

# LEADERS IN PACIFIC NORTH WEST SEAFOOD & AQUACULTURE INDUSTRY COMING TO VANCOUVER ISLAND

## BC SEAFOOD EXPO BEING HELD JUNE 9 & 10

By: Beth Yim, Business Examiner Vancouver Island

An exciting addition to the BC Seafood and Shellfish Festival, the Expo explores the value BC's marine industries and future opportunities in the industry with visitors and exhibitors sailing in from around the globe.

"Originally set up as the BC Shellfish Festival and run by the BC Shellfish Growers Association, it went from a small event ten years ago to a very large one after a few years," said Dr. Myron Roth, BC Ministry of Agriculture and chair of the BC Seafood Program Committee. The Festival now includes two days of marine Expo with organized sessions, a Buyers Mission and trade show and seven days of tours and interactive events for the public.

"It grew exponentially," he said. "Comox Valley Economic Development and Tourism got involved to help out as the Festival and Expo continued to grow and the ministry joined in last year to support the commerce side."

Industry focused and science-based, the Expo aims to promote the growth of BC's seafood production, for both wild fisheries and aquaculture, and to connect producers with international buyers.

"International trade is very important for our seafood industry," Roth said. "My ministry works closely with the Ministry of International Trade promoting BC Seafood globally and we have a fairly large buyer's mission coming in from several countries, including Europe, the United States, the Philippines, Japan, China, Korea and Vietnam."

Roth, who has been involved in the agriculture industry for thirty years, has been active in organizing and chairing a long list of conferences.

**Reeling in renowned speakers, award winning chefs and major names in the marine world-wild fisheries and aquaculture world, held during BC Seafood Month.**

"The Expo and Festival have rapidly become a major event for the seafood industry, the Festival being the largest in Western Canada. It's exciting to be involved in such a dynamic event."

He added that the Expo's rapid growth is due in part to an increasing demand by emerging economies for healthy, high-quality, protein rich food sources and the opportunity this presents to BC.

"The take away from this event is that BC's seafood is sustainable and the best choice for local and foreign buyers." He pointed out that creating the conversation around sustainability of both wild and culture fisheries opens up opportunities for industry expansion.

Registrants for the Expo will have access to the tradeshow with industry representatives and marine suppliers, producer site tours that include BC Salmon Farmer Assn Marine Farm Tours, Macs Oysters processing facilities and Manatee Holdings hatchery, plus 13 different sessions featuring over 30 expert speakers.

Thursday's key note luncheon presentation will be by Chef Barton Seaver, author of five books on sustainable seafood and cooking, director, Sustainable Seafood and Health Initiative, Centre for Health and the Global Environment at the Harvard T.H. Chan School.

Dr. Dick Beamish, emeritus scientist, Pacific Biological Station, and one of Canada's most decorated fisheries scientists including the Order of Canada and Order of British Columbia,

was also a member of the International Panel on Climate Change that received the Nobel Peace Prize in 2007.

A highlight of the Expo will be the opening reception and dinner featuring Chef Ned Bell, founder of Chefs for Oceans. They will be preparing fresh Atlantic lobster, donated by Flying Fresh Air Freight, and creating signature, mouth watering dishes.

"We chose to celebrate lobster as it is another great aquaculture success story," Bell said stressing the need to focus on sustainable, well managed fisheries and their products.

Roth added that the Expo is an opportunity for both consumers and producers to 'kick the tire' on the seafood production, find out how well run it is and what it is doing to ensure sustainability and financial feasibility.

He noted that BC has five salmon farms certified under the Aquaculture Stewardship Council, the gold standard for responsible, sustainable aquaculture, with the industry committed to having all of the salmon farms in the region certified by 2020. Six species of 13 wild capture fisheries now hold Marine Stewardship Council certification, the gold standard for sustainable capture fisheries, and include Pacific halibut, hake, albacore tuna, sockeye, Pink and Chum salmon.

The Expo promises to inform, excite, answer questions, and introduce new components. Tickets can be purchased on line at [www.BCSeafoodExpo.com](http://www.BCSeafoodExpo.com) | Options for participation include full conference pass and trade show booth space. [Facebook](https://www.facebook.com/BCSeafoodExpo)

# REGISTER NOW

## BC SEAFOOD EXPO | JUNE 9 - 10, 2016 COMOX VALLEY VANCOUVER ISLAND



### SAVE 20%

### LIMITED TIME OFFER FOR FULL CONFERENCE PASS!

**For only \$260\*, the discounted Full Conference Pass includes:**  
5 Expo Sessions, 2 Keynote Luncheons, and Expo Opening Reception Dinner

**Enter Eventbrite promo code to save: save20**

\*taxes and fees extra, book before May 31, 2016

### Program for THURSDAY, JUNE 9



#### Keynote Luncheon with Dr. Dick Beamish

C.M., O.B.C., Ph.D., D.Sc., F.R.S.C.;  
one of Canada's most decorated fisheries scientists

It is Time to Discover How Salmon Survive in the Ocean

#### With these additional topics:

- Renewable Fish Feed Ingredients for Aquaculture
- Consumer Trends in Consumption of Seafood
- Status of Wild Pacific Salmon
- BC Seafood.... You'll Love It!

#### Don't miss! Expo Opening Reception Dinner

Featuring Chef Ned Bell and Atlantic Lobster proudly provided by Flying Fresh Air Freight

### Program for FRIDAY, JUNE 10



#### Keynote Luncheon with Barton Seaver

Sustainable Seafood and Health Initiative, Center for Health and the Global Environment at the Harvard T.H. Chan School of Public Health

How BC Seafood Contributes to Sustainable & Healthy Food Systems

#### With these additional topics:

- Sustainability Certification Programs
- The Trans-Pacific Partnership • BC's Commercial Fisheries
- Best Practice Programs • Advancing the Seafood Processing Sector
- Finance and Investment Pitches: Taking Your Seafood Business to the Next Level
- Renewable Fish Feed Ingredients for Aquaculture
- Consumer Trends in Consumption of Seafood
- Citizen Science – Advancing Fisheries & Aquaculture Knowledge Base

