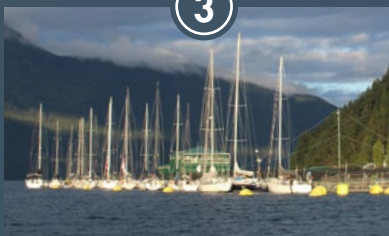


MOWI® Wharfside

JULY 2019

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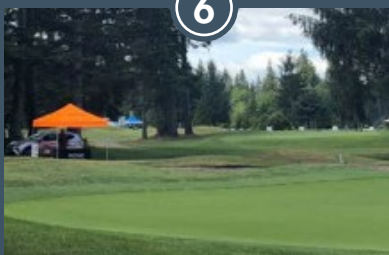
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Did you know?

Canada has more than half of all the natural lakes in the world. An impressive nine percent of the country is covered in fresh water.

Trivia time!

What razor-thin country accounts for more than half of the western coastline of South America? **Answer on page 4**

Celebrating 20 years in Klemtu



The celebrations in the Big House included ceremonial dancing and gift giving.

20 years ago, a historic agreement was reached – a partnership between the Kitasoo/Xai'xais and Mowi (Marine Harvest Nutreco as it was then) was put in place for the operation of salmon farms and the processing plant in Klemtu. In the years since then, the equipment in the plant and the waters around Klemtu has continued to change with the evolution of technology, but the spirit behind

the partnership has remained unchanged: to farm and process salmon in the best possible way, and provide jobs and investment for the Kitasoo/Xai'xais.



Dr Diane Morrison, Managing Director Mowi Canada West, and Per-Roar Gerde, COO Farming enjoying the celebrations in the Big House in Klemtu.

Per-Roar Gjerde (COO Farming) and Eivind Naevdal-Bolstad (Group Communication Manager) joined the Mowi Canada West senior management team in Klemtu for the 20th anniversary celebrations. The highlight of the celebrations was

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Celebrating 20 years in Klemtu



The cultural and wildlife tour was a great opportunity for the Mowi team to learn more about Klemtu. Hereditary Chief Pat Brown Sr, Hereditary Chief Harvey Robinson, Bear Guide Heather Robinson provided a hugely interesting tour.

a celebration supper in the Kitasoo Big House. The Mowi team “paddled” into the Big House to reflect the arrival by boat 20 years ago from Ian Roberts as he began the process of developing the relationships that led to the formation of the partnership. Their arrival was followed by a welcome dance from the hereditary chiefs, gift giving, and a delicious supper.



“The drum making process grounds you, you must focus on the job you have to do, any mistakes you make can be corrected but you cannot rush.” Harvey Robinson

The following days included a drum building workshop from Hereditary Chief Harvey Robinson, and a wilderness and

cultural tour which allowed the Mowi staff to explore areas of historical and cultural importance accompanied by community elders who shared cultural stories about the areas and wildlife within their territory.

Hereditary Chief Harvey Robinson said

“This celebration honours our working with Mowi for 20 years. It was nice to be able to sit down with this group that has been with us for that time and share our culture. Mowi has a connection with us and we have been able to share and learn with them.”

Dr Diane Morrison: *“We are honoured to have been able to celebrate 20 years of partnership between Mowi and the Kitasoo/Xai’Xais in the Big House. It was a very emotional evening; the connection between our company and the community is very deep and something that I am very proud of.”*

“The partnership with the people of Klemtu has really shaped our company and helped us all understand the benefits of deep relationships with First Nations in B.C. The

fish we have raised here in Klemtu have always been regarded as some of the best. The waters are great, but I think it probably has more to do with the people here and the connection between the community and the environment.”

Per-Roar Gjerde: *“It is really important for me to get a better understanding of our operations around the world. I was really impressed of our work in the area, and it is inspiring to see how good we collaborate with the local community. I am quite convinced we will continue this fruitful collaboration for at least twenty more years.”*

Eivind Naevdal-Bolstad: *“Our days in Klemtu provided us vital insight on how Mowi operates in a challenging regulatory area. When it comes to us working in local communities, I’m sure this serves as a very good example of ‘best practice’ that is beneficial for both Mowi and the local community.”*



The drum making workshop provided an insight into a tradition that is a part of the cultural identity of Klemtu.

Hardwicke Island Hosts the Van Isle 360



The flotilla of yachts moored at the farm was a fantastic sight

Hardwicke Island played host to the 2019 Van Isle 360. A bi-annual yacht race around Vancouver Island, the Van Isle 360 provides its participants with a chance to experience the fantastic scenery around Vancouver Island along with some challenging racing conditions. Running up the east coast of the island, participants battle strong currents and variable winds whilst surrounded by the beautiful scenery

of the Discovery Islands and the Broughton Archipelago. The race then rounds the northern end of the island before sailing the length of the west coast and experiencing the challenges of the open ocean conditions.

Hardwicke Island was the end point of a leg that started at Campbell River, providing a point for the 38 yachts to moor so that crews (over 270 people in total)



The queue for the meal stretched out the door, but everyone agreed that the wait for the delicious salmon was worth it

could rest and prepare for the next day's leg up to Telegraph Cove. The farm has been an integral part of the race since its inception, with the BC Salmon Farmers Association and Mowi working together to provide the crews with a unique experience during the race. For many of the crews, this was their first chance to visit a salmon farm and it was a great opportunity to

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The team of Mowi volunteers, Pierre Conroy, Paul Pattison, Dave Pederson, Sheldon Holloway, Doug Knudson, Chris Read, Yvonne Sheehan, Keith Matthieu, Cori Wheeler.



Members of Sayward Council and Volunteer Fire Department visited during the event. The money raised from the event by BCSFA was donated to the Sayward Volunteer Fire Department.

Seafood Festival Celebrates the Best of BC



Cori and Pierre, the masterminds behind the Mowi salmon BBQ, blew everyone away with the delicious miso butter salmon dish

The BC Seafood Festival was held in June – a showcase of the best seafood grown or caught on the west coast of Canada. Mowi was present throughout the week, hosting farm tours to seafood buyers, delegates, chefs, and media. The farm tours were to groups of international seafood buyers and also to groups of chefs and media. All groups were fascinated by their first opportunity to visit a salmon farm and there were some great discussions about the technology in use and the way the farm operates. We also took part in the BC Seafood Expo sharing a stand in the trade show with BC Salmon Farmers Association. The

Mowi salmon BBQ was on hand for one of the days of the expo providing our salmon as a part of the lunch for expo



It was a great experience to be amongst so many great BC food producers and to get such great feedback from our customers

participants. During the expo there were a number of presentations and key note events. Jeremy Dunn represented Mowi at one of these, speaking as a part of a panel on Innovations & Advances in Farmed, Harvest & Wild Fisheries.

Finally, our salmon BBQ was at the BC Seafood Festival Signature Weekend, the jewel in the crown of the festival, a two-day event at the Filberg Heritage Lodge and Park in Comox. Amongst the tents hosting chef demos and trailers offering the best options available in BC, the Mowi BBQ trailer sold over 1200 portions of a fantastic salmon in miso

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Seafood Festival celebrates the best of BC



The international buyers farm tour was a great success



Arriving and departing by float plane provided a dramatic way to see the farm.

butter dish. We had a number of repeat customers over the weekend; it was a bit of a hit with the festival goers. This was by far the biggest number of customers

the BBQ has ever catered for! Huge thanks must go to Cori and Pierre, our BBQ chefs, who pulled out all the stops in the production of such a high quality

dish and to the volunteers who were hard at work throughout the event to serve all the customers.



Craig Sherman, Cathy Bailey, and Karen Wade enjoyed the pressure of serving so many enthusiastic customers at the signature weekend

Golf with a side of Salmon at the Nanwakolas Golf Challenge



The Mowi tent was set up in the beautiful surroundings of the Storey Creek golf course

Mowi took part in this year's Nanwakolas Annual Corporate Golf Challenge at Storey Creek, entering a team to join the 130 golfers taking part. We also had a table on the course providing the participants with a chance to taste some smoked salmon products from Salish Seafoods.

Although fortunes were mixed on the golf course, everyone found time to comment on the delicious salmon offered. The highlight of the day was witnessing a hole-in-one at

the green where we had our salmon table – a rare occurrence!

The proceeds raised during this tournament went towards the Tl'axsam Bursary Fund for Aboriginal Students at North Island College. The student enrolment of Aboriginal students at North Island College is very high which highlights the importance of the Bursary.

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Hardwicke Island Hosts the Van Isle 360



Chris Read and Michell Franze of BCSFA handed over the donation to the Sayward Volunteer Fire Department.

answer their questions and explain how the farm worked. For the crews who had participated in the race before, the Hardwicke stop was one they savoured, and they were enthusiastic in their appreciation of the unusual opportunity.

For the Mowi staff who were helping out at the event, it was a chance to see something different too; as yacht after yacht arrived at the farm, it was an impressive sight to see them all moored alongside the pens. Mowi provided a delicious salmon meal for everyone and after, the crews had retired to their yachts to enjoy the meal and prepare for the next day's racing. It was great to see so many people enjoying the experience.

Comments about this Newsletter?

Please email comments, articles and ideas to Chris Read, Communications Manager, at Chris.Read@mowi.com



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