



April 9, 2009

**NB Salmon Growers Chooses New Executive Director**  
***Pam Parker to Assume New Position on June 1***

**St. George NB:** The Board of the New Brunswick Salmon Growers Association's (NBSGA) is pleased to announce the appointment of Pamela Parker as its new Executive Director.

Pamela Parker is a native of Saskatchewan with a background in organizational and project management and marketing. Most recently Pam served as Managing Director of the BC Pacific Salmon Forum (BCPSF). The BCPSF was appointed by the Premier of British Columbia to provide policy recommendations that would improve the economic, social and environmental sustainability of wild salmon stocks and salmon aquaculture on BC's coast. Following four years of research and dialogue, the Forum released its final report in February 2009. Prior to this role, Pam served as Executive Director for the BC Shellfish Growers Association.

"We are very pleased that Pam will be making the move to the east coast to represent our association's interests and drive the long-term success of our industry," said Nell Halse, President of the NBSGA. "Pam's experience with government, the science community and community stakeholders as well as her commitment to the sustainability of both wild salmon stocks and the Canadian salmon farming industry, fit well with the objectives of our association. Our Board looks forward to working with her to realize those objectives."

Pam Parker will assume her new duties as Executive Director on June 1, 2009 replacing Dr. Jamey Smith who left the position at the end of February to accept a new post with Fisheries and Oceans Canada.

"Over the past four years of working with the BC Pacific Salmon Forum, I've had the opportunity to study the industry from many perspectives and have come to believe that salmon farming can operate in an environmentally sustainable manner while at the same time providing a healthy food choice and much needed economic activity in coastal communities," said Pam Parker. "The salmon farming industry is always changing and improving and I'm looking forward to working with the members of the NBSGA and other association colleagues to support that evolution and also the growth of the industry in Atlantic Canada."

The NBSGA represents the majority of salmon production in NB, including large and small producers, a number of service and consulting companies and the majority of the feed

production in Atlantic Canada. The salmon farming sector contributes approximately \$300 million to the province's annual economy and is a major employer in Charlotte County.

-30-

For further information, contact:

Nell Halse, President: 506-651-2434

Larry Ingalls, Vice President: 506-755-6192