



Aquaculture Innovation Workshop

WORKSHOP PROGRAM
DAY 1: Tuesday, May 15

8:00 – 8:15 **Welcome and Introductory Remarks**
Catherine Emrick, Tides Canada; Steven Summerfelt, The Conservation Fund's Freshwater Institute (TCFFI)

8:15 - 9:30 **RESEARCH PRESENTATIONS**

Progress Update on Two Atlantic Salmon Grow-out Trials in Freshwater Closed Containment Systems
Steven Summerfelt, Director, Aquaculture Systems Research, TCFFI

Depuration and Slaughter Techniques to Optimize Atlantic Salmon Product Quality from Land-Based Closed Containment Systems Study
John Davidson, Senior Research Associate, Aquaculture Systems Research, TCFFI

9:30 - 12:00 **UPDATES ON RAS SALMON PROJECTS (WITH BREAK AT 10:10)**

9:30 – 10:10 **'Namgis First Nation – K'udas Land Based Atlantic Salmon Recirculating Aquaculture System Project**
Eric Hobson, President, SOS; Gary Ullstrom, Senior Financial Officer, 'Namgis First Nation and Cathal Dinneen, Operations Manager, K'udas Project

Atlantic Sapphire – 1000 ton Salmon Production in Denmark – Langsand Laks
Thue Holm, CEO

10:30 – 12:00 **Aquaseed's SweetSpring Salmon**
Greg Hudson, VP, Operations; Jim Terry, Technical Service Manager and Jeff Hudson, Food Fish Manager

Coho Salmon Production Systems at Teton Fisheries in Montana
Steven Summerfelt, Aquaculture Systems Research, TCFFI

Sustainable Blue
Jeremy Lee, President

Global Update
Steven Summerfelt, Aquaculture Systems Research, TCFFI

12:00 - 1:00 **LUNCH**

1:00 - 5:00 **AFTERNOON SESSIONS (WITH BREAK AT 2:30)**

1:00 – 2:30 **The Branding Revolution of Commodity Products - Strategies for Creating and Optimizing your Brand**
Katherine Bryar, Senior Consultant, Pacific Marketing Consulting

3:00 – 5:00 **Market Panel Discussion**
Tobias Aguirre, Executive Director, FishWise; Dane Chauvel, President and Founder, Organic Ocean; Guy Dean, Vice President and Chief Sustainability Officer, Albion Fisheries Ltd.; Don Sollows, Director Seafood, Sysco and Mike McDermid, Partner Relations Manager, Vancouver Aquarium's Ocean Wise Program

Panel discussion on a range of topics: understanding seafood target markets and industry channels; market demand for farmed fish compared to production outlook; differentiating on "sustainability", product attributes and health benefits; and understanding what is most important to the market.

6:00 **NETWORKING RECEPTION AND DINNER (AT 7:00)**



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WORKSHOP PROGRAM
DAY 2: Wednesday, May 16

8:00 - 12:00 SUSTAINABILITY ASSESSMENT AND LABELLING (WITH BREAK AT 10:10)

- 8:00 – 9:00 Benchmarking: How, Why, and What Does it Mean?**
John Volpe, Associate Professor, University of Victoria
- 9:00 – 10:10 Seafood Watch 2.0: Navigating New Waters – An Introduction to the Revised Seafood Watch Aquaculture Criteria**
Scott Wallace, Sustainable Fisheries Analyst, David Suzuki Foundation, with John Volpe, University of Victoria for the Q&A
- 10:30 – 11:30 The SAD: Aquaculture Stewardship Council and Closed Containment Farmed Salmon (NOTE: This session will also include a brief update on the status of Canada's National Organic Standard)**
Jay Ritchlin, Director, Marine and Freshwater Conservation, David Suzuki Foundation
- 11:30 – 12:00 Good, Bad and Ugly: Eco-labels in the Marketplace**
Scott Wallace and Jay Ritchlin, David Suzuki Foundation, John Volpe, University of Victoria

12:00 - 1:00 LUNCH

1:00 - 5:00 AFTERNOON SESSIONS (WITH BREAK AT 2:00)

- 1:00 – 2:00 Strategic Use of Nutritional Labelling**
Myron Roth, Industry Specialist, Aquaculture and Seafood, BC Ministry of Agriculture
- 2:30 – 4:00 Producers' Panel Discussion**
Josh Goldman, Founder/CEO, Australis Aquaculture (Barrumundi);
Per Heggelund, President, Aquaseed (SweetSpring Coho Salmon);
Thue Holm, CEO, Atlantic Sapphire (Atlantic Salmon) and
Norman McCowan, President, Bell Aquaculture (Yellow Perch)
- Panel discussion on range of topics: production planning, depuration, harvest techniques, branding, and marketing "lessons learned."
- 4:00 – 4:45 Closing Discussion – Where To From Here?**
- 4:45 – 5:00 Closing Comments**
Ivan Thompson, Gordon and Betty Moore Foundation

PRE AND POST WORKSHOP TOURS

Note: There are pre and post workshop tours to the Aquaseed SweetSpring Coho Salmon Farm (approximately 70 miles south of Seattle).