Leading the Blue Revolution means many things to me, but above all it means that we all have safe meaningful jobs, enjoy a comfortable standard of living, and maintain a sense of accomplishment. Specific to harvesting and processing, we are “Leading the Industry”, we: produce healthy meals, have the most hygienic plants/boats, the best equipment, and we are the team to beat! That’s what gets me up in the morning, that’s what I live for, that’s “Leading the Blue Revolution”.

“Leading the Blue Revolution” means we are passionate about what we do, and we are proud to work for Marine Harvest…and we show it. We always embrace change, we are always first movers, we come up with great ideas and new ways to do things, we embrace change no matter how hard that is.

We trust each other, we keep our promises, we act with integrity, we do what we say, and we’re transparent.

We share our knowledge, we do our best all the time, and with that we empower others.

A number of years ago I worked in the wild-caught salmon industry for a large company in northern B.C.. The company was considered a leader in the industry, but it was obvious something different was needed: fishing the oceans like we were doing was not sustainable. The old way of treating employees wasn’t working, the pride in what we did wasn’t there anymore, the seasons were getting shorter, and moral was gone….something needed to change.

Along came my opportunity: aquaculture, farming the oceans, sustainability. It was an opportunity to be involved in a new industry and to be on the leading edge. We were - whether we knew it or not - starting the “Revolution”.

“Leading the Blue Revolution” to me is walking the walk, living the vision every day, being transparent, honest, and ethical, being progressive, treating people fairly and with dignity and respect, and always being a leader. We look for the best in whatever we do, and at the same time:

- have some fun and celebrate our successes
- be “First Movers”, develop new solutions, solve problems
- listen to our employees, our peers, our community…be leaders
- show pride in our company, our vision and our values

But most of all we must work together to do it “The Very Best Way We Can.”
A new study published in the Canadian Veterinary Journal shows that Marine Harvest Canada’s (MHC) ongoing process improvements is making huge strides towards the elimination of antibiotic use for its farm-raised salmon.

**Trends in antimicrobial use in Marine Harvest Canada farmed salmon production in British Columbia** (Morrison and Saksida, 2013) compares nine years of data (Figure 1) that shows low and reduced use of medicines at MHC and industry wide due to improved fish husbandry, effective vaccines, and the company’s move to producing only Atlantic salmon (Salmo salar).

The use of antimicrobials in food production has become an increased focus of consumers in recent years. Understandably, consumers want to know what medicines may have been fed to food animals. The use of medicines in BC farm-raised salmon differs from use in other Canadian agri-foods because all treatments are prescribed by a veterinarian, reported to regulatory authorities, never used prophylactically (to prevent illness) or to promote growth, and have been publicly reported since 1995.

Morrison (et al.) note significant improvements from 2003 to 2011 that have helped to reduce Marine Harvest Canada’s antimicrobial usage: improved location and environmental conditions on farms; improved vaccine efficacy (oil versus water based products); improved fish health and better disease screening; as well as health management plans which include biosecurity, freshwater/saltwater husbandry and improved broodstock screening.

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**Figure 1.** Annual Marine Harvest Canada production (2003–2011) of Chinook and Atlantic salmon [tonnes (t)] and annual use of antibiotics (g/t) salmon produced. Annual antibiotic use by the entire BC salmon farming industry is also shown for (2003–2009) (7).

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**60 Minutes Backgrounder: Salmon Farming in British Columbia**

In the summer of 2013, Marine Harvest Canada was invited by the CBS show 60 Minutes to participate in a story about salmon farming in BC. A full day interview in October was conducted at Marine Harvest Canada facilities in which many topics of interest were discussed.

As a supplement to the interview, staff at the BC Salmon Farmers Association have compiled a resource document to provide a summary of topics discussed, and to provide resources for viewers of the program seeking further information and data on current salmon farming practices in British Columbia. The document - 60 Minutes Backgrounder: Salmon Farming in British Columbia – is now publicly available at www.salmonfarmers.org/research-and-resources (see General Information section).
Chad Hodgson, site supervisor at Larsen Island in the Broughton area, would never have guessed at an early age that he was destined to work on the ocean.

Chad started life on the prairies in Weyburn, Saskatchewan, in the midst of a blizzard. From there he got a good tour through the southern prairies, logging time in Alberta, Saskatchewan, and mostly southern Manitoba as his parents moved around a lot due to work. “It wasn’t easy changing schools all the time as a kid” says Chad, “but in retrospect I think it made me into the social and adaptable person I am today.”

He graduated from high school in Morden Manitoba in 1998 and spent the next few years doing various labour and factory jobs before moving to Ottawa to attend university. After six years he walked away with job experience in Boston, MA (as a photoresist chemist) and Guanajuato, Mexico (as a course designer), a degree in Chemical Engineering, and a fierce desire for something different.

While soul-searching for a career, Chad made the lucky decision to try a vacation on Vancouver Island, and it changed his life. “I had no idea that the Garden of Eden was in Canada.” he explains “I fell in love with the Island instantly, and knew that I had to live here.” Choosing a career in salmon farming soon followed, as it was the one job on the island that really interested him. “I’ve always loved animals and I’ve always loved the outdoors, so how could I not be attracted to this job, with its beautiful surroundings?”

Chad was hired in 2007 and spent his first 5 years with MHC working in Nodales Channel in the Campbell River South area, under Craig Sherman. “I’m very thankful to Craig for being such an excellent mentor, and it was really him that solidified my decision to turn a job into a career. He showed me that it’s a job that at times takes a lot of different skills, intelligence, and maturity, and that it is truly a career to be proud of.” Chad explains. He was made supervisor of Brougham Point in 2008, was supervisor and later interim Assistant Manager of Thurlow Point from 2010-2012, before finding a home at Larsen Island this past year.

In his spare time, Chad enjoys exploring the Island, surfing in Tofino, skiing at Mount Washington, and hiking in Strathcona Park. He is also a huge book, movie, and television “nerd” (his word). But ultimately, his most passionate hobby is travelling. In pursuit of this, Chad has recently been teaching English as a Second Language classes at North Island College in Campbell River, with the aim of gaining enough experience to get a well-paid teaching job overseas. “Even though I might be leaving the company next year to pursue another adventure, I will always be an Islander and will definitely be back!” he promises.

Radiation testing results confirm seafood very safe for consumption

Since an earthquake and tsunami hit Japan in 2011 and damaged the Fukushima Daiichi nuclear power plant, there has been increased concern of potential radioactive contamination of seafood – both farm-raised and wild-caught – in the Pacific Northwest.

In response to this concern, the Canadian Food Inspection Agency has tested 200 food samples from Japan and British Columbia and all were found to be below Health Canada’s actionable levels for radioactivity. The CFIA continues to monitor events in Japan and assess any potential impacts on Canada’s food supply.

Marine Harvest Canada has also commissioned additional testing of its salmon which have confirmed levels to be less than the detection limit.

For more information and additional testing information and results from the United States, visit the BC Salmon Farmers Association website’s Hot Topics section.
Being prepared and making important connections

By Dan Pattison, Health and Safety Coordinator

If disaster were to strike, it’s good to have friends who can help. Recently, Marine Harvest staff in the Port Hardy area made a vital connection to an important contact, the Canadian Coast Guard Port Hardy Lifeboat Crew.

Initiated by Marine Harvest’s Port Hardy production manager, Darren Ingersoll, the Canadian Coast Guard (CCG) sat down with Manager Rodney Clark and Randy Pruden at our Shelter Bay sea site in December for a very informative introduction. By the end of the visit, the CCG were better able to understand the infrastructure of a salmon farm, and the best way to approach a marine site and its components.

“In our eyes, this alone makes the visit well worthwhile,” Officer in Charge Matt Jantzen commented in an email regarding the visit.

Additionally, the visiting Officers were very impressed with the commitment to safety shown by the crew and the company, and commended the Shelter Bay crew on the thorough visitor safety briefing, adding that, “the [Shelter Bay] crew not only looked to ensure they followed the rules but ensured my crew also met your safety regulations.”

Among other features the CCG was impressed with MHC’s tsunami preparation: specifically tsunami evacuation plans with equipment caches and access points, which were added to the CCGs electronic charts for future reference.

In Mr. Jantzen’s letter to Marine Harvest, he concluded “We were very impressed with the corporate commitment to your crews and their safety. Also very impressive is how that commitment is endorsed and reflected by the crew themselves. The site is well equipped and the crew seems well trained. We look forward to the opportunity to conduct a joint training exercise in the future; it will allow us to better understand each other’s procedures and methodologies. Thanks very much for the opportunity and we look forward to visiting additional sites and gathering more information”.

Canadian Coast Guard crew arrive at Shelter Bay
Santa’s Visit
Santa took time from his busy schedule to visit Marine Harvest families just before Christmas in Port Hardy and Campbell River! Visit our Facebook page to see photos!

And the Awards go to...
Marine Harvest was pleased to be able to award two students with educational scholarships this fall. To see our full list of available scholarships and bursaries, please visit the Careers section at www.MarineHarvestCanada.com

Bryan Johnson (right) was awarded the Bob Minkler Memorial Bursary at North Island College (pictured with Dean Dobrinsky, Human Resources Director at Marine Harvest Canada).

Solomon Macys (right) was awarded the Marine Harvest Salmon Aquaculture Scholarship at Vancouver Island University (pictured with Ian Roberts, Communications Manager at Marine Harvest Canada).
‘Tis the Season

The Marine Harvest “Bandits” soccer team dropped off a truck load of grub for the local food bank.

not pictured: Dave Pashley delivered household goods from Marine Harvest to North Island Community Services in Port McNeill

Megan, Dean, and Ian (Lauren didn’t help, but she did have time to photo-bomb) went shopping for the Campbell River Food Bank and dropped it off at the River Relief Truck organized by 99.7 The River radio. (l-r): Rickie Tyler (The River host), Ian Roberts (MHC), Dean Dobrinsky (MHC), Warren Andrews (The River host), Megan Holmes (MHC)

The Vancouver Island North Women’s Resource Society welcomed a $1000 donation to help fund the important service it provides. Marine Harvest’s Paula Galloway (middle) met with Maritza Herrera (left) and Eileen Stearns to deliver the donation.

The Knights of Columbus received $1000 to help fund their annual Christmas Hamper Drive. (l-r): Kevin Gearey (KoC), Clare Backman (MHC), John Gernon (KoC), Greg Gibson (MHC)

The Oyster River Salmon Enhancement Society received a donation for its salmon rearing facility - thanks to George Nichols and his staff donating Loblaws gift cards. (l-r): Cecil Henley (ORES) and Clare Backman (MHC)

The Gazette Hamper Fund received $1000 from MHC to provide for North Island families during the Holiday season. Kathy Baker (left) dropped by the Gazette to hand deliver the cheque to Sandy Grenier.

The Marine Harvest Canada Twitter handle is @MHCanada