

## ***A great place for farming healthy Atlantic salmon***

The East Coast of North America provides one of the best environmental regions for Atlantic salmon farming in the world. It offers cold, clean water as well as tides and currents that naturally create optimal conditions for sites.

*We deliver most of our products fresh from the farm, which minimizes the amount of energy expended and reduces the carbon footprint.*

## ***Intensive site selection, assessment, and monitoring***

Farms are sited in areas where water currents naturally provide conditions optimal for fish wellbeing and environmental sustainability. Before federal and provincial approval is issued the farm is subject to elaborate review by at least 10 federal and provincial agencies. Farms are monitored monthly and annually according to government standards.

### **Navigable Waters Protection Act**

- Protects the rights of all users to navigate in coastal waters

### **Fisheries Act**

- Ensures the conservation and protection of fish and their habitat, and the prevention of pollution

### **Canadian Environmental Assessment Act**

- Requires detailed environmental assessments before providing approval for new sites or alterations to existing sites

### **Provincial Aquaculture Act**

- Regulates activities on the farm that affect fish health and welfare and environmental performance

### **Clean Environment Act**

- Requires farms to conduct environmental monitoring and to meet performance standards, and requires farms to follow environmental management plans

## ***Reviews and planning for the future***

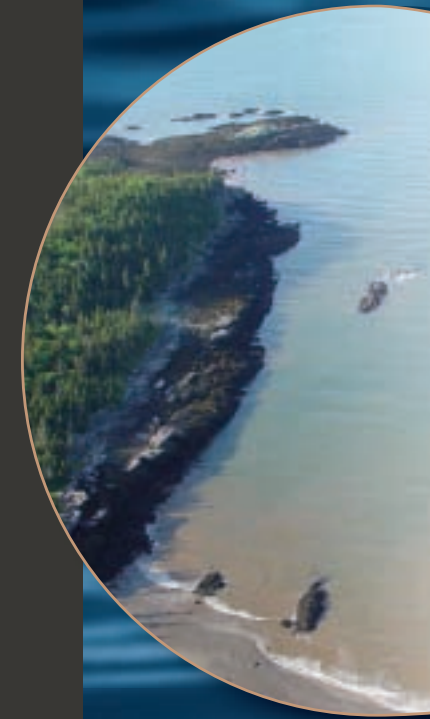
East Coast Atlantic salmon farmers adhere to rigorous, science-based environmental performance standards set by the Government of Canada at both federal and provincial levels. Annual site monitoring programs of salmon farms are among the most stringent in the country and around the world.

## ***Committed to the salmon conservation effort***

We are proud partners in the wild salmon conservation effort, and are committed to helping understand and address the primary threats to wild salmon populations.

*Farming Atlantic salmon according to our strict practices is integral to the sustainability of all of the region's important renewable resources.*

# Leaders in environmental stewardship



*What sets  
East Coast  
salmon farmers  
apart?*

*Our salmon,  
our people and  
our passion for  
sustainability  
throughout our  
farming regions.*



*We've made huge strides in enhancing our operations and environmental practices, while honouring the East Coast tradition of locally owned and operated businesses.*

### ***Generations of responsible farming practices***

East Coast salmon farmers live where they farm and play a key role in supporting their communities. In most cases, families have been working specific regions for generations. They're focused on sustainable farming to ensure the livelihood of generations to come.

#### ***An East Coast salmon farmer:***

- Maintains the highest quality environment to ensure the health and welfare of fish
- Uses only local, high quality Atlantic salmon stocks
- Remains attentive to the day-to-day living conditions of the fish

#### ***East Coast salmon farmers focus on sustainability***

East Coast salmon farmers embrace innovative best practices to maintain the highest level of environmentally responsible salmon farm management. By working with world-leading experts in aquaculture, marine science, fish health and welfare, and environmental management we're able to ensure the well-being of our salmon and the environment. Farms are organized in a system of Bay Management Areas that provide the optimum in environmental sustainability.

***Our best practices are continuously improved upon as new information and technology becomes available.***

#### ***Feeding salmon in their ocean environment***

State of the art techniques such as real time monitoring and underwater cameras enable farmers to ensure their fish receive the optimum amount of food and never go hungry. Feeding fish the exact amount they need also ensures no harmful environmental effects.

#### ***Maintaining the health and welfare of our salmon***

- Fish health care is provided by veterinarians and fish health specialists
- Stocking densities of 2-3% allow fish to swim and behave naturally
- Technological advancements in harvest and transportation minimizes stress for the fish

#### ***The Quality Management Program***

The Canadian Food Inspection Agency requires all federally registered fish processing plants to develop and implement an in-plant quality control program. This program employs an internationally recognized science-based control system that ensures all East Coast farmed salmon products conform to the highest safety standards.

*The Canadian Food Inspection Agency regularly inspects Atlantic farmed salmon at the processing plant to ensure it meets government safety and premium quality standards.*