

## Salmon farming wins support in New Brunswick, according to new poll

**Seattle (WA), USA:** Despite an abundance of negative publicity this year, the Canadian salmon farming industry appears to enjoy support in some provinces, according to a recent poll of New Brunswick residents.

Commissioned by the New Brunswick Salmon Growers Association (NBSGA) in mid-November, the independently-conducted poll found that 68 percent of the 500 respondents surveyed supported the industry.

In addition, researchers reported that 79 percent of respondents believe that industry is important to the future of rural and coastal communities while 72 percent said that it should be a priority of the government of New Brunswick.

However, the respondents' comprehension of the politics of the salmon farming debate was less clear. When residents were asked if the provincial government was doing enough to encourage jobs in the industry, the majority of those polled - at 44 percent - said they were unsure while 29 percent said the government was not doing enough. Just 7 percent said the government was doing more than enough to support the salmon industry.

Nell Halse, general manager of NBSGA, said that this illustrates the need for clearer communication channels between the industry and provincial residents. "It was very positive. A majority of people strongly support the salmon farming industry," Halse said. "But some people did not know much. This is an opportunity and a challenge for us to do a better job of communicating."

The respondents' awareness of salmon farming's economic impact was also less certain. For instance, 46 percent said they were aware that the industry provides a stable year-round income - as opposed to a seasonal industry like fishing - but only 23 percent were aware of the industry's specific revenues and job impact.

According to the NBSGA, salmon producers and related companies contribute more than CA \$250 million to the provincial economy and employ more than 3,000 people in the province.

The association also noted that the research showed that the more respondents were familiar with the industry, the more likely they were to support it - at 84 percent versus 67 percent.

The poll was conducted by SES Canada Research Inc., which randomly queried 500 New Brunswick residents over the age of 18 on November 14 and 15. The margin of accuracy was plus or minus 4.5 percent.