



NEWFOUNDLAND AND LABRADOR
AQUACULTURE INDUSTRY ASSOCIATION

NAIA Welcomes New Executive Director

December 7th, 2021 – Today, the Newfoundland and Labrador Aquaculture Industry Association welcomed the arrival of its new Executive Director, Jamie Baker. Mr. Baker has held leadership positions in the areas of communications, news media, and industry representation – always with a focus on the seafood sector. He will now put his many years of experience to use as the foremost advocate for the growth of an aquaculture industry that is generating jobs, economic activity, and hope in rural coastal communities through sustainable sea farming.

The Newfoundland and Labrador Aquaculture Industry Association (NAIA) is a member-based organization that represents the interests of seafood farmers and their suppliers in Newfoundland and Labrador.

“I am very excited to see Jamie begin as Executive Director for NAIA, and I believe he joins the industry association at a key point in our industry’s development. Global seafood powerhouses have established or grown their finfish operations in the province recently, while an exciting consolidation continues in the shellfish sector that will make that sector stronger than ever. I have every confidence that Jamie will make sure the positive impact of sustainable aquaculture is effectively communicated and understood in this province and abroad, and I wish him every success in this role.”

- NAIA President Jason Card

As established in the Provincial Government’s “The Way Forward on Aquaculture,” the province and industry have a shared goal of reaching 50,000 tonnes of salmon production and 10,750 tonnes of mussel production.

“I am excited to join the team at NAIA, and to be part of an industry that has so much potential for positive growth. Aquaculture plays such a critical role to both the province’s economy, particularly in rural areas, and also in terms of food security. I have always been a strong proponent for responsible marine resource development, so working with the province’s aquaculture industry is really a perfect fit and a tremendous opportunity. I share NAIA’s vision of setting the standard for responsible aquaculture and its mission to promote opportunities for aquaculture in Newfoundland and Labrador.”

- NAIA Executive Director Jamie Baker

Mr. Baker joins the aquaculture industry association after the departure of Mark Lane, who has taken on an exciting new role with a philanthropic organization - The Northpine Foundation.

“Since 2014, Mark has been a proud advocate for aquaculture in Newfoundland and Labrador, Canada, and abroad as NAIA’s Executive Director. Throughout his time with our association he was dedicated to representing the best interests of our industry’s diverse stakeholders on a broad range of issues. NAIA’s membership thanks him for his great work, and wishes him all the best.”

- NAIA President Jason Card

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