

COLE-MUNRO FOODS is Ontario's premier farm-raised rainbow trout processor and distributor. The company is located in Southern Ontario, and brings to market over 8million lbs of sustainably-sourced rainbow trout annually.

The rainbow trout aquaculture industry in Ontario is shifting towards BAP (Best Aquaculture Practices) certification, and Cole-Munro Foods is at the forefront of this industry transition towards eco-certification.

Tasks and Accomplishments

Orientation and Training

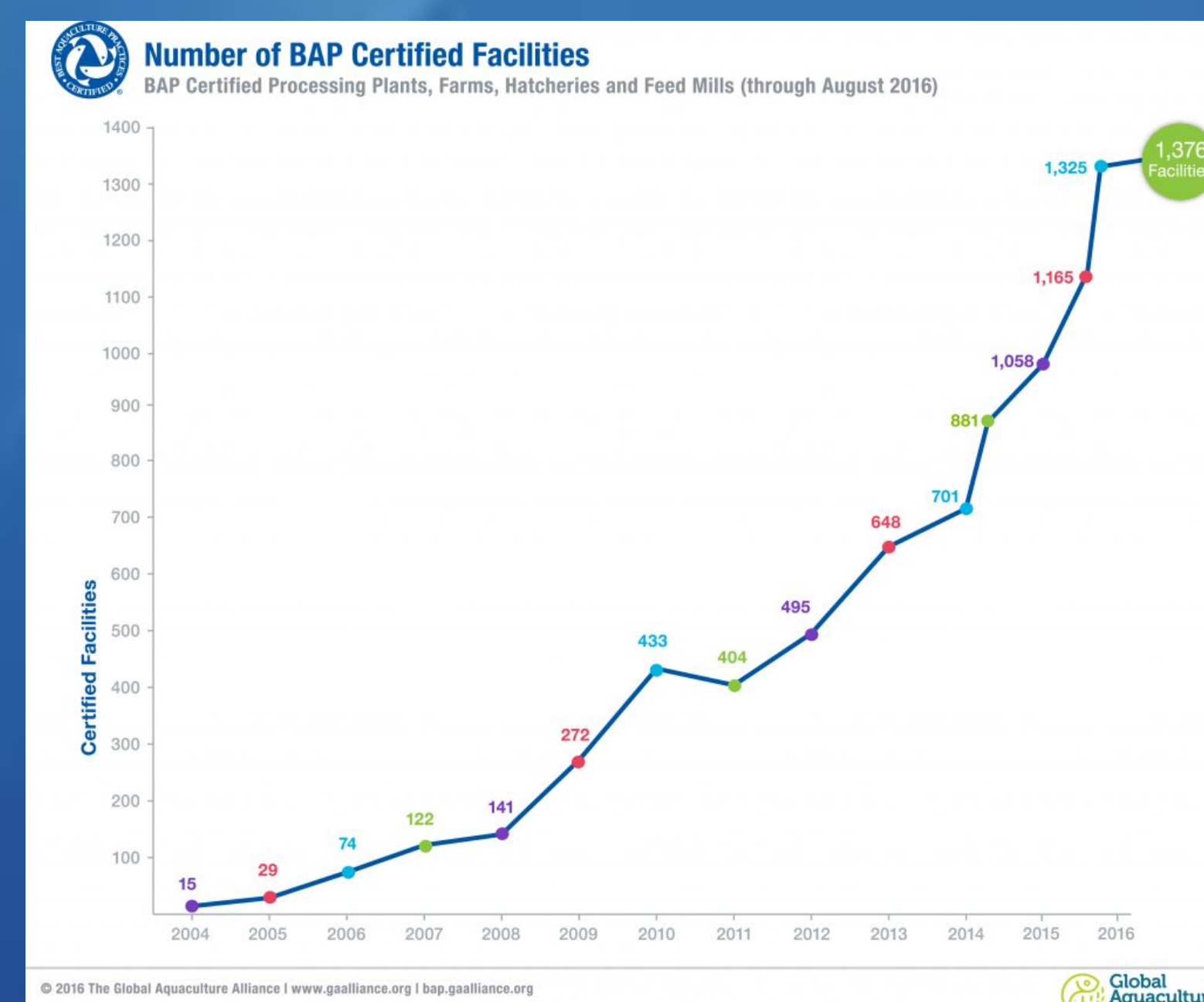
- Hatcheries, farms, processing plant, and the Alma Research Station

Website Edits

- Created and edited content for the sustainability sections on the Cole-Munro Foods' website and the OAA's (Ontario Aquaculture Association) website

BAP Implementation Team

- Served as a resource, editor, and developed original BAP documentation
- Conducted BAP mock-audits and gap analysis at farm sites

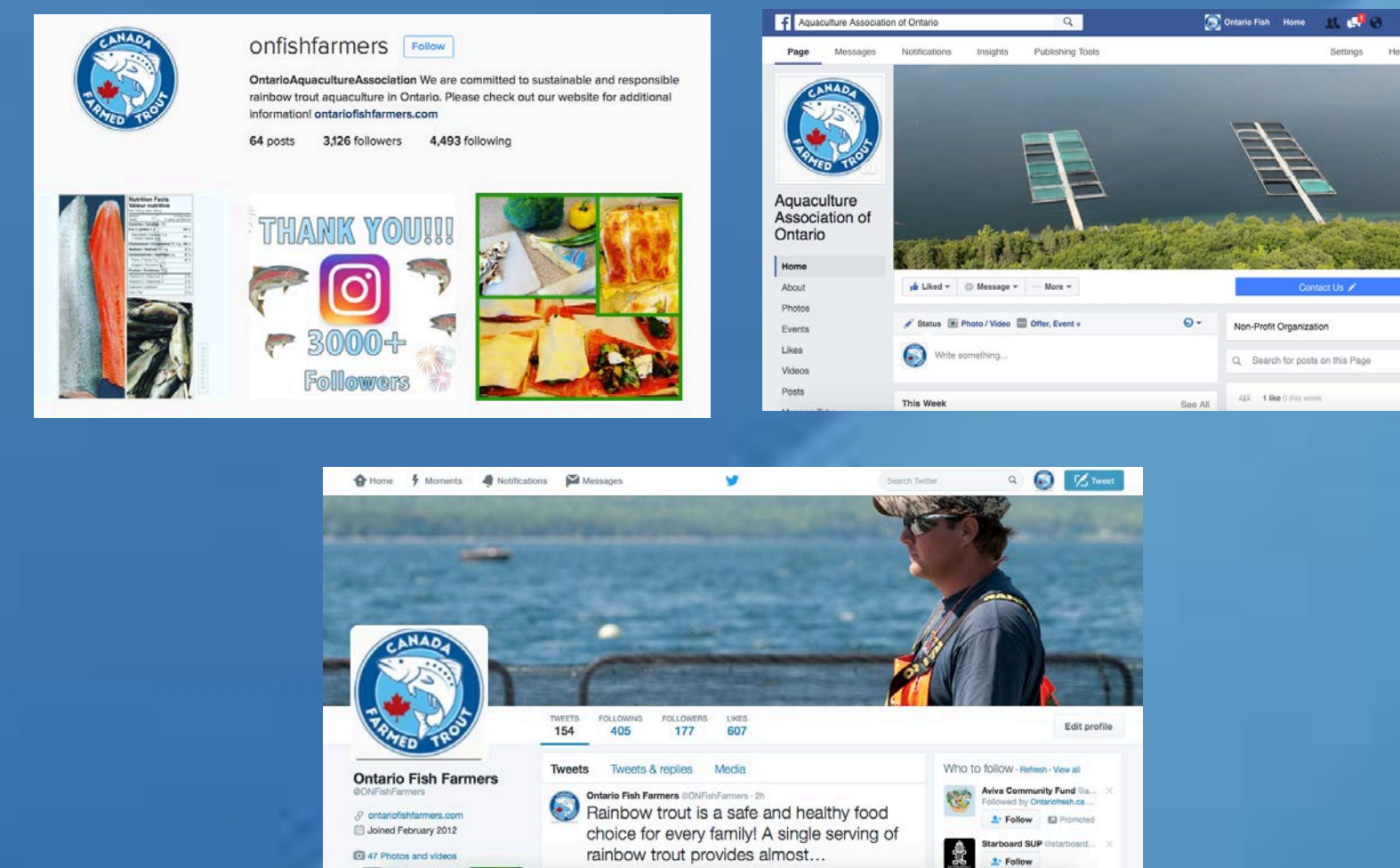


Figures above: Best Aquaculture Practices website (<http://bap.gaalliance.org>)



Social Media Campaign

- Created the OAA's Instagram page, **@onfishfarmers**, attracting 3300+ followers
- Consolidated the OAA's Twitter and Facebook pages, and managed all OAA social media platforms
- Networked and responded to consumers, stakeholders, and interested parties' comments and concerns on social media



Recycling Program

- Coordinated and conferenced with industry and municipal recyclers to rollout a recycling program at the farm level

Industry and Policy Meetings

- Engaged in MNR and MOECC meeting on aquaculture policy development in Ontario
- Participated in industry meetings related to sustainability, BAP implementation, and environmental policies



Sustainability Issues Faced

- Changing consumer perspectives of a traditionally sustainability-challenged industry
- Disclosing environmental data, and communicating corporate sustainability practices and initiatives to consumers
- Aligning all areas of the supply chain in accordance with BAP certification standards
- Challenges related to shifting behavioural practices towards more sustainable recycling behaviour across the supply chain



Key Takeaways

- Imperativeness in keeping lines of communication open with consumers, industry partners, and key stakeholders
- What makes the most sense environmentally, doesn't necessarily mean it will get adopted from a corporate position
- Importance of transparency when engaging in an industry that operates in the natural world
- Networking and forging relationships with key stakeholders and industry partners across the entire supply chain
- Decision-making processes and new projects require significant analysis from every angle



Rainbow Trout Supply Chain