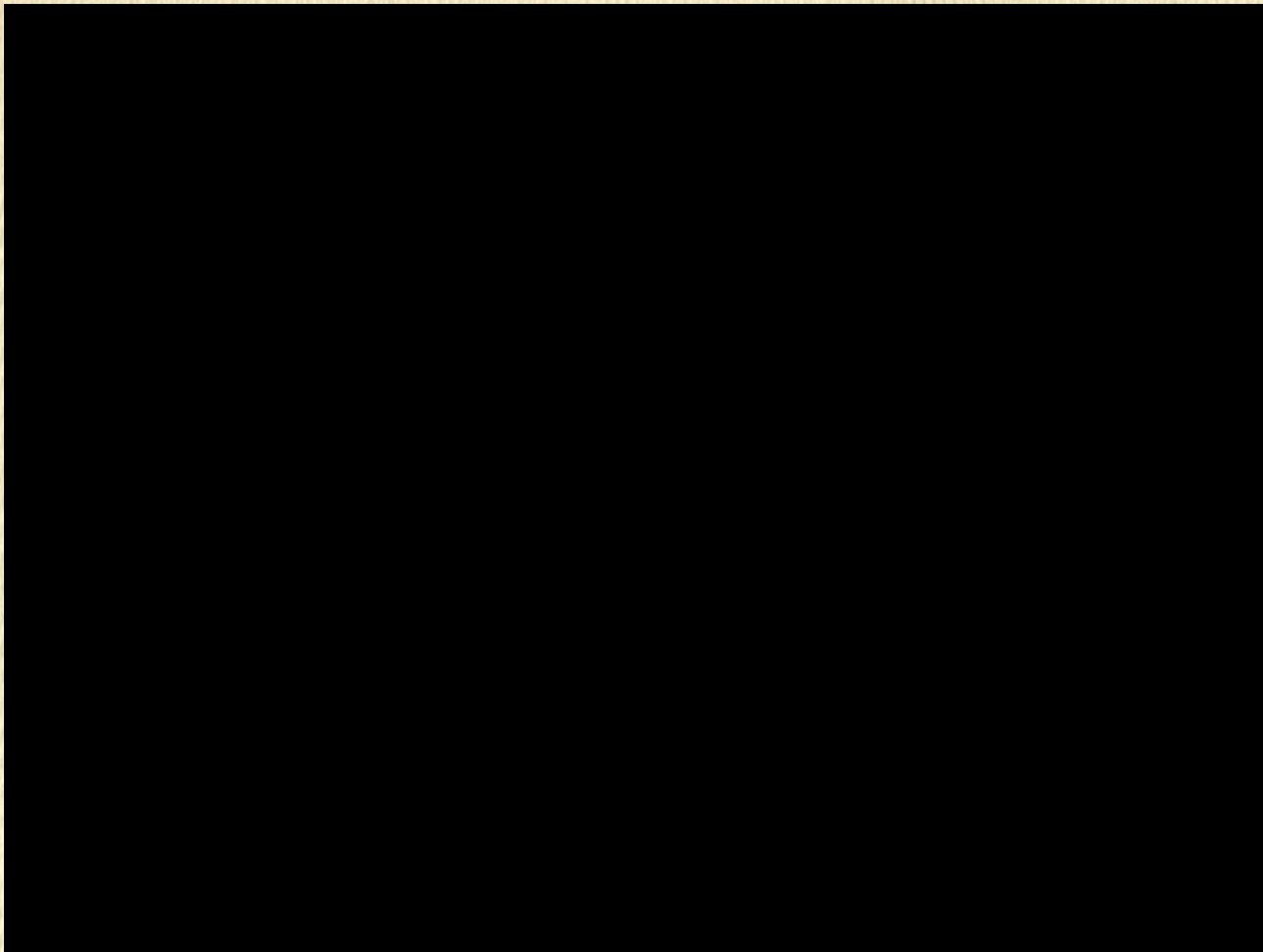
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A woman with brown hair, wearing a white lab coat and blue nitrile gloves, is looking through a white and black compound microscope. She is in a laboratory setting with biosafety cabinets in the background. On the microscope's stage, there is a small clear container with an orange cap. The background shows laboratory equipment, including biosafety cabinets with 'UAIRE' and 'Class II Type II' labels, and wooden cabinets.

#2

Scientists
must
speak up

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A photograph showing a group of people on a boat. In the foreground, a man with a mustache, wearing a grey jacket and a red life vest, is smiling and looking towards a young man in a black jacket and red life vest. Another young man in a white cap and red life vest is also visible. They are all wearing life jackets, suggesting they are on a boat. The background shows a body of water and some distant land.

#3

**Engage
broader
community**

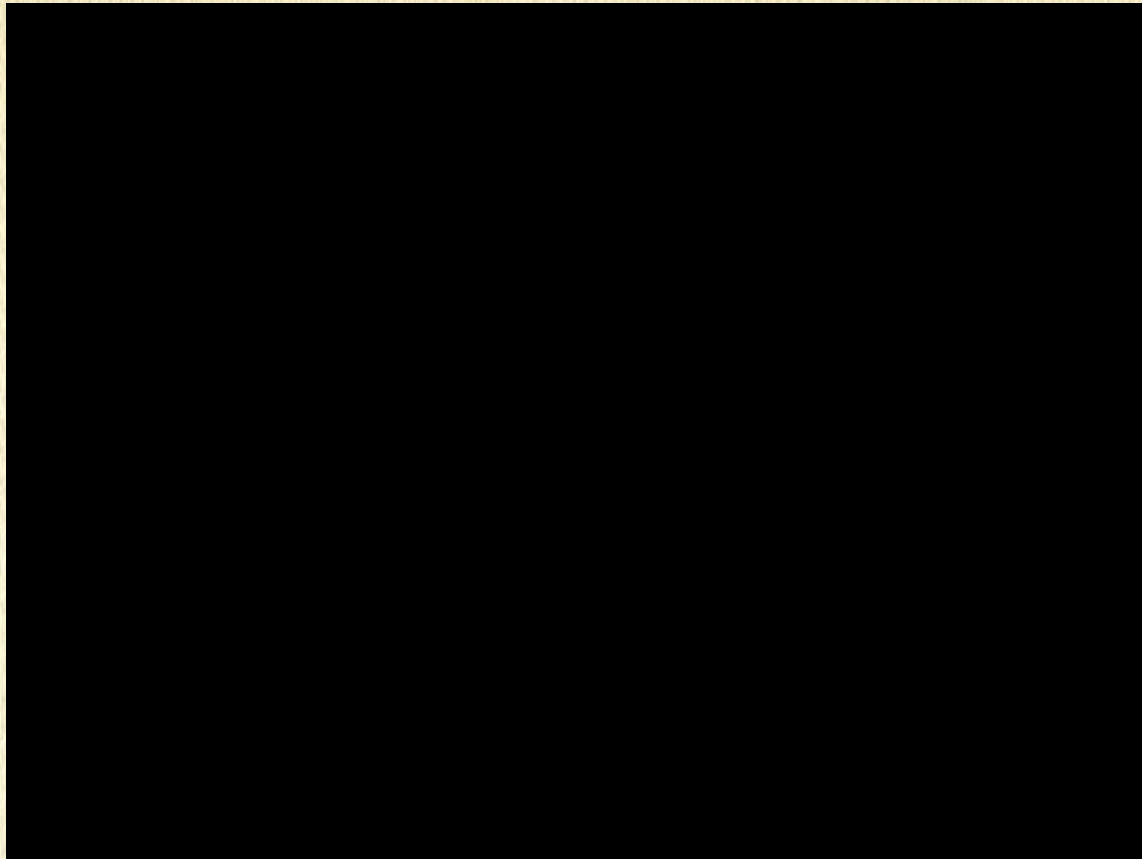
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A large iceberg floats in a deep blue ocean under a clear blue sky. The visible tip of the iceberg is small and jagged, while the submerged portion is much larger and more complex in shape, illustrating the concept of the iceberg metaphor.

#4

Speak the
same
language

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An underwater photograph showing several salmon swimming in clear blue water. In the background, two divers are visible, one holding a net. The scene is brightly lit from above, creating a shimmering effect on the water and the fish.

#5

**Pull
together as
an industry**

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The Challenge Ahead

» Lessons learned in BC's Salmon Farming Industry



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