

NEWFOUNDLAND AQUACULTURE INDUSTRY ASSOCIATION



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FOR IMMEDIATE RELEASE

Aquaculture Industry Welcomes Enhanced Broadband Service for Coast of Bays Region

ST. JOHN'S, NL – The NAIA was very pleased with the recent investment in broadband service for communities throughout the Coast of Bays region. Bell Aliant along with the Government of Canada and the Government of Newfoundland and Labrador have partnered to support a \$4-million initiative that will enhance broadband coverage to many of the communities involved in the aquaculture industry in this province. This partnership will help the NAIA and its members.

“The aquaculture industry throughout Newfoundland and Labrador is playing a significant role in our rural economy. Having access to high speed internet throughout the Coast of Bays region allows our companies to enhance their internal and external communications and increase their productivity to ensure our place in the global marketplace of the future,” said Miranda Pryor, Executive Director of the NAIA. “Aquaculture companies operating in Newfoundland and Labrador are committed to the people and communities of this province and are establishing long-term, sustainable employment and prosperity within dozens of communities along our coasts.” She added, “Newfoundland and Labrador is leading the country with the level of growth that is being experienced within our aquaculture industry and each job in the industry offers the potential to provide additional jobs in the aquaculture processing, supply and service sectors.”

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Background

The Newfoundland Aquaculture Industry Association (NAIA) is a member based non-profit organization with a mandate to facilitate and promote commercial development of aquaculture. The fundamental purpose of the NAIA is to assist the aquaculture industry to achieve its full wealth creation potential. It is the voice for the industry by ensuring that Federal Provincial legislation, policy, and services match the needs of the industry. It delivers programs and services to its members to attain excellence in safety, quality, environmental sustainability, and profitability.

The aquaculture industry in Newfoundland and Labrador is a major economic driver in many rural and coastal regions, employing approximately 1,000 people directly, and up to 1,500 indirectly. It produced over 25,000 metric tonnes (55,115,000 lbs) of finfish and shellfish in 2013, worth more than \$197 million in production value.