

Jennifer Wiper takes on new role as Corporate Sustainability Manager

By Colin Tippett,
VP Process Improvement

In early June, Jennifer Wiper accepted a new position in our company as Corporate Sustainability Manager.

Jennifer has been with Cooke Aquaculture's certification team since 2010. She has steadily taken on more responsibility each year and that growth will continue in this new position.

Jennifer will lead our certification efforts and she will lend further support to our communications and sales teams. Interfacing with outside stakeholders, keeping abreast of trends in the certification industry and ensuring that our operations meet current certifications will keep Jennifer busy in her expanded role.

Please join me in congratulating Jennifer and wishing her the best as she takes on this new challenge.



What lies beneath? Organic kelp!

By Jennifer Wiper, Corporate Sustainability Manager
Beneath the odd looking rafts on the shore side of Crow Island in Back Bay, NB, lies a not unexpected treasure – kelp! The real surprise is that we are intentionally growing these kelps to be sold in the market! And not only are we growing them, we are certifying them to the Canadian Organic Aquaculture Standard.

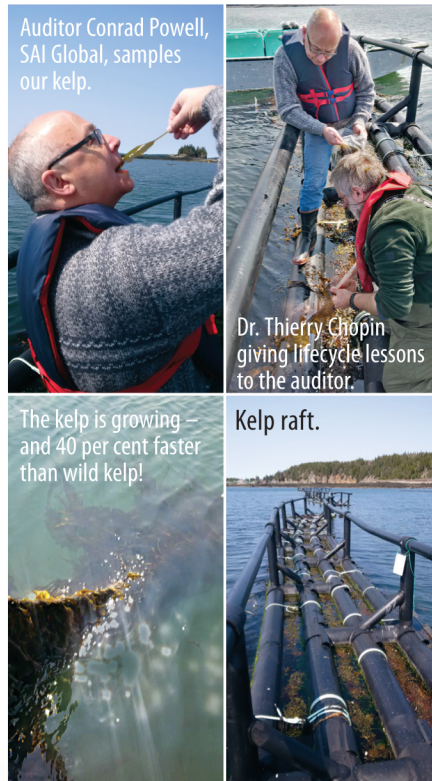
Since February 2013 we have been organic certifying our Integrated Multi-Trophic Aquaculture (IMTA) kelp starting with Charlie Cove in 2013-14, Crow Island 2014-15 and again at Crow for the 2015-16 season. Since our first organic certification, our markets have broadened and our kelps have been made into makeup products, soaps, beer, kelp

butter, fish food and other applications; as well, they are just as good eaten fresh!

May 12, 2016 was the date of the audit this year and the auditor got first-hand lessons from Dr. Thierry Chopin and also a first-hand taste! The auditor said he preferred the flavour of the *Saccharina latissima* or "sugar" kelp to the *Alaria esculenta* "winged" kelp.

Did you know? The kelps are stocked as sporophytes measuring only 0.5-1mm in length in November and by spring can measure 1.5-2 metres! That's a growth rate of 11.1mm/day!

Interesting fact! Dr. Thierry Chopin did a comparison growth study and found that IMTA kelp grew 40 per cent faster than wild kelp – utilizing the readily available nutrients produced by the salmon cages.



Auditor Conrad Powell, SAI Global, samples our kelp.

Dr. Thierry Chopin giving lifecycle lessons to the auditor.

The kelp is growing – and 40 per cent faster than wild kelp!

Kelp raft.



Crow Island – feeding salmon and kelp at the same time.

Shoreland news

Shoreland Transport continues to make inroads

Friday, March 18 marked a new milestone for Shoreland Transport – and True North Salmon – as Shoreland delivered its first shipment of fresh salmon to Costco in Alberta!

Thank you to driver Don Hatfield for the photo of a Shoreland truck touching Alberta soil.

In addition, our Shoreland team continues to build links to the Cooke-family-owned Wanchese Fish Company in Suffolk, Virginia. Shoreland has been delivering whole fish to Wanchese, which has a state of the art cold-storage facility and value added processing capacity, further strengthening our integration.

These are exciting times for Shoreland Transport and the entire Cooke family of companies.

Thank you to Shoreland driver Karen Spellman for the Wanchese photos.

