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Members' Newsletter

Fall/Winter 2019

My how the year flies by! All the events and activities we had discussed in our last issue have been and gone (see inside for more details), the snow and cold weather are back, and we are planning for another round of annual general meetings!

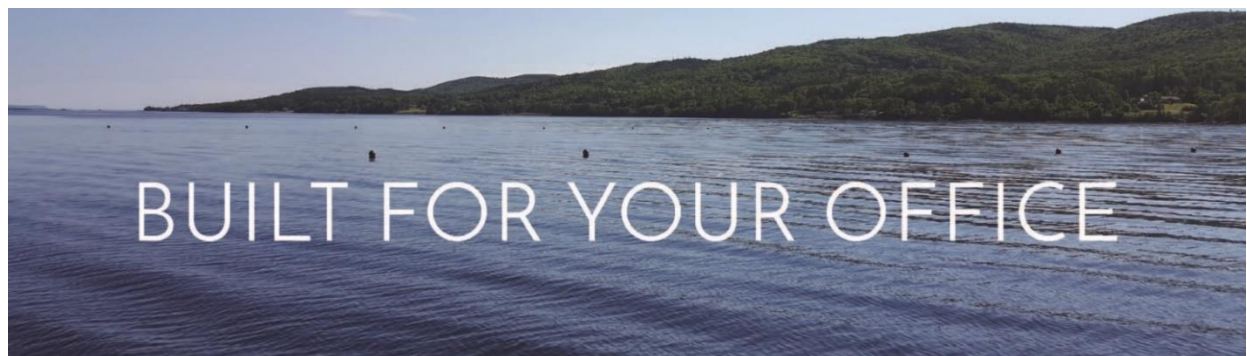
A lot of our work this summer and fall have been related to Public Engagement and Communications. Starting with the National Indigenous People's Day celebrations way back on June 21st, all the way through to our reception for our Island MLA's and MP's last month (pictured) we have been out talking to people about the positive benefits of aquaculture and the wonderful food you all produce!



L-R: Karla Bernard (MLA, Green), Trish Altass (MLA, Green), Kim Gill (PEI F&C), Dr Carolyn Sandford (PEI A&L), Robert Henderson (MLA, Liberal), Sean Casey (MP, Liberal), and Serge Gaudet (DFO).

Obviously there has been a lot of other things happening, our new Oyster Infrastructure and Training Program, and the backlog of applications we inherited with the creation of the program, have required a lot of effort. Luckily the latest addition to the Alliance team, our new Program Officer, Mel Pasher, has a lot of energy and is exceptionally organised to boot!

See inside for more details on our recent activities, dates for upcoming events, some exciting news about the changes we will be discussing at our upcoming AGMs regarding membership dues and association structure.



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Upcoming Events

- **Finfish Growers Annual General Meeting** – Thursday, January 16, 2020 at 10am - Fisheries and Communities Office Boardroom, Montague
- **PEI Oyster Aquaculture Business Conference** - January 29th – 30th, 2020 – Rodd Mill River Resort
- **Island Oyster Growers Group Annual General Meeting** – Thursday, January 30, 2020 at 2:30pm - Rodd Mill River Resort (Immediately following Oyster Conference)
- **Cultured Mussel Growers Association Annual General Meeting** – Friday, February 28th at 10am - Farm Centre, 420 University Avenue, Charlottetown
- **PEI Aquaculture Alliance Annual General Meeting** – Wednesday, April 1st at 10am - Farm Centre, 420 University Avenue, Charlottetown

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PEI Oyster Aquaculture Business Conference

January 29th – 30th, 2020 – Mill River Resort

Presented by:



The PEIAA will host this two-day conference on January 29th - 30th at the Mill River Resort.

Full program available at <https://www.aquaculturepei.com/pdfs/108.pdf>

Go to <https://peiaquaculturealliance.wufoo.com/forms/rea0ca11e5p85c/> to register.

We have a special room rate with the Mill River of \$125/night. Call (902) 859-3555 to book your room and quote “Aquaculture Conference” for the rate. Deadline is Friday January 10th, 2020.

You can also pay your 2020 IOGG membership fee to take advantage of our member rate!

Industry Trade Show featuring:

RAP Tech

Go Deep International

Marine Source

TRC Hydraulics

OysterGro

Compass Aquaculture

Mitchell McConnell Insurance

Oyster Tracker

Spartan

Hercules

Bio-Food-Tech Centre

2019 Golf Tournament



We switched venues for the 2019 Alliance member Golf Tournament to Glasgow Hills Resort and Golf Club, and it was a great success. We had twenty-one teams participate, more than ever before! It was a great day of golf, networking, food and fun.

The winners were:

1st Place - E&G Mussel Farms (Gary Rogers, Thorne Stanley, Christ Murphy, and Brad Campbell) (Pictured)

2nd Place - PEI Bag Co Ltd (Colton Dawson, Trevor Smith, Jerry MacDonald, Thane Smallwood)

3rd Place - Oyster Growers (Craig McInnis, Matthew Butler, Jaime LeClair, Trevor Kinch)

Most Honest - MRSB Group - Emilee Sorrey, Zach Robson, Andrew Greenan, Jennifer MacKinnon

Closest to the Hole - Mark Crandall

Longest Drive - Thorne Stanley



Once again no one won the Hole-in-One prize of a new truck from Reliable Motors (sponsored by Mitchell McConnell Insurance.) A huge thank you to our title sponsors Spartan and Hercules, and to all our other sponsors:

- BBQ Lunch Sponsor – Go Deep International
- Hole Sponsors – Compass Aquaculture Solutions, Cooke Insurance, Feasible Fuels, Mermaid Marine, MRSB

This year we also had a new event, a “Hole in One” putting contest and networking breakfast sponsored by Enterprises Shippagan Ltd. The Barbecue prize was won by Mike Adams of Sweet Oyster Company.

A New Model for Alliance Membership Fees

As has been discussed in previous issues, and at multiple industry meetings and events over the past two years your Alliance Team have been tasked to find and implement a new model for industry association membership.


Recently the CMGA have made the decision to halve the existing levy as of January 1st, 2020. This should come as no surprise to anyone that has been involved in this dialogue. It has however somewhat forced the issue of revising the current membership rates!

The proposed new model is a ranked category membership fee, based upon your **gross sales** (farm gate value, **NOT** processed and marketed!) and will be applied uniformly to all members, mussel, oyster and finfish growers alike. Please review carefully as this will be up for discussion at the upcoming AGMs for member approval.

New Alliance Grower Membership Rates	
Gross Sales (\$)	Annual Membership Rate (\$)
0-100k	250
100-250k	400
250-500k	900
500-750k	1,400
750k-1 Million	1,900
Rank categories increase by \$250k up to...	Membership rate increases by \$500 per rank up to ...
7.25-7.5 Million	\$15,000

Your membership fee is intended to support the Alliance's annual operating expenses and the association activities on your behalf. We have included a copy of the **PEIAA Activity Priorities 2020** with this newsletter. This gives you a chance to highlight those activities that you feel are important, and to make suggestions for the future. Please complete and return to us.


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PEI International Shellfish Festival

The Shellfish Festival took place on the third weekend in September as usual, however this year your Aquaculture Alliance team played a very different role. As we announced in our Spring edition the Alliance activities at the Festival focused on public education about the PEI Aquaculture industry and the delicious food it produces. Over the Summer, our new Graphic Design Intern (funded by the Jobs for Youth program) was hard at work producing new posters and other materials for this, and other public outreach events we participated in.

We engaged attendees by setting up a photobooth, which had a great response from Festival guests and was visited by lots of folks over the weekend, both famous and infamous! It was also somewhat of a surprise when our celebrity host, Chef Lynn Crawford, pulled us onto the stage Saturday morning to help entertain the audience for some unanticipated downtime!



As usual our members participated in several competitions at the festival. For a full list of all the competitions go to: <http://peishellfish.com/en/portfolio-type/competitions>

Tie-One-On Competition



1st – Shane Bernard (time 42:66)

2nd – Andy Gaudet

3rd – Jeff Peterson

Marlene Dowdle Memorial Award



Fastest Ladies Shucker – Opel Ou

Shiny Sea PEI Oyster Shucking



1st – Daniel Oatway

2nd – Melissa Somers

3rd – Coreen Pickering

Cleanest Plate – Coreen Pickering

Raspberry Point International



1st – Mike Osborne

Cleanest Plate: Opel Ou

Junior Chef Challenge



Winner - Lilly Coughlin

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Need to update First Aid and CPR Certification?

CPR First Aid and Safety Services host monthly training sessions at the Royalty Centre, 40 Enman Cr., Charlottetown in Room 125. Cost per person is \$50 plus HST.

The next training sessions are:

- January 14 and 16 at 6pm
- February 11 and 13 at 6pm (Note, both evenings are required to complete the course)

Contact Blythe Murray directly to book:

cprfass@islandtelecom.com / 902-626-6661.

Other training programs provided by CPR First Aid and Safety Services can be found at:

www.cprfass.com

Alliance Activity Report

Workforce

We are happy to announce that we have a new service available to members to help with posting online job ads. You can now register as an employer and create job postings for current and upcoming employment opportunities through the employment section on our website. The Alliance team will be reaching out to members over the winter months to help with setting up company profiles and creating job postings.

Workforce & HR Resources

- HR Toolkit - www.peihrtoolkit.ca
- Rural Action Centres - www.ruralactioncentres.ca
- Free online learning with E-force Learning - www.coursepark.com/eforcepei
- Create online job postings on WorkPEI - <https://workpei.ca>

MLA reception

Your Alliance team recently hosted a reception at the Confederation Centre of the Arts celebrating PEI's farmed seafood and providing information about the Island aquaculture industry to our elected Provincial and Federal representatives. MLAs and MPs from all political parties were invited, along with industry members from all sectors. We would like to thank Minister Jamie Fox and the Department of Fisheries and Communities for funding support for this event, as well as our product sponsors:

Atlantic Aqua Farms

Raspberry Point Oysters

True North Salmon



Jamie Fox, Minister of Fisheries & Communities

Open Farm Day

This was the first time ever that an aquaculture operation participated Open Farm Day and the Alliance team were along to support **Atlantic Aqua Farms** on the day, in the Tourism lookout in Midgell, overlooking beautiful St Peter's Bay, and all the mussel leases there. We certainly learnt a few things. First, don't try to put up a canopy on a windy day, you're just going to have to take it down again. Second, Islanders and our Island visitors are really interested in where their food comes from!



Ben Normand (Atlantic Aqua Farms) speaking to Open Farm Day Visitors in St Peter's Bay

We certainly hope to participate again in 2020 and it would be great to see at least one site for each of our aquaculture sectors. If you are interested in hosting visitors on Open Farm Day 2020 please let us know.

Farm Day in the City

This was our second year at Farm Day in the City and as per last year the turnout far exceeded our expectations! Once again, we had a new batch of posters, which we had been developing over the summer, to educate and inform the thousands of visitors about PEI aquaculture.

Hurricane Dorian

One unwelcome visitor to our shores this year was Hurricane Dorian. The unprecedented fury of this storm really did catch a lot of us off guard. Even some of those growers who had wisely prepared for the worst still suffered major damages, both in lost product and damaged gear. The clean up efforts took days, even weeks and losses are still being assessed.

As has been communicated to the membership, the Alliance is collecting data on the impact from the storm and is working with the Fisheries and Communities to put together an overall assessment of the financial impact on the industry. The Red Cross have been contracted by the Province to administer the financial assistance program and we would encourage all members to register with them and apply for financial assistance.

Fortunately, our close working relationship with the Provincial and Federal government has resulted in an extension to the deadlines for registration and reporting with the Red Cross. The new dates are:

Registration: January 29, 2020

Application: February 13, 2020

If you would like a copy of the relevant forms, please contact the Alliance office or contact the Red Cross directly at 1-800-863-6582.

PEI Aquaculture Alliance Member Discounts

Discounts on Chrysler, Dodge, Fiat, Jeep & Ram Vehicles

The Alliance is an Affinity Partner with FCA Canada Inc. Fleet Discount Program. By providing proof of current Alliance membership (e.g. a "Letter of Good Standing") to their local Chrysler dealership, members can now purchase vehicles at discounts up to \$14,500. Please contact the Alliance office for further details.

Discount with Feasible Fuels

Located in Charlottetown, Summerside, and Montague, Tel: (902) 940-5140, Email: contact@feasiblefuels.ca

- **Credit Approved Automatic Delivery (Residential)** - Discount rate is **6 cents per litre**. Members choosing automatic delivery will receive a **100-litre credit against their first delivery**. It is a one-time credit.
- **Credit Approved "Call In" Customers (Residential)** - Discount rate is **4 cents per litre** with a minimum of 300 litres.
- **COD Customers (Residential)**: Discount rate is **2 cents per litre** for COD customers or orders of 100 litres to 299 litres per call in request.

For credit approved deliveries, members are required to fill out the residential application form. Please fill out the online application at the following [link](#). Please indicate on the application form that you are a member of the PEI Aquaculture Alliance.

To negotiate commercial rates please contact Feasible Fuels directly to discuss your business needs.

Discounts with Compass Aquaculture Solutions

Compass Aquaculture Solutions (CAS) Ltd., founded in 2015, provides a farm management solution for the shellfish industry.

- Allow Group Pricing Tiers
- 10% off hardware, Tags & Consulting/Training
- Complimentary Training Events held at the Alliance
- Group Training Sessions on new features and refreshers

Access to Counselling Services

Let's Talk - New Member Benefit
Aquaculture Farm Assistance Program

**confidential, professional
counselling services**

**FREE for
Alliance members**

privacy is protected by strict
confidentiality laws and regulations, and
by professional ethical standards for
counsellors

**Who Qualifies?
Growers and their
immediate family**

contact the counsellors directly to make appointments

**Frank Bulger, M.S.W.
Registered Social Worker
902-626-9787**

**Jan Henry, M.S.W.
Registered Social Worker
902-436-0098**

stress and anxiety / trauma / critical illness / alcohol and drug
misuse / bereavement / couple and marital / depression / elder
care concerns / family matters / parenting concerns / legal
matters / financial concerns / learning disabilities / grief
counselling / career counselling / anger management

Buy “Local”! – Support Alliance Supplier Members

Supporting Members

- Go Deep International Inc. - <https://godeepintl.com>

Tier 2 Supplier Members

- Bio Food Tech - www.biofoodtech.ca
- Cooke Insurance Group - www.cooke.ca
- Diversified Divers Inc. - www.diversquarters.com
- Entreprises Shippagan Ltd. - www.entship.ca

Tier 1 Supplier Members

- Bradley Handrahan Chartered Professional Accountants – www.bhcpa.ca
- Cascumpec Seed Oyster - www.facebook.com/cascumpec.seedoyster
- Centre for Aquaculture Technologies Canada – www.aquatechcenter.com
- Compass Aquaculture Solutions Limited – www.compassaq.com
- CPR First Aid & Safety Services - www.cprfass.com
- Dennis Motors - www.dennismotors.ca
- East Coast Accounting Solutions – www.eastcoastaccounting.ca
- Gemini Screen Print & Embroidery - www.geminipei.com
- Grandview Welding Ltd. - www.grandviewwelding.ca
- Marine Source - www.marinesource.ca
- Maritime Paper Products - www.maritimepaper.com
- McInnes Cooper - www.mcinnescooper.com
- Mermaid Marine Products - www.mermaidmarine.com
- Mitchell McConnell Insurance - www.mitchellmccconnell.com
- MRSB Group - www.mrsbgroup.com
- Oyster Cage Commander – www.oystercagecommander.com
- OysterGro Aqua Farming System - www.oystergro.com
- Oyster Tracker - www.oystertracker.com
- Peake & McInnis Ltd. - www.peake-mcinnis.com
- PEI Bag Company - www.peibag.com
- Rainbow Net & Rigging - www.rainbownetrigging.com
- RAP Technologies Inc. - <http://raptechs.com>
- Spartan Industrial Marine - www.spartanmarine.ca
- Sustain Aqua – www.sustainaqua.ca
- Sweeney International Marine Corp - www.simcorp.ca

Thank you to all our supplier members for your continued support of the Alliance!

WHAT IS FACTAP and PEIFACTAP?

The DFO **Fisheries and Aquaculture Clean Technology Adoption Program** (FACTAP) is a national contribution program investing \$20 million over 4 years (2017 to 2021) to assist Canada's fisheries and aquaculture industries to improve their environmental performance. The PEIFACTAP is the provincial program developed to support clients to access funding through DFO's FACTAP for clean technology activities in the fisheries and aquaculture sectors of PEI.

Together, these programs offer funding to assist eligible participants to incorporate existing clean technologies, processes and sustainable practices into their day-to-day operations.

Applications are accepted on an ongoing basis -- you can apply at any time; however, please contact the DFO Regional Program Manager for more information on this (email below).

Covered Costs

FACTAP provides funding for up to 75% of eligible project costs. All project proposals submitted for consideration must also include:

- a cash financial commitment by the applicant; and
- at least 10% confirmed provincial or territorial government funding

PEIFACTAP provides a minimum of 10%, up to a maximum of \$20,000 cash, towards the overall DFO FACTAP project.

Who May Apply?

To be eligible, you must be currently active in, or support activities related to, the fish and seafood sectors, including; wild capture fisheries, aquaculture and/or processing of fisheries products.

You must also be one of the following: a commercial enterprise (e.g., company or individual), an Indigenous organization, or an industry or professional association.

Eligible Activities

Eligible activities include the adoption of market-ready clean technologies, processes or practices, such as protocols or harvesting techniques, aimed at improving the day-to-day environmental performance of wild capture harvesting, aquaculture facilities or fisheries processing plants.

The following activities are ineligible under the program: research and development activities; start-ups or expansion projects; capital purchases, such as buildings and rolling stock; facilities improvements not directly tied to the adoption of clean technologies; or projects that only use fish as part of their production process but aren't the primary product resulting from their operation.

Contributions are targeted to small and medium-sized enterprises with a focus on short term timelines (e.g. 1 – 2 yrs). Some larger projects will be considered depending on their potential benefits and the contribution levels of partners.

For More Information

All information and documents needed to apply for funding are on DFO's website - www.dfo-mpo.gc.ca/cleantech. Regional FACTAP coordinators are also available for inquiries and to answer questions.

Please email: DFO.ATL.FACTAP-PATPPA.ATL.MPO@dfo-mpo.gc.ca to contact the Atlantic Program Manager.

To apply for **PEIFACTAP** funding, submit an Expression of Interest to PEIFACTAP@gov.pe.ca. For further information, including the program guidelines and the EOI form, go to <https://www.princeedwardisland.ca/en/information/fisheries-and-communities/pei-fisheries-and-aquaculture-clean-technology-adoption>.

Other Currently Available Funding Programs

Atlantic Fisheries Fund (AFF)

www.dfo-mpo.gc.ca/fm-gp/initiatives/fish-fund-atlantic-fonds-peche/index-eng.html

Stephen Lewis, Stephen.Lewis@dfo-mpo.gc.ca, 902-394-7758

Aquaculture Collaborative Research and Development Program (ACRDP)

www.dfo-mpo.gc.ca/aquaculture/acrdp-pcrda/index-eng.htm

ACOA Programs and Initiatives

www.acoa-apeca.gc.ca/eng/ImLookingFor/ProgramInformation/Pages/Home.aspx

PEI Fisheries and Aquaculture Research, Innovation and Growth Program (RIG)

www.princeedwardisland.ca/en/information/fisheries-and-communities/pei-fisheries-and-aquaculture-research-innovation-and-growth

Program Officer, 902-838-0983, RIG@gov.pe.ca

Oyster Infrastructure and Training Program

Application Form - www.aquaculturepei.com/pdfs/106.pdf - Now a fillable Form

Guidelines - www.aquaculturepei.com/pdfs/97.pdf


Mel Pasher, program@aquaculturepei.com, 902-626-8197



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