



BCSFA CELEBRATES BC SEAFOOD MONTH WITH THE BC SHELLFISH & SEAFOOD FESTIVAL

For Immediate Release

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CAMPBELL RIVER, B.C. – The BC Salmon Farmers Association (BCSFA) is proud to celebrate B.C. Seafood Month by actively participating in the [BC Shellfish & Seafood Festival](#), which will run from June 9th through 19th in the Comox Valley. As the largest of its kind in Western Canada, the BC Shellfish and Seafood Festival offers 11 days of chef demonstrations, gala dinners, educational seminars, aquaculture tours, and more.

We're fortunate in British Columbia to have around 100 species of fish, shellfish and marine plants produced commercially and available fresh year round. Helping to bridge the gap between the limited wild resources and the demand of the world's growing population, B.C.'s vibrant aquaculture industry provides a variety of locally grown seafood (mussels, clams, oysters, scallops) and fish (salmon, sablefish, trout, tilapia) – all of which are considered to be large part of the West Coast diet.

"The BC Shellfish & Seafood Festival is at the heart of seafood month and we're happy to participate in such a pivotal event for Western Canada," said Jeremy Dunn, Executive Director, BC Salmon Farmers Association. "It's a great way to unite chefs, seafood producers, educators and consumers – all with the goal of celebrating the best of B.C.'s freshest seafood."

Putting education first, the festival kicks off with the BC Seafood Expo, which will feature a keynote presentation by Dr. Dick Beamish, *It Is Time To Discover How Salmon Survive In The Ocean*. This year's [program](#) showcases over 30 local and international speakers covering a range of topics, including Sustainability Certification & Best Practices Programs, Fish Feed Innovations, Consumer Trends in Consumption of Seafood, and Working with Communities. Some of the notable speakers will include: Chris Ninnes, Chief Executive Officer, Aquaculture Stewardship Council; Dr. Tony Farrell, Professor, University of British Columbia; Richard Hardy, K'omoks First Nation; Richard Harry, Executive Director, Aboriginal Aquaculture Association; Brian Riddell, CEO/President, Pacific Salmon Foundation.

"With such a great mix of speakers, this year's BC Seafood Expo will be very educational for everyone," said Dunn. "We're excited to see such great involvement from our members as panellists. B.C.'s farm-raised salmon is an important part of the province's seafood mix and is considered to be B.C.'s top agricultural export."

While 30% of B.C.'s farm-raised salmon is consumed in Canada, the other 70% is exported to markets around the world, with the largest export market being the United States. In addition, encouraging demand trends are emerging – especially in China, where exports have more than doubled since 2012 and the appetite for B.C. farm-raised salmon continues to grow.

-30-

About the BC Salmon Farmers Association:

B.C. salmon farmers grow 58% of all salmon raised in Canada and account for 60% of the total landed value of seafood in British Columbia, generating more than \$1.14-billion towards the provincial economy. The BCSFA represents the province's vibrant and diversified salmon aquaculture sector, inclusive of companies raising salmon, as well as the businesses that proudly provide services and supplies.

For more information visit BCSalmonFarmers.ca

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