0:14:21.180 --> 0:14:22.590
Chuck Brown
Well, welcome.

0:14:22.900 --> 0:14:32.550
Chuck Brown
And we are just really happy that you could join us today and we're really excited to talk to you about Atlantic salmon and our company in particular, cook aquaculture.

0:14:32.980 --> 0:14:37.290
Chuck Brown
What we're gonna do today is we'll take a look at the Atlantic salmon as a fish.

0:14:38.60 --> 0:14:46.990
Chuck Brown
We love fish here and we're going to talk about why we raise Atlantic salmon on farms, and we're going to tell you a little bit about how we make all that happen.

0:14:49.10 --> 0:14:54.210
Chalena Biggar
And to do this, it takes an amazing team and we're going to tell you about some of the current opportunities available.

0:14:54.220 --> 0:14:54.410
Chalena Biggar
Uh.

0:14:54.420 --> 0:14:58.110
Chalena Biggar
Within this exciting industry, so let's get right to it.

0:14:58.120 --> 0:14:59.830
Chalena Biggar
As we dive into Atlantic salmon.

0:15:2.850 --> 0:15:3.400
Chuck Brown
All right.

0:15:3.410 --> 0:15:13.260
Chuck Brown
So before we get started on Atlantic Salmon, we're gonna introduce ourselves and tell you a little bit about what we do with cook and and the the different career paths we took to get here.

0:15:13.270 --> 0:15:14.870
Chuck Brown
So I'm gonna let Chalena go first.

0:15:17.210 --> 0:15:19.880
Chalena Biggar
OK, so my name is Sheena bigger.

0:15:19.920 --> 0:15:25.120
Chalena Biggar
I was born and raised in a rural town in New Brunswick, about 45 minutes from Saint John.

0:15:25.490 --> 0:15:35.140
Chalena Biggar
I moved to Saint John and enrolled in the Bachelor of Business Admin program at UNBSJ and when I completed school, I decided to stay here to live.

0:15:35.880 --> 0:15:38.160
Chalena Biggar
I wasn't sure what I wanted to do for a career.

0:15:38.170 --> 0:15:41.690
Chalena Biggar
I worked in a few different industries than in 2012.

0:15:41.700 --> 0:15:46.730
Chalena Biggar
I decided that working in safety seemed like an interesting, rewarding career path, and I was right.

0:15:47.260 --> 0:15:53.690
Chalena Biggar
So I've been a safety professional for over 12 years and it's the best decision I ever could have made.

0:15:53.780 --> 0:16:2.290
Chalena Biggar
I've worked with cook aquaculture for six of those years, helping to build a dynamic team with like minded people who care about the safety of our employees.

0:16:2.860 --> 0:16:9.430
Chalena Biggar
Our job is to make sure that we have proper policies and procedures in place and where workplace is as safe as it can be.

0:16:10.140 --> 0:16:21.540
Chalena Biggar
We visit our sites across Atlantic Canada to address safety concerns, perform site inspections and to make sure that rules are being followed while also offering advice and assisting employees when they need us.

0:16:21.730 --> 0:16:30.80
Chalena Biggar
So we also schedule and track all of the safety training that our employees required to prop to provide them the knowledge to perform their job safely.

0:16:30.570 --> 0:16:40.840
Chalena Biggar
Our goal here is ensure that our employees come to work every day knowing their safety is our number one priority and we want to make sure that everyone goes home at the end of the day.

0:16:40.910 --> 0:16:45.360
Chalena Biggar
The way they showed up to work that day, so that's pretty much what my team does here at Cook.

0:16:47.390 --> 0:16:54.740
Chuck Brown
Obviously a very important job when you're involved in fishing and farming and we thought it would be nice to show pictures of our teams, not just pictures, of of each of us.

0:16:54.750 --> 0:16:58.240
Chuck Brown
So this is me with our HR team or some of our HR team.

0:16:58.630 --> 0:17:3.580
Chuck Brown
My career path kind of like Chalena never really set out to be in Aquaculture or seafood.

0:17:4.650 --> 0:17:8.380
Chuck Brown
I didn't even expect to live in New Brunswick or even Atlantic Canada.

0:17:8.390 --> 0:17:12.660
Chuck Brown
I grew up just outside of Toronto and just in, in school.

0:17:12.670 --> 0:17:30.660
Chuck Brown
I always thought that writing was kind of my thing, that I would always try to find a career path where it can earn money by writing, which is maybe not the easiest thing, but then after I graduated high school, a light bulb went off and I thought journalism, OK, you can write every day and earn a steady paycheck through journalism.

0:17:30.670 --> 0:17:33.290
Chuck Brown
So I went to Community College for journalism in Toronto.

0:17:34.120 --> 0:17:40.830
Chuck Brown
My first job after I graduated was with a small town paper in a place called St Stephen NB.

0:17:41.320 --> 0:17:49.460
Chuck Brown
I took the job and I came east and I planned to stay for about a year before moving on to bigger and better things and I was half right there.

0:17:49.470 --> 0:17:55.890
Chuck Brown
So I didn't leave, I didn't move, but I did move on from being a junior reporter to the editor editor of the paper.

0:17:55.900 --> 0:17:57.990
Chuck Brown
And then to a bigger paper, the Telegraph Journal.

0:17:58.520 --> 0:18:7.810
Chuck Brown
And then really out of nowhere in 2009, I had this opportunity to come to work with Cook aquaculture, you know, public relations and communications role.

0:18:7.820 --> 0:18:9.730
Chuck Brown
So I'm still writing, still getting paid.

0:18:10.180 --> 0:18:16.410
Chuck Brown
I did that for about 9 years and now I've moved into the human resources team and my role is a little bit different.

0:18:16.420 --> 0:18:30.850
Chuck Brown
I'm focused on internal employee communications and also as you can see in the title there, director, corporate culture, this role where I get to try and do my best to keep our workplaces positive and our workers happy and help with recruitment too.

0:18:31.440 --> 0:18:36.370
Chuck Brown
So as someone involved in employee communications that a company like Cook, it's a huge challenge.

0:18:36.380 --> 0:18:43.240
Chuck Brown
We have about 13,000 employees around the world and it's something that I I didn't expect but very much enjoy.

0:18:43.250 --> 0:18:45.240
Chuck Brown
So that's that's my career path.

0:18:48.110 --> 0:18:48.780
Chalena Biggar
Awesome.

0:18:49.370 --> 0:18:55.170
Chalena Biggar
Alright, so at cook aquaculture, we farm raised Atlantic salmon from egg to plate.

0:18:56.80 --> 0:18:56.870
Chuck Brown
Yes, that's right.

0:18:56.880 --> 0:19:4.940
Chuck Brown
So we start our fish as a a tiny little egg about the size of a pea, and we grow them to really nice beautiful 5 to 6 kilogram fish.

0:19:6.110 --> 0:19:10.240
Chalena Biggar
It takes a lot of expertise and people who really care to make it all happen.

0:19:10.250 --> 0:19:11.660
Chalena Biggar
So today we're going to show you what we do.

0:19:12.850 --> 0:19:14.960
Chuck Brown
And it really is a lot, yes.

0:19:15.30 --> 0:19:24.0
Chuck Brown
So we are a global company as you can see from this map, we have operations really all over the world and we deliver seafood products to customers around the globe.

0:19:24.10 --> 0:19:27.300
Chuck Brown
But today, we're gonna focus on Atlantic Canada and the Atlantic salmon.

0:19:28.250 --> 0:19:29.940
Chalena Biggar
But first, let's watch a quick video.

0:19:29.950 --> 0:19:32.20
Chalena Biggar
So you can see what our company does worldwide.

0:19:32.600 --> 0:19:34.110
Chuck Brown
And this will be our first sound check, Nathan.

0:19:34.120 --> 0:19:35.40
Chuck Brown
Let me know if it's not working.

0:19:38.960 --> 0:19:40.0
Langille, Nathan (EECD/EDPE)
Working just fine.

0:20:39.410 --> 0:20:49.180
Chalena Biggar
OK, so since we're talking about salmon farming, which we do here in New Brunswick, Nova Scotia, Newfoundland and the state of Maine, we thought you might have a question why?

0:20:49.270 --> 0:20:50.130
Chalena Biggar
Why do we farm salmon?

0:20:54.30 --> 0:20:54.360
Chuck Brown
Yeah.

0:20:54.370 --> 0:20:58.50
Chuck Brown
So the simple answer to that is that salmon is delicious and nutritious.

0:20:58.60 --> 0:21:0.70
Chuck Brown
But why do we firm it?

0:21:0.80 --> 0:21:6.550
Chuck Brown
It's also an endangered species and unfortunately, wild Atlantic salmon have been in decline for many years.

0:21:6.560 --> 0:21:13.70
Chuck Brown
And we we got to the point where if we wanna keep enjoying this really great fish, we had to find a way to do it.

0:21:13.80 --> 0:21:25.840
Chuck Brown
And salmon farming has been developing over about the past 50 years or so, and we've come to learn that by cultivating our oceans with care, we're able to continue to enjoy this wonderful fish.

0:21:28.200 --> 0:21:35.920
Chalena Biggar
So our story starts in 1985 when Glenn, Michael and Gifford Cook established a salmon farm at a place called Kelly Cove near St.

0:21:35.930 --> 0:21:36.380
Chalena Biggar
George, NB.

0:21:38.170 --> 0:21:38.520
Chuck Brown
Right.

0:21:38.530 --> 0:21:40.810
Chuck Brown
And this is what an early Salmon farm would have looked like.

0:21:40.820 --> 0:21:51.80
Chuck Brown
Just to give you a little bit of history, this is around 1985 and the cook family and other other small salmon farming operations here in New Brunswick would build wooden cages just like this.

0:21:51.90 --> 0:21:56.360
Chuck Brown
They build them on the beach, they drag them out into the ocean and they'd attach the netting and stock them with fish.

0:21:56.370 --> 0:21:58.640
Chuck Brown
It was really hard manual labor.

0:22:0.850 --> 0:22:4.180
Chalena Biggar
So it was the thing to do with the time, but things have advanced a lot.

0:22:6.500 --> 0:22:10.110
Chuck Brown
They have and this is a modern Salmon firm site in Digby, Nova Scotia.

0:22:10.120 --> 0:22:14.550
Chuck Brown
So the cages are built now using high tech materials like high density plastics.

0:22:15.380 --> 0:22:17.830
Chuck Brown
They're shaped into circles using heavy equipment.

0:22:18.50 --> 0:22:23.50
Chuck Brown
They're welded together and they're transported using cranes and pulled into place by boats.

0:22:24.730 --> 0:22:30.910
Chalena Biggar
We're built to withstand our challenging conditions since we have the highest tides in the world, plus stronger storms.

0:22:31.460 --> 0:22:40.190
Chalena Biggar
The vessel you see here is full of salmon feed and this is an automated feed system, so it's operated by someone on the boat or it could be operated remotely too.

0:22:40.200 --> 0:22:44.890
Chalena Biggar
So we have people that sit in an office and feed the fish from their computer screens.

0:22:46.110 --> 0:22:46.470
Chuck Brown
Right.

0:22:46.480 --> 0:22:51.730
Chuck Brown
Like whether they're on the boat or in the office or feeders are experts in fish behavior.

0:22:51.740 --> 0:23:0.570
Chuck Brown
They're trained on what to watch for and they use underwater cameras every time we feed fish to monitor those fish and just make sure that they're getting just the right amount of food.

0:23:0.580 --> 0:23:1.930
Chuck Brown
Not too much, not too little.

0:23:2.100 --> 0:23:5.80
Chuck Brown
And that we're going to show you more about that later too in one of our videos.

0:23:7.690 --> 0:23:11.770
Chalena Biggar
OK, so that takes care of the why, but now you probably wanna know how.

0:23:11.780 --> 0:23:12.990
Chalena Biggar
So how do we grow Salmon?

0:23:14.180 --> 0:23:14.450
Chuck Brown
Great.

0:23:14.460 --> 0:23:15.800
Chuck Brown
So I'm going to talk to you a little bit about that.

0:23:15.810 --> 0:23:21.780
Chuck Brown
The Atlantic salmon really is an amazing fish because it starts its life in freshwater rivers and streams.

0:23:21.790 --> 0:23:26.930
Chuck Brown
But then when it grows big enough, it can actually swim out to the ocean into salt water to feed and grow some more.

0:23:28.320 --> 0:23:31.230
Chalena Biggar
So when we firm Atlantic Salmon, we copy nature.

0:23:31.310 --> 0:23:38.490
Chalena Biggar
Our fish start is tiny eggs in one of our freshwater hatcheries, and then we hatch them and take care of them until they're ready to go to the ocean.

0:23:43.660 --> 0:23:45.540
Chuck Brown
Yep, I was going to say you just cut out a little bit there.

0:23:45.760 --> 0:23:45.920
Chuck Brown
OK.

0:23:46.420 --> 0:23:46.800
Chalena Biggar
Ohh.

0:23:47.620 --> 0:23:48.670
Chuck Brown
Yeah, except our fish.

0:23:48.680 --> 0:23:50.370
Chuck Brown
Unlike Wild Atlantic, examine our fish.

0:23:50.380 --> 0:23:51.230
Chuck Brown
Don't swim out to sea.

0:23:51.240 --> 0:23:59.270
Chuck Brown
They actually hit to ride on a truck and then a boat, and we're gonna just take you on a little walk through the Salmon's life cycle just so you can understand that a little bit better.

0:23:59.380 --> 0:24:2.530
Chuck Brown
So when we'll start with the eggs, start at the start.

0:24:2.540 --> 0:24:4.290
Chuck Brown
So Salmon start as tiny little eggs.

0:24:4.300 --> 0:24:7.270
Chuck Brown
Like I said earlier about the size of a pea and that's where we start.

0:24:7.280 --> 0:24:15.90
Chuck Brown
We have the mother and father fish called the broodstock and we take the eggs about 10 to 15,000 per female Salmon.

0:24:15.280 --> 0:24:19.800
Chuck Brown
We mix it with the milk from the mail and and that fertilizes the eggs.

0:24:20.550 --> 0:24:25.0
Chuck Brown
From there, we incubate and hatch them into the little guys.

0:24:25.10 --> 0:24:30.970
Chuck Brown
The little hatchlings are called Alvin, also called a sack fry, because they have a sack attached to them.

0:24:30.980 --> 0:24:35.730
Chuck Brown
There that yolk SAC you see, these little guys can't eat on their own yet, so.

0:24:37.640 --> 0:24:40.390
Chuck Brown
I feed off this yolk sack and they just absorb that in the wild.

0:24:40.400 --> 0:24:44.700
Chuck Brown
They would hide in the bottom of a river and just absorb that yolk SAC until they're big enough to eat, and then our hatcheries.

0:24:44.710 --> 0:24:51.580
Chuck Brown
We mimic the same kind of idea we have like an artificial grass kind of thing at the bottom of their little tanks and they can hide out there and absorb their yolks.

0:24:51.590 --> 0:24:55.750
Chuck Brown
Sack once they are able to eat on their own, they're called fry.

0:24:55.760 --> 0:25:4.830
Chuck Brown
I don't know if this is where the term small fry comes from because they are still tiny, but they're able to eat on their own and they actually eat quite a lot and they can if they eat enough, they can double in size every day.

0:25:4.840 --> 0:25:16.960
Chuck Brown
They eat so much at this stage, but again still in their freshwater hatchery, we move them into into different tanks when they get to be fried, because they can feed on their own and we have automated feeding there, taking care of them and they can sure they're well fed.

0:25:19.190 --> 0:25:23.860
Chuck Brown
When they reached the next stage of their life cycle, they're called Smoltz and salmon.

0:25:23.870 --> 0:25:32.400
Chuck Brown
Smolts actually change color from kind of a dark green to a silvery color, and once they reach this small stage, they're able to live in saltwater.

0:25:32.410 --> 0:25:38.300
Chuck Brown
So this is where in the wild they would swim out to sea and where we can take them out to our farms to grow.

0:25:39.50 --> 0:25:46.990
Chuck Brown
We wouldn't do this any smaller than about 70 grams in size and sometimes we let them grow even bigger in our freshwater hatcheries before we take them out to the farm.

0:25:48.720 --> 0:25:51.520
Chuck Brown
Once they get to the farm, excuse me.

0:25:53.410 --> 0:25:54.80
Chuck Brown
We'll do some.

0:25:54.90 --> 0:26:6.800
Chuck Brown
Uh, let them grow a little more out on the ocean farms and once they reach reach adulthood or the stage that we wanna harvest them for our customers, they're about 5 to 6 kilograms or £12.

0:26:6.810 --> 0:26:11.340
Chuck Brown
That's a good average size and and we go out and harvest fish every single day.

0:26:11.650 --> 0:26:14.10
Chuck Brown
So that's kind of the life cycle from egg to plate.

0:26:16.240 --> 0:26:20.310
Chalena Biggar
OK, so now let's talk about the exciting part, career opportunities.

0:26:20.520 --> 0:26:30.460
Chalena Biggar
So the world of Atlantic salmon farming offers a diverse range of roles, from marine biologists, Aquaculture technicians to environmental scientists and business managers.

0:26:30.600 --> 0:26:38.70
Chalena Biggar
So whether you're passionate about marine biology and engineering sustainability or business development, there's a place for you and this dynamic industry.

0:26:38.220 --> 0:26:47.370
Chalena Biggar
So with opportunities for growth, innovation and making a positive impact to where planet a career in Atlantic salmon farming is filled with excitement, fulfillment and definitely a bright future.

0:26:48.370 --> 0:26:48.860
Chuck Brown
Yeah.

0:26:48.970 --> 0:26:54.560
Chuck Brown
When we talk about careers with, with Cook or within our industry, we talk, we talk about an ocean of opportunity.

0:26:55.370 --> 0:26:57.170
Chuck Brown
It's almost hard to decide where to start.

0:26:58.580 --> 0:27:1.930
Chalena Biggar
So probably makes sense to start at the beginning with the babies.

0:27:4.140 --> 0:27:4.740
Chuck Brown
OK.

0:27:4.820 --> 0:27:9.80
Chuck Brown
Well, let's meet Amy then at our freshwater hatchery in Penfield, New Brunswick.

0:27:9.930 --> 0:27:16.340
Chalena Biggar
So Amy's going to talk a little bit about why she loves doing what she does, and after that we'll show you more about the work that we do at our hatcheries.

0:33:50.870 --> 0:33:55.840
Chuck Brown
Alright, so I hope you're low key getting a good idea of the career opportunities here just by seeing these videos.

0:33:55.950 --> 0:33:58.560
Chuck Brown
But we'll talk some more about about other opportunities.

0:33:59.130 --> 0:34:8.270
Chuck Brown
So once we move from the hatchery to the ocean, we our teams have a responsibility to care for our fish and for our marine environment.

0:34:9.570 --> 0:34:18.940
Chalena Biggar
So in our next video, you'll see the engineering and science that goes into selecting the best locations for our Salmon firms to enable us to grow fish now and for generations to come.

0:38:8.890 --> 0:38:15.560
Chuck Brown
Alright, so now we wanna tell you about the most important and most expensive part of growing Salmon.

0:38:15.570 --> 0:38:16.590
Chuck Brown
And that's the feed.

0:38:18.370 --> 0:38:24.840
Chalena Biggar
So here you'll see how modern feeding systems work, and you'll see that working in salmon farming doesn't necessarily mean working out on the ocean.

0:40:13.990 --> 0:40:16.780
Chuck Brown
So we have to move our fish around quite a bit.

0:40:16.790 --> 0:40:30.120
Chuck Brown
So whether we're moving them from a hatchery to the ocean firms or from the ocean farms to our processing plant or then from the processing plant to our hungry customers, we need a team of safe and reliable transportation professionals.

0:40:32.70 --> 0:40:35.600
Chalena Biggar
So our logistics and transportation teams keep our freight moving.

0:40:35.730 --> 0:40:40.160
Chalena Biggar
In this video, you're going to meet George Petrie, who came to Canada in 2009.

0:40:40.330 --> 0:40:42.600
Chalena Biggar
He started working in our net repair shop.

0:40:42.870 --> 0:40:46.950
Chalena Biggar
Then he went on to the processing plant and now he's a long haul truck driver for shoreland transport.

0:42:21.790 --> 0:42:34.390
Chuck Brown
And another thing, when you're working with fish is you need to know what's going on below the surface and we actually have a professional team of divers who visit our sites weekly to check up on the fish and just make sure they're healthy.

0:42:36.100 --> 0:42:37.450
Chalena Biggar
And they also checked the equipment.

0:42:37.460 --> 0:42:43.690
Chalena Biggar
So as you saw earlier, our firms are sophisticated and use a network of anchors, chains, ropes, Nets to hold everything together.

0:42:44.0 --> 0:42:48.480
Chalena Biggar
Our divers perform important tasks, checking up on the equipment as well as the health of the fish.

0:43:8.140 --> 0:43:16.70
Chuck Brown
Alright, so when we started our presentation, we talked a little bit about why, why do we raise Salmon on farms?

0:43:16.590 --> 0:43:23.760
Chuck Brown
And we talked about the decline in Wild Atlantic salmon populations and we talked about how we want to keep enjoying this great fish.

0:43:23.770 --> 0:43:26.230
Chuck Brown
We have to raise it instead of catching it.

0:43:28.70 --> 0:43:33.80
Chalena Biggar
Well, our farming knowledge has brought the issues of wild Atlantic salmon conservation full circle.

0:43:33.250 --> 0:43:43.980
Chalena Biggar
So because Cook is an important partner in the Fundy salmon recovery is a conservation project that's putting hundreds of wild Atlantic salmon into our New Brunswick Rivers every single year.

0:43:44.130 --> 0:43:48.830
Chalena Biggar
So here's a clip that explains the project and the part Cook plays alongside some other important partners.

0:46:21.460 --> 0:46:23.670
Chuck Brown
Definitely something we're really proud to be a part of.

0:46:23.760 --> 0:46:26.590
Chuck Brown
So we wanna leave you with a couple of couple more thoughts.

0:46:27.540 --> 0:46:30.950
Chuck Brown
One is the world's population is growing really fast.

0:46:32.240 --> 0:46:35.420
Chalena Biggar
Will be approaching 10 billion people by the year 2050.

0:46:36.860 --> 0:46:42.440
Chuck Brown
And our industry and our company are our mission is to provide healthy and sustainable food.

0:46:43.960 --> 0:46:46.190
Chalena Biggar
And we feel really great about what we do every day.

0:46:47.490 --> 0:46:47.810
Chuck Brown
Yeah.

0:46:47.820 --> 0:46:54.490
Chuck Brown
And we feel like there's a bright future in Aquaculture here in New Brunswick, in Atlantic Canada, and really all around the world.

0:46:55.600 --> 0:46:57.930
Chuck Brown
That's why we say an ocean of opportunity awaits.

0:46:59.330 --> 0:47:0.80
Chalena Biggar
Exactly.

0:47:0.180 --> 0:47:2.340
Chalena Biggar
So we just want to say thank you for joining us today.

0:47:2.580 --> 0:47:4.110
Chalena Biggar
We hope you enjoyed that all of the.

0:47:4.120 --> 0:47:6.330
Chalena Biggar
Yeah, cool videos that showed what we do here at Cook.

0:47:7.460 --> 0:47:8.920
Chuck Brown
And sorry, I stole your line Chalena.

0:47:9.580 --> 0:47:10.0
Chalena Biggar
That's OK.