

# Trusler og perspektiver for havbruk til sjøs – erfaringer fra Canada

Et alternativt innlegg

Brohodekonferansen  
Frøya 2022.10.27



# Canadian aquaculture hotspots are in coastal provinces

## British Columbia

- Largest salmon-producer at 90,000 tonnes annually (49% of production quantity nationwide)
- Stagnated growth due to opposition from local government, NGOs and some First Nation communities
- New legislation on Discovery Islands mandates removal of all open pens by 2022
- Major players: Mowi, Grieg, and Cermaq

## New Brunswick

- Second largest aquaculture goods producer at 20,000 tonnes annually
- Investments concentrated in continuous upgrades to existing facilities
- Major players: Cooke, Mowi

## Newfoundland and Labrador

- Major growth expected - up to 50,000 tonnes annually by 2025
- Greenfield site opportunity in Bays West with 20,000 tonne production site in development awarded Grieg
- Interest in closed containment and offshore sites
- Investments in 5G further best in class aquaculture technologies
- Cooke investments focused on continually upgrading current facilities
- Grieg in development of greenfield site in Placentia Bay
- Grieg postpones post-smolt RAS facility and requires new technology
- Mowi upgrading acquired sites in attempts to improve reputation due to mass mortality in 2019
- Marbase is building a lumpfish hatchery to service NF growers
- Major players: Cooke, Grieg, Mowi

## Nova Scotia

- 9,700 tonnes in annual production
- Expansion plans with new site openings
- Land-based potential through Boreal Salmon
- Major players: Cooke
- Cooke building \$56 million RAS facility as part of \$112 million investment plan



# High potential Atlantic Canadian provinces are open to aquaculture investments

## Opportunities

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- Longstanding history of fishery and fish processing operations
- Steady industry performance with 500% value growth in 10 years
- Strong demand from consumers for aquaculture products
- Proximity to large markets for fresh fish products – North America and Europe
- Biophysical capacity with over 40,000 kilometers of available coastline
- ‘Open to business’ policies in place to fuel job creation in rural communities
- New sites opening for aquaculture development (Newfoundland)
- Government and industry players looking to maintain positive public support through transparency and data management tools

## Challenges

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- Difficult regulatory regime involving federal and provincial governments
  - Lack of unified federal aquaculture act to set industry standards
- Under-developed service supply industry
- Import difficulties as new entrants must purchase locally or set up hatchery
- Substantial investment required for greenfields due to lack of infrastructure
- Unsolved challenges within sea lice and high/low water temperatures
- Transportation to and from isolated and rural locations

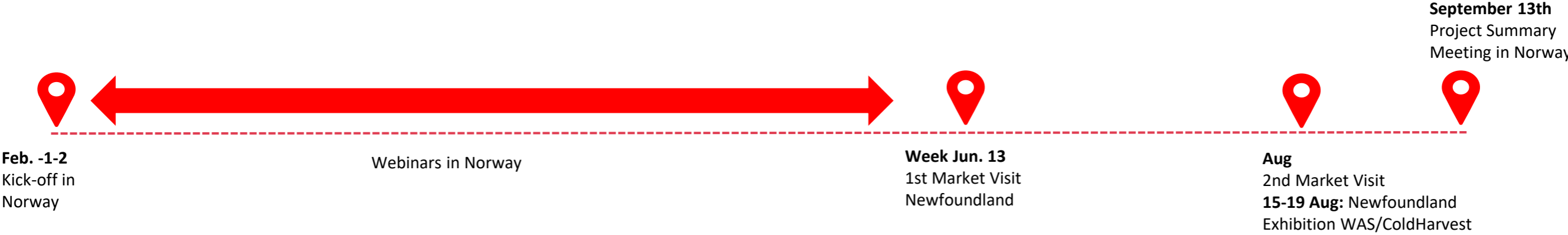


Global Growth  
Salmon Aquaculture  
Canada 2022  
Project results

Trondheim 2022.09.15



# Timeline Global Growth Salmon Aquaculture Canada 2022



**Series of Individual Meetings – IN and participating companies**

- Follow up and preparation for maximum use of the webinars
- Clarification of company ambitions, prime product and/or service.



# Participating Companies

Company name	Fylke	Company name	Fylke
Aqua Pharma AS	Innlandet	Frøy AS	Trøndelag
Arges AS	Troms og Finnmark	Maritech Systems AS	
Bioretur AS	Vestland	Plany AS	Møre og Romsdal
Bluegreen Technologies AS	Vestfold - Telemark	Seacloud AS	Troms og Finnmark
Fiizk Holding AS	Trøndelag	Ydra AS	Rogaland
FishGlobe AS	Rogaland	Åkerblå AS	Trøndelag





# Market Development Status

	#
Contracts	1
Letter of intent	3
Retailer Agreement	2
Establishing daughter company	1
Extending contract	1
Candidate for M&A	1
Review of changing market	2
Initial market survey	2

## ***A success story, and the background:***

- \* A well-prepared group of motivated companies.
- \* The experience from earlier Global Growth-projects in the same market.
- \* The impressive work done by our local consultant Andy Walsh when introducing the participating companies to relevant counterparts in Newfoundland.

## ***... and the future***

- \* Continued work by the participating companies following up the leads and contacts.
- \* A business delegation to the other provinces in Atlantic Canada has been requested.
- \* A review of the key persons the participants met during the webinars and the market visits has also been requested.

# The opportunity in numbers

## *Canada and US in total*

The CPD identified 30 proposed major investments in Canadian and US aquaculture.

## *Atlantic Canada, including Maine US*

The CPD identified 17 proposed major investments in Atlantic Canada and Maine.

Increased production volume of 192 000 tonnes

Total value estimated cost is \$2.5 bill, or NOK 18.7 bill for the 11 projects where available





# HPO Salmon Aquaculture Atlantic Canada

## Commercial objective

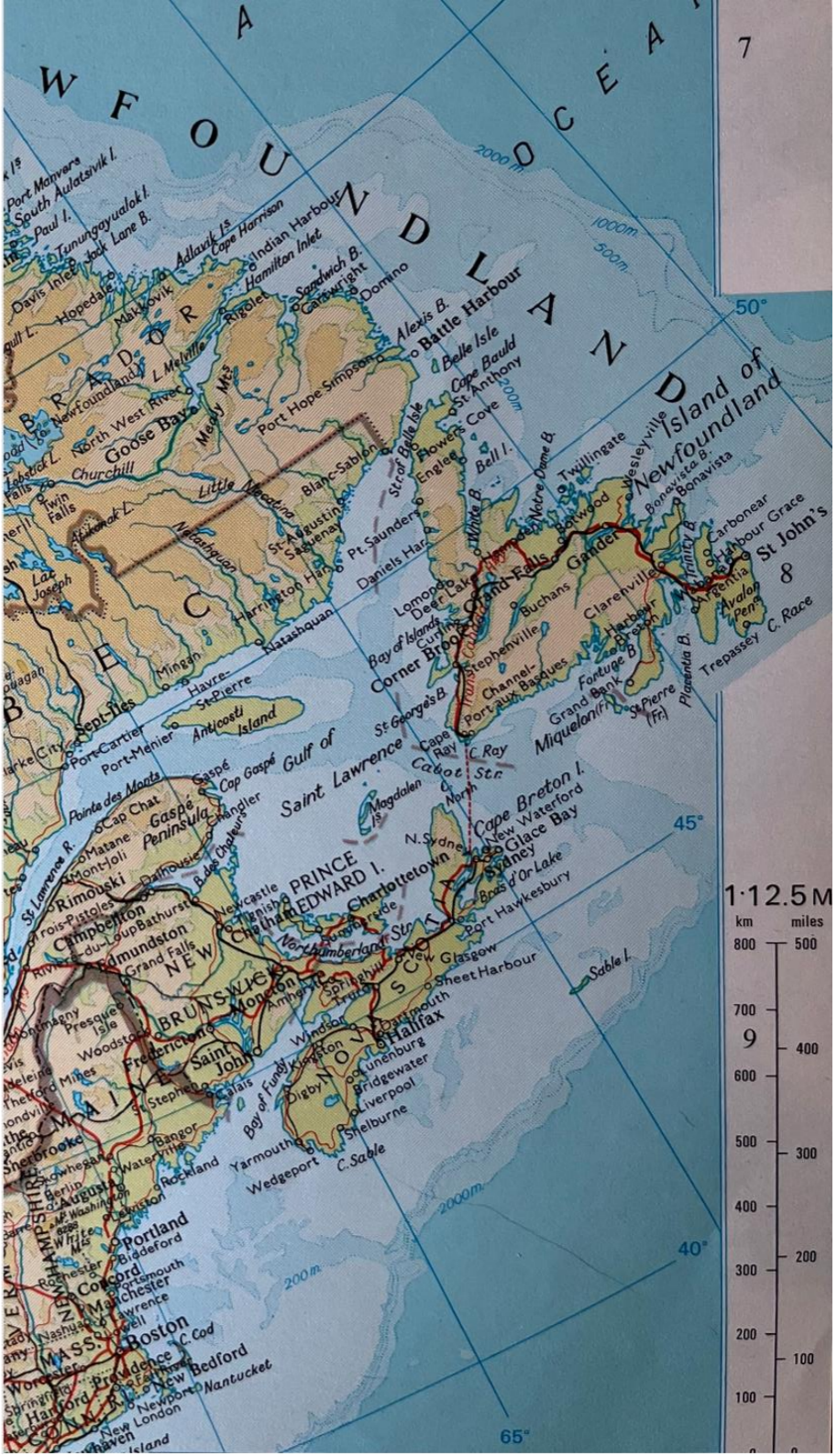
To enforce Norwegian suppliers' position as attractive counterparts to the Canadian and US aquaculture industry, including the established service and supply industry.

## Geographical scope and timeline

The project will initially concentrate on Atlantic Canada and Maine but will maintain flexibility in expanding towards North America in total, or towards the North Atlantic based on further market intelligence.

Start estimated to January 1st, 2023

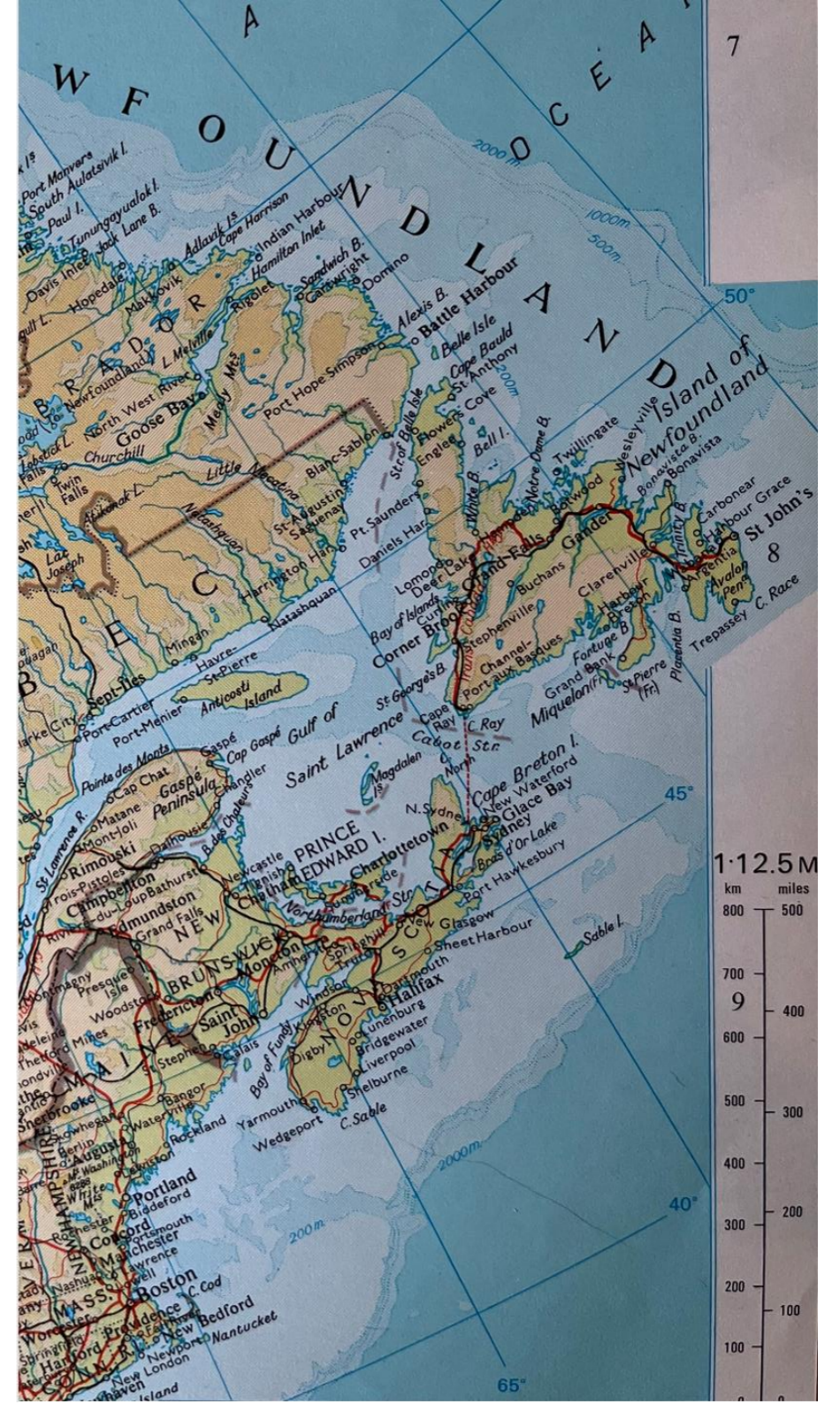
Completion estimated to December 31st, 2028

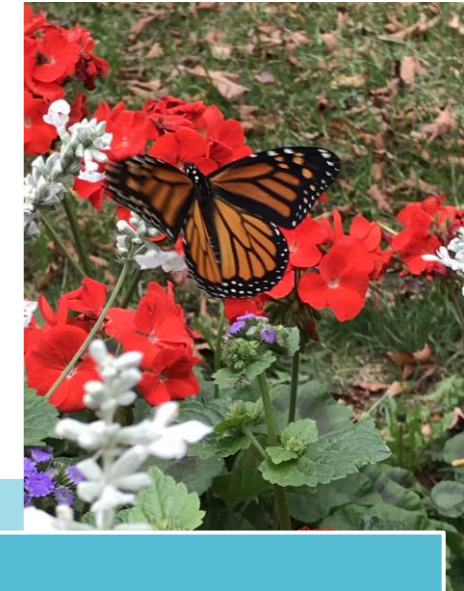


# HPO Salmon Aquaculture Atlantic Canada

## Typical key customers in the program, and related services

- \* Mature companies with an international presence.
  - \* Discussions on governmental level, both on federal and provincial level
  - \* Support to Canadian authorities in developing their Aquaculture Act, which is requested by Canadian companies also.
- \* Established companies with export potential
  - \* Introductions to the market, through two-ways business delegations and Global Growth projects.





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