



Accessing and Retaining Markets for Your Seafood Products

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Minister of Fisheries and Aquaculture and Nova Scotia
SeaFarmers Digital Series



BAP Group Program

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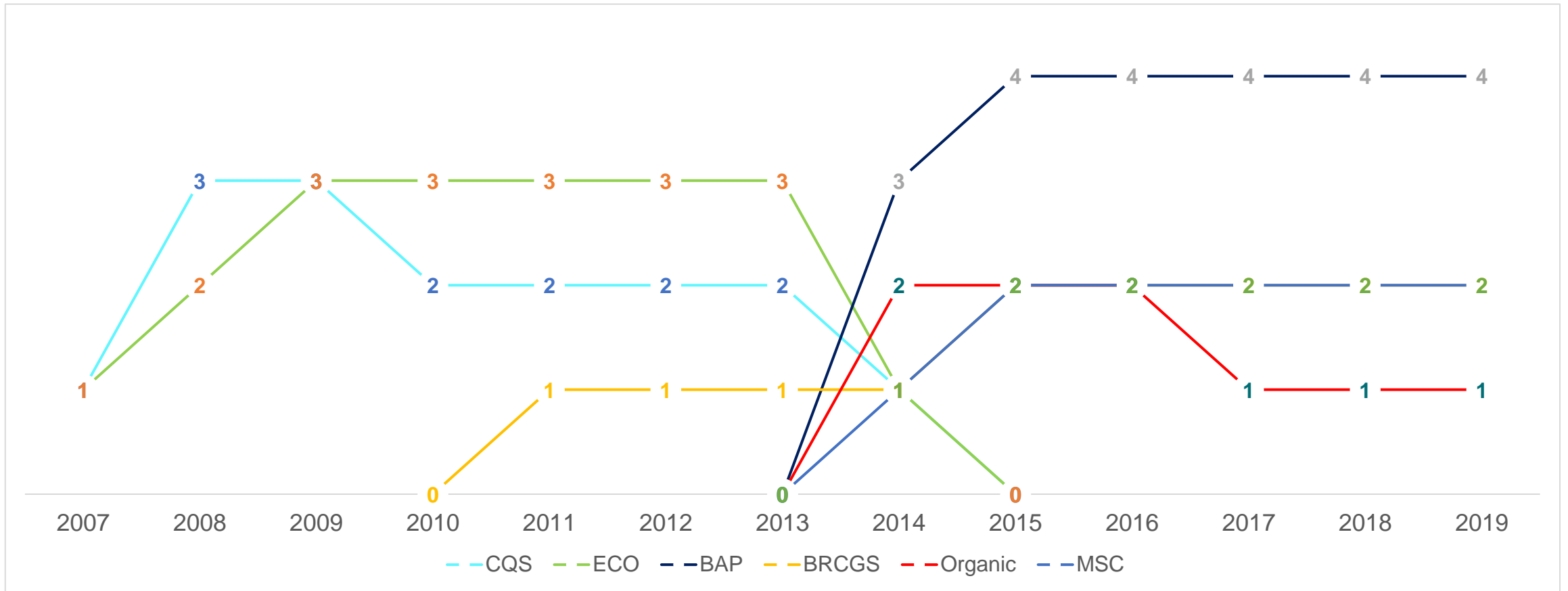
Manager, Compliance and Certification



-  **Cooke Head Office**
Blacks Harbour, New Brunswick, Canada
-  **Sales/Corporate Office**
-  **Production Facility**
-  **Sales/Corporate Office - Omega Protein**
-  **Production Facility - Omega Protein**
-  **Farming/Harvesting Area**

Cooke

Cooke Aquaculture Timeline



Challenges to Certification

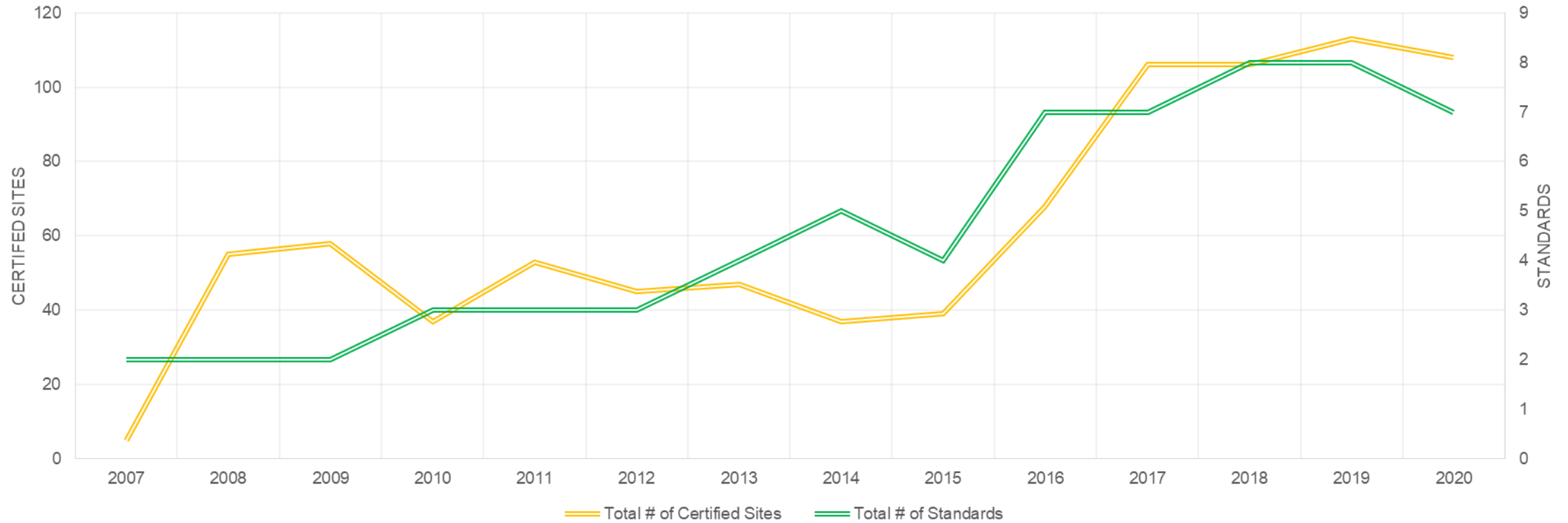
- Changing criteria in standards means producers must adapt quickly, can also create confusion
- Evolving regulations can create conflicts between regulatory requirements and certification standards (variance)
- Lack of qualified auditors – previous knowledge/experience, auditor training and upkeep, lifestyle appeal or lack there of, limitations of the standards (3x)
- Interpretation differences (auditor to auditor)
- Changing market demands

Benefits to Certification

- Ensures consistency between and across operations
- Group: allows time for trending, SOP writing, training, etc.
- Group: certification of all swimming inventory (market ready)
- Independent (benchmarked) evaluation of performance
- Full chain certification (BAP 4-Stars) ensures checks and balances at each step in the production cycle
- Logo use allows consumer recognition – trust
- Market access and co-branding opportunities

Not Easy, Takes Work!

EXTERNAL AUDITS AND STANDARDS



BAP Success!

- ★Cooke Aquaculture has the most certified sites in the BAP program of any salmon producer
- ★One of two worldwide salmon producers that directly own and have certified the production chain for all **4-stars**
- ★Currently the only salmon company in the world to have both Saltwater and Freshwater Groups in the BAP Group program.
- ★2 Primary Plants, 4 Value-Added, 1 Feed Mill, 16 Hatcheries and 66 Sea Sites – North America (since 2013, ~500 certified facilities)

A serene sunset scene over a wide body of water. The sun is low on the horizon, casting a warm orange and yellow glow across the sky and reflecting on the water's surface. In the foreground, a dark boat is visible, its silhouette and rigging reflected in the calm water. The word "Cooke" is overlaid in large, bold, white, sans-serif font across the center of the image. The background shows a dark treeline and distant landmasses under the twilight sky.

Cooke