



SOCIO-ECONOMIC BENEFITS OF SALMON FARMING

HOMEGROWN INDUSTRY

Atlantic Canadian salmon farms are locally owned and operated.

Salmon farming employs over 3,000 people in our region and generates \$330 million dollars.

Farmed salmon is New Brunswick's biggest agriculture-based export and has the same potential in Nova Scotia.



CONTACT

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AN UNPRECEDENTED OPPORTUNITY

- The amount of food that will be consumed in the world in the next 50 years will exceed ALL the food eaten in the rest of human history.
- One in five persons worldwide relies on fish for their primary source of protein.
- Each year there are 75 million more people to feed around the world.
- Global production of seafood is rising rapidly at a pace of seven to nine per cent each year.
- Salmon has now surpassed beef in world-wide consumption.

Aquaculture is crucial for supplying the world's food needs. No region in the world is better poised than Atlantic Canada to reap the benefits of aquaculture's potential and revitalize its rural, coastal communities.

BRINGING PROSPERITY TO ATLANTIC CANADA

The salmon farming industry is one of this region's biggest economic drivers. Our region produces 30 per cent of Canada's farmed salmon. The industry includes ocean farms, processing plants and hatcheries - supported by feed plants, cage and equipment manufacturers, research facilities, diving, maintenance and transportation services creating thousands of spin-off jobs.

STRENGTHENING RURAL COMMUNITIES

Salmon farming is transforming coastal, rural communities from areas of high unemployment to relative prosperity. Over 90 per cent of the jobs in our industry are full-time. Seven per cent are part-time and only three per cent are seasonal. Salmon farmers are part of an integrated working waterfront that includes the traditional fishery, tourism and recreation. They make a significant contribution to the social fabric of their communities.

KEEPING OUR YOUNG PEOPLE AT HOME

We're building an industry that will keep our young people at home by offering them challenging, full-time work in their own communities. Over 50 per cent of direct industry jobs are held by individuals under the age of 40, and this employment stability means that fewer young people must leave our region in search of work.