



NSERC Canadian Integrated  
Multi-Trophic Aquaculture Network

Réseau canadien d'aquaculture  
multitrophique intégrée du CRSNG

CIMTAN *Snippets*

We started the New Year with a very interesting **television documentary**, January 7, on **La Semaine Verte**. This very popular show on the French Canadian TV Channel of the **Société Radio Canada** is “a window on the modern rural world, agro-food and the environment”. IMTA was featured, including its development with using seaweeds in the feed formulation for salmon.

The quality of this documentary, with journalist Gilbert Bégin and producer Bernard Laroche, was recognized by the international francophone TV channel **TV5Monde**, which aired it worldwide on February 22, on the show **Le Point**.

Watch the video:

<http://www.tou.tv/la-semaine-verte/S2011E18>

**Emma Bocking** wrote a very nice article in *Urban Times – The Optimistic Forward Thinking Online Magazine* entitled “**Sustainable aquaculture: the anti-hero of the seas?**”. Interesting new title for the proponents of IMTA!

Read the article:

<http://www.theurbn.com/2011/11/sustainable-aquaculture-the-anti-hero-of-the-seas/>



**Thierry Chopin appeared before the Standing Committee on Fisheries and Oceans of the Canadian Parliament.** On February 13, 2012, Thierry Chopin was asked to make a presentation and answer questions on the topic of closed-containment versus open-water aquaculture. He testified that he did not view this subject as one system versus the other and that, in fact, there is a third course, which can apply to both, *i.e.* IMTA. He concluded by saying that there are not any magical solutions, silver bullets nor universal practices. It is a combination of approaches that will allow us to enter a new ERA for aquaculture, ERA meaning Ecosystem Responsible Aquaculture. IMTA will contribute to the success of the Turquoise Revolution both in open-water and, not versus, closed-containment systems.

Read the minutes (between 16:40 and 17:30):

<http://www.parl.gc.ca/HousePublications/Publication.aspx?DocId=5380380&Language=E&Mode=1&Parl=41&Ses=1>

Hear the webcast (between 01:12:00 and 02:01:12):

<http://www.parl.gc.ca/committeebusiness/CommitteeMeetings.aspx?Cmte=FOPO&Language=E&Mode=1&Parl=41&Ses=1#DT20120213FOPOMEE24>



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***Fish Farming International* introduced its Editorial Advisory Board: Thierry Chopin in good company!**

The other members of the Board are Mari Espedal (Communications Director, Skretting), Kevin Fitzsimmons (Professor, University of Arizona), Ricardo Grunwald (VAP Business Unit Director and Commercial Manager, Multiexport Foods), Kevan Main (Director of the Center for Aquaculture R&D, Mote Marine Laboratory), Bjorn Myrseth (Managing Director, Marine Farms and Chairman, Morpol), John Sweetman (European Technical Manager, Alltech) and Jose Villalon (Managing Director, World Wildlife Fund's aquaculture program).

Read the article:

<http://www.unbsj.ca/sase/biology/chopinlab/articles/files/2012.02.19.FFI%20Editorial%20Advisory%20Board.pdf>

**IMTA returns to the Aquarium of the Pacific, in Long Beach, California.** This time, the Aquarium teamed up with the Designmatters Program of the Art Center College of Design in Pasadena for an exhibit called "Project Coastal Crisis" in which the students were challenged to develop educational campaign strategies and products to bring public awareness to the impact of sea level rise in Southern California coastal communities.

German Aguirre, Derrick Tan and Jessica Lee got together as the Aquateam to develop an interactive display consisting of a handcrafted pinball game meant to illustrate the sustainability and benefits of IMTA as a form of food production to replace agricultural areas lost to sea level rise. Players release balls, representing nutrients, which they aim toward the sustainable side of the game board. Bells and lights signify the benefits of IMTA as the balls tumble through multiple trophic levels and are recycled. If the balls move toward the unsustainable side, they are greeted by buzzers and error lights as they are collected and built up on the seafloor.

Exhibit takeaways include postcards and petitions supporting IMTA to send to local legislators.



Read more about the exhibit:

[http://www.unbsj.ca/sase/biology/chopinlab/imta/news/aquarium\\_longbeach/index.html](http://www.unbsj.ca/sase/biology/chopinlab/imta/news/aquarium_longbeach/index.html)



**Winnie Yip** joined CIMTAN, in the fall of 2009, as a student in the Master of Resource Management program at Simon Fraser University, under the supervision of Duncan Knowler. Winnie has a BBA degree with an honors focus in sustainability in business from the Beedie School of Business (Simon Fraser University). Her work uses a Discrete Choice Experiment to examine the willingness to pay (WTP) of consumers in the Pacific Northwest regions of the USA for salmon produced in an IMTA system. Winnie visited numerous supermarkets and restaurants in Seattle, Portland and San Francisco to study and understand the factors that affect salmon purchase decisions. Realizing that the true WTP for IMTA salmon depends on the close substitutes in the market, Winnie included Closed Containment Aquaculture (CCA) systems in her survey and evaluated consumers' attitudes and WTP in choice scenarios where salmon offered could be wild, farmed conventionally, farmed in IMTA or farmed in CCA. A direct comparison of IMTA and CCA has never been

made and her work will help us understand salmon consumers' preference between the two systems. The sampling period of her study closed in November 2011. Winnie is currently finalizing her analysis and her results will soon be available in her Master's project report.

**CIMTAN member quote of the month:** "Participating in a CIMTAN project has been a great learning experience: not only do I get to apply what I learned in the past practically, but I also get to understand the intricacies of sustainable technology research and development. I also cooked salmon for the first time in my life because of this project." (*Winnie Yip, CIMTAN MRM candidate*).

