



**marineharvest**  
excellence in seafood  
CANADA



January 2009

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## Did you Know?

40% of all fish species inhabit fresh water, yet less than 0.01% of the earth's water is fresh water.

## Can you solve this Puzzle?

No sooner spoken than broken... what am I?  
Answer on Page 3

Happy New Year  
All the Best in  
**2009**

# Message from Vincent Erenst



I'm writing this message on New Years Eve looking back at a successful 2008 for Marine Harvest Canada, the third in a row! I want to thank each and every one of you for your contribution to this continuing success!

However, it's no secret that we have had our challenges this year, both on the technical side and, during the last quarter, on the marketing side also. Would fish farming be so much fun without challenges...? So in 2009 I see our attention focused on four main areas:

- As Jamie Gaskill pointed out in the last newsletter, our farming side or our business will focus much more on low stress production with the objective to produce high quality fish with higher survival, lower FCR, faster growth and, ultimately, lower cost.



Port Hardy Processing Plant

- Our Port Hardy processing plant will be a key focus for our attention. During 2008 we have worked hard on improving shift schedules, the functioning of equipment and work safety. All these will continue in 2009 as the processing side of our business aims to drastically reduce plant down time and move a steady 28,000 fish through the plant every day.
- The sales side of our business will look at adapting our strategy to match a rapidly

changing market. The economic downturn in North America has reduced demand for our product and this situation may last for several years. Over the past three months, the food service sector has fallen off drastically. This makes it necessary to focus more on the retail sector and this may include more fillet production, as well as longer term contracts to maintain a steady harvest flow into the market.

- Last, but not least, we want to focus even more on you - the people side of our business. We have to make sure that everyone has the right training and tools to do the job at hand; that you feel a part of our team and look forward to "making it happen" every day!

In light of the short term collapse of Marine Harvest Chile, there is pressure for improved results on all other MH business entities and all have set ambitious 2009 targets for themselves. At Marine Harvest Canada we accept this challenge and, knowing that we still have lots of room to increase efficiencies throughout production, processing, administration and sales.



<http://marina.marineharvest.net/>

In her latest message on Marina (our corporate news website - please check it out regularly), our CEO, Åse Michelet, expresses that she is counting on each of us to do our utmost to make 2009 the year we really turn this business around. At Marine Harvest Canada we may not have to turn our business around, but I hope I speak for all of us in saying that we are definitely on track to go from good to great!!

Have a fantastic 2009!  
**Vincent Erenst**



# Nutrient Rich Salmon Feeds you Right

By Gina Forsyth

It's dinner time and serving pizza, scrambled eggs or grilled cheese sandwiches again will cause a meal revolution. Not sure what to put on the menu? Do your body a favor and reach for farmed salmon.

We already know farmed salmon is a solid source of both Omega 3 and Omega 6 fatty acids (the "healthy fats"), which play a crucial role in brain function, stimulate, skin and hair growth, and maintain bone health.

But what you might not know is that our product is a particularly rich source of the B vitamins, providing approximately more than half of your recommended daily allowance (RDA) of niacin and significant amounts of B 12. The B family of vitamins helps to break down carbohydrates into glucose to give you energy. It also plays an important role in how our nervous system works by breaking down fats and proteins. Farmed salmon is also low in sodium, often a concern these days. One hundred grams of cooked farmed

**"Farmed salmon is also low in sodium, often a concern these days."**

salmon (a three and a half ounce serving).

contributes approximately only 2% of your RDA of sodium and a mere 90 calories.

It also gives you more than 15% of an adult's RDA of both Vitamin D and phosphorus as well as a source of copper, magnesium, and thiamin (another B Vitamin).

Food Safety Manager Jean Veale said recently that Marine Harvest introduced nutritional testing in 2006 based on increased

consumer desire to know more about the foods they eat. In 2007, due to the merger, corporate nutritional testing did not occur, however, that has now changed and semi-annual testing is now in place. Testing at different times of the year will take into account any seasonal differences such as higher feed consumption due to increased growth in spring and summer, and cooler water temperatures and less feed consumption in the fall and winter months.

Testing of wild Norwegian salmon for nutrient content was performed in 2007 at the same independent lab Marine Harvest used for testing of corporate fish. Sample sizes and test protocols were identical. Results show comparable numbers between the farmed and wild fish.

Coming later this year or by early 2009 the Marine Harvest website will have available nutritional values provided in the same table format already seen on many grocery-store food labels, added Veale.



Note: Nutritional information is based on a 100 gram serving (three and a half ounces). RDAs are approximate.

# Lab Manager Focuses on People and Fish Priorities

By Gina Forsyth

Cilka LaTrace, Lab Manager in Campbell River, is comfortable in the spacious lab surrounded by the multitude of equipment that comes with her job of ensuring people have what they need to do their jobs as well as hers, however, she doesn't lose sight of the fact that people are the priority.

Her aquaculture career began in 1990 at Moore-Clark (which eventually morphed into Marine Harvest Canada) as a Fish Health Tech following her graduation from the University of Victoria with a Bachelor of Science in Biology, complimented by six months of intensive fish health courses at Malaspina College.

Key components of Cilka's responsibilities

include keeping company fish at the peak of health from a diagnostic point of view. Year round saltwater and fresh water screening using the Enzyme Linked Immunosorbent Assay (ELISA) ensuring equipment such as microscopes are properly maintained, updating data following site visits by field staff, and the mighty fall brood stock screening program – these parts add up to a top-notch fish health system. Internal testing is complimented by the testing of outside labs as needed.

Cilka has a passion for reading, stamp collecting and plants. If she didn't work in aquaculture, she'd love to work in a garden centre, doing plant upkeep and customer service.

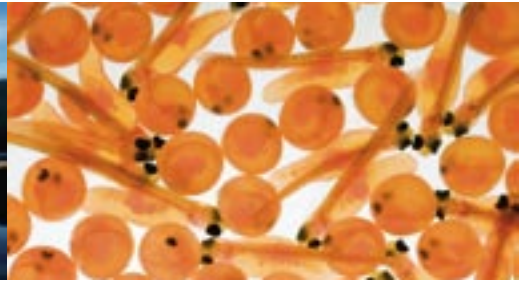
"Just don't ask me to run a till", she said with a laugh.

Life highlights so far include a visit to the Chicago aquarium in 2007 with husband Mark. Outside the lab, Cilka is more than likely to be found romping with dog Mika or sewing, often for friends.

Cilka LaTrace  
Lab Manager







# Just Broodin'

The Marine Harvest Brood Program can celebrate a very successful season. Photoperiod was used to bring on spawning earlier than ever, September 3rd. The fish cooperated to spawn hard in early November so that Glacial Creek and Tsulton spawned their last fish November 28th, and Kokish finished December 2nd.

In all, we incubated eggs from 2661 females. The total number of clean green eggs planted in incubation was 35,607,716.

The brood are selected as eggs, are sent out as S1 and are held separate as brood their entire life. These brood came to Diana at Potts Bay from Swanson Island and Port Elizabeth. They were transferred by the Orca Warrior boat to freshwater in May and June.

Trevor (Glacial Creek) and Dale (Tsulton & Kokish) started spawning fish in September. Often they started before dawn, at 5 or 6am.

Eggs from Glacial Creek were flown to Campbell River by the very reliable Coril Air. There were only a couple days where fog and wind were a factor. Eggs from Tsulton were transported by pickup. The early season avoided snow days.



Once again, we had Terri and Sherri from Quatsino help with sampling and we missed having Deb on site. Garth at Fresh Water Farms managed to send his techs to participate at Tsulton and Kokish as a way to train for their first spawn in 2009.

Cilka and Kylee at the MHC lab and Zina and Deb at Centre for Aquatic Health Sciences worked hard to meet our demands. 100 % of our brood are sampled and stringently screened in order that our future generation gets a healthy start. Gerry, Tiffany, and Brad helped out with sampling a number of times.



We even had our engineer, Jeff, help Cilka one busy day! Cilka also did a great job tracking the sample numbers and keeping the spawning graph updated.

This is the first time ever that I have had hatcheries requesting less eggs per day or per week than we could supply. It was not easy to hold back Trevor and Dale Joy at Big Tree Creek Hatchery and managed the many long days of eggs and data. Sue and Kyle at United took extra eggs that needed a home. Craig kept us in line with the data.

I felt that this year everyone involved acted as a dedicated team. Communication and problem solving happened all through the season. WELL DONE. We have already begun to handle the 2009 brood. In fact, Dale and Diana have been working with the Warrior the past few cold days to move brood around at Potts Bay.

THANK YOU for the efforts this year. While Mother Nature helped speed the fish along it was the effort of many that made the season work. Here's to more, early eggs (August??) in 2009.

I wish you all a successful and rewarding 2009.

**Robin Muzzerall**  
Broodstock Program Manager



## If You Build It...!

by Ian Roberts

If you build it, then yes, they will come! OK, we didn't exact 'build' it, but our main office has certainly been remodeled! So we invited guests, suppliers, families and dignitaries to an open house on December 19th. Suzi Dyson, Tina Taberner and Kristi Super welcomed over 100 people through the front door, spread some Christmas cheer and directed them to the plates of food. We were honored to host both our North Island Member of Parliament, John Duncan and Comox Valley MLA and Minister of Agriculture and Lands, Honourable Stan Hagen as well as many suppliers, families and First Nation partners.





## And the 2008 Sterling Cup goes to... Monday Rocks



Russell North, Assistant Manager of Monday Rocks and his daughter were on hand to accept the trophy from Managing Director, Vincent Erenst.

The "Sterling Cup" is awarded each year to the saltwater site that has achieved the best Biological Feed Conversion Rate (BFCR) for a year class of fish. This year's winner was Monday Rocks (Quatsino Sound).

The staff at Monday Rocks should be very proud of their BFCR of 1.17.

Congratulations to:

Howard Reese, Debbie Dow Reese, Terri Tromley, Sherri Tromley, Ken Johnston, Wayne Wright, Leon Childs, Robert Ward, Peter Solga, Russell North, Paul Romanoff, & Tom Taylor.



Staff were very thankful to receive well-timed toques in December—just before Jack Frost arrived.

Karen Griffiths, Customer Claims Manager says, "I definitely appreciated the timing of the toques for my nightly walks along the waterfront. The snow was just what I was waiting for. Wed. Dec. 17th, I went out and waited for a while for the new snowfall promised. "more snow, more snow, we (or maybe just I) want more snow!". Alas, it didn't happen, but the frozen scenery is absolutely gorgeous. Can you tell I grew up on the prairies?"

Above: Karen Griffiths, Customer Claims Manager models a MHC toque.

## Above & Beyond

I would like recognize the extra effort put forward by the Finance group during this year's budget process. The process was extremely tight and was revised numerous times. Each and every member of the team put forward the effort to ensure we provided an accurate 2009 budget on time. In addition, during the same time frame we had external auditors on site and had to deal with a September "hard close." Without the effort of this group neither of these important and onerous projects would have been completed. Special mention has to be given to Debbie Miller and Karen Burger who put in a Herculean effort on behalf of the Company. Personally and on behalf of the Company I want to thank you all.

**Thomas R Conlon, CMA Finance Director**



Pictured are Back row (L-R) Karen Burger, Denise Hayward, Linda Brooks, Debbie Miller & Linda Thulin. Front row, Linda Jackson & Theresa Cole



Submitted by Lance Page, Manager, United Hatchery

We are pleased to announce the appointment of Kyle Fairbanks to the assistant manager position at United Hatchery. Kyle brings many years experience in aquaculture including more than 8 years at United. Please welcome him to his new and challenging role.

### To the Staff of Campbell River North

I would like to thank all of the staff in Campbell River North for their efforts and support this past year and in particular this Fall. We have had a busy schedule transferring fish on short notice and through your efforts, it was accomplished very successfully. Thank you and have a Happy Holidays.

Darren Ingersoll  
Area Manager - Campbell River North



MHC has the pleasure of hosting three Chilean staff for a one year work term in our Freshwater department. Pictured here (l-r) are Juan Carlos Sanchez, Aracelly Pino and Jaime Coronado.

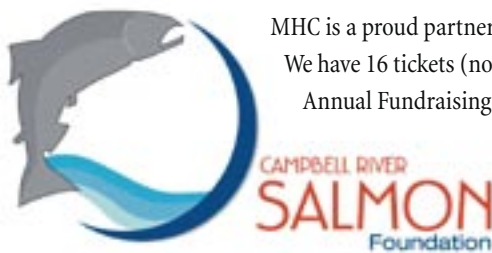


## 2008 MHC Charity Luncheon

This past month, Marine Harvest Canada held its annual Christmas luncheon in support of four very deserving local charitable organizations. On hand to give and receive four separate donations totaling \$10,000 were (l-r) Vincent Erenst, Managing Director at Marine Harvest;

Ann Minosky, Campbell River Food Bank Society (\$2500); John Gernon, Knights of Columbus (\$2500); Kristi Super, Executive Assistant at Marine Harvest; Betty Tiede, Salvation Army (\$2500); Davena Bakke, Vancouver Island North Women's Resource Society (\$2500).

## Tickets for the Campbell River Salmon Foundation 2009 Fundraiser/Dinner



MHC is a proud partner of the Campbell River Salmon Foundation. We have 16 tickets (no cost to staff and one guest) for the 2009 Annual Fundraising Dinner Auction & Dance being held in CR on Saturday, March 21. If you would like a ticket or two, please contact Ian @ Ian.Roberts@marineharvest.com

## Comments about this newsletter?

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



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