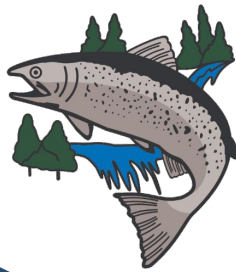


ANNUAL REPORT 2021



MSA
CONSERVATION



**MIRAMICHI SALMON
ASSOCIATION INC.**

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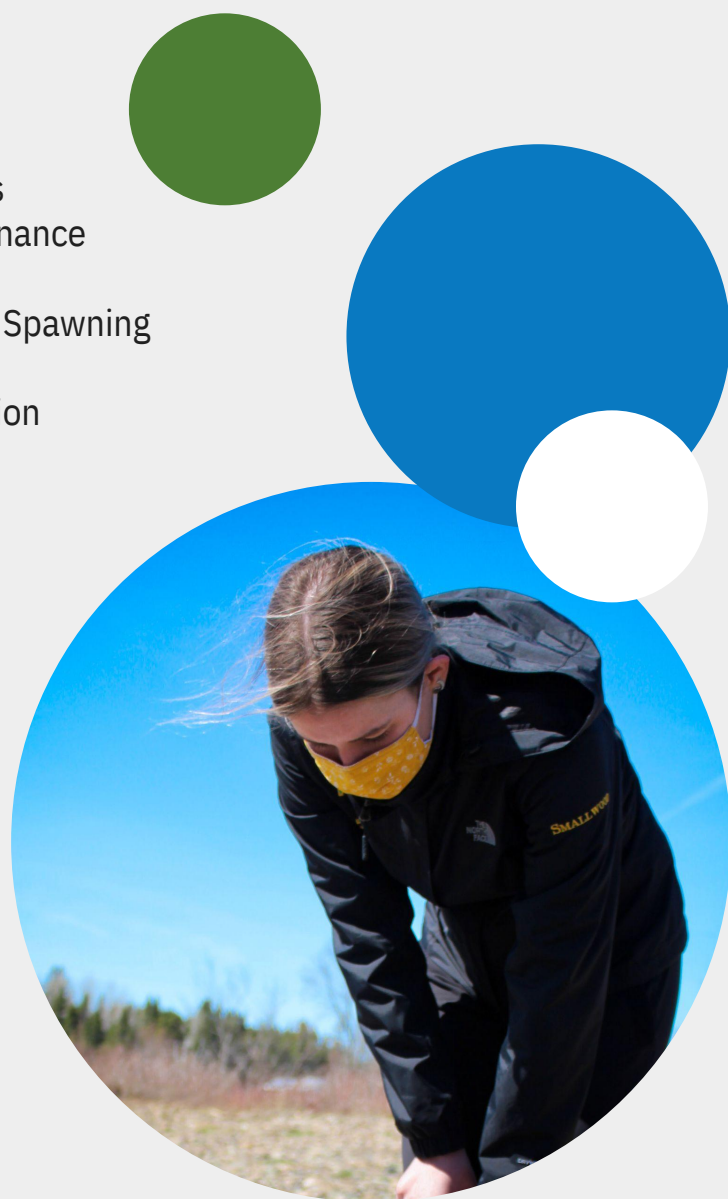
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FOREWORD

Message from the MSA Chair

Saving Atlantic Salmon in the Miramichi watershed requires passion, science, and education.

The Miramichi Salmon Association (MSA) is steeped in history, celebrating our upcoming 70th anniversary, and operating out of our beautiful compound of offices and hatchery facilities. Nestled on the banks of Stewart's Brook, we boast the longest continually operating hatchery in North America at, soon to be, 150 years.

MSA is driven by passionate staff, directors, and members who work to preserve the Miramichi River as the largest producer of Atlantic Salmon in the world. We are science-based and tackle any problems of our river head-on. Our recovery plan for Atlantic Salmon highlights three pillars – predation, habitat degradation, and stock

“MSA is driven by passionate staff, directors and members...”

management. The goal of the MSA is for the Miramichi to have a balanced ecosystem. We enjoy working in tandem with others with like-minded interests to ensure salmon will always caress the waters of our mystical, magical, Miramichi River.

Debbie Norton
MSA Chair



A handwritten signature in black ink, appearing to read 'Debbie Norton'.

Message from the MSA US Chair



Everyone who is really interested in Atlantic Salmon, knows that populations are struggling to maintain their numbers. It is one thing to say that an organization is working to do

something about this decline, but it is another to point to tangible activities being taken to positively impact salmon numbers.

That is what drew me to the MSA more than 20 years ago when I discovered Miramichi salmon fishing. The MSA performs population assessments, and advocates for conservation-oriented fishing regulations, the elimination of invasive species, and more. As well, the MSA, uniquely, stocks salmon fry throughout the Miramichi watershed to ensure that in these difficult times the river's salmon population does not decline to unsustainably low levels. In fact we are working on a very important study to prove the best salmon life stages to use in our stocking.

I believe that the MSA is the grass roots organization that is by and for its members – and of course the salmon – that is needed, and that is worthy of your support.

2021 was a good year for the MSA US as we raised a record amount of funds, and added substantially to our membership. MSA US supplied over \$100,000 in funding to purchase rotenone that will be used to eliminate invasive smallmouth bass from the Miramichi River, and we provided substantial funding towards other MSA conservation and enhancement efforts.

Miramichi salmon fishing was good too, with the best June and July fishing for those prime silver bullets that has been seen in years. I'm optimistic about the future of our river and its salmon, and I hope you are too. The MSA is the organization for us to all get behind to ensure the continuation of this irreplaceable resource, and I hope that you will all join me in enthusiastically supporting it.

Brad Burns
MSA US Chair

A handwritten signature in black ink, appearing to read 'Brad Burns'.

FOREWORD

President's Report

The Miramichi Salmon Association experienced many wins in 2021 including assembling a new, dynamic team, completing critical conservation programs, building collaborations, and securing funding for various projects. Our fundraising team persisted despite the many hurdles of COVID-19, and thanks to our generous supporters, we continued to raise funds virtually. The Brian Moore Legacy Fund was established to honour Brian Moore, a leader in the Atlantic Salmon conservation community. His legacy will carry on as we support students in his memory for the first time in 2022. David Roth, the 2021 Jack Fenety Conservation Scholarship recipient, carried on applied research work for the smolt-to-adult supplementation (SAS) program. Our membership grew, and communications were strengthened. Our team worked cohesively to prepare for research projects moving forward. Committees met diligently throughout the year to move the needle on salmon conservation and our organization.

The year 2021 also marked some disappointments. The smolt-to-adult supplementation program through Collaboration for Atlantic Salmon Tomorrow (CAST) was never permitted through DFO, meaning a project that was building for years came to a disheartening pause. From challenges come opportunities, however, and we are reinvigorated to move forward with an innovative fry stocking method that builds on expertise gained through the CAST program. There were also many wins from the CAST program, and several graduate students successfully defended their theses through this program. We continue to challenge the precautionary approach for Atlantic Salmon and corresponding catch-and-release limits. The precautionary approach has yet to be implemented, although a scientific review is now underway. Multiple stakeholders came to a consensus on one model, while DFO remains firm on another model. We continue to advocate for science-based decisions, including encouraging recreational anglers on the water as they also serve as boots-on-the-ground, eyes-on-the-water. The decision to reduce catch-and-release from four fish per day to two fish per day at certain points in the season has had devastating

"...MSA members and supporters continue to inspire me..."



negative consequences on outfitters, as well as conservation. We know when anglers are on the water that instances of poaching decrease, and anglers are able to make important initial conservation observations. From a zoomed-out perspective, the MSA is ready and willing to implement larger conservation tactics now to protect salmon populations and improve upon the current category we find ourselves in with the draft precautionary approach.

One of the things I admire most about the MSA is our ability to see the big picture. We understand there are many factors involved in Atlantic Salmon population declines, including at-sea mortality, predation, climate change, by-catch, poaching, invasive species, and habitat. We address many of the freshwater factors, including advocating for a balanced ecosystem and improving striped bass regulations to restore this balance, working on smallmouth bass eradication, supporting the move to barbless hooks, restoring cold water habitat, and conducting much-needed population assessments. But in addition to all of these initiatives, we understand that now is the time for strategic stocking, particularly in the form of first-feeding fry. The MSA is ready to act, and is building a long-term fry stocking program.

The MSA members and supporters continue to inspire me with their generosity, dedication, and long-term commitment to Atlantic Salmon on the Miramichi. 2021 was an incredible year to learn from you all and lead the MSA into an exciting season. Thank you for your support and I look forward to working with you in 2022.

Dr. Robyn McCallum
MSA President

A handwritten signature in black ink that reads "Robyn McCallum".

INTRODUCTION

Welcome

The Miramichi Salmon Association's 2021 Annual Report summarizes our conservation and field activities, our generous donors and new funds, our financial position, our staff and directors, and policies that impact the Miramichi River's Atlantic Salmon. This report also highlights fundraising events as well as communication and engagement developments.

As the Miramichi Salmon Association prepares to enter its 7th decade, and the hatchery prepares to celebrate 150 years, we hope this annual report provides a detailed summary of our organization. Thanks to you, we have a strong history of making a direct difference to Atlantic Salmon conservation on the Miramichi — and we will continue to do so in novel ways.


We are excited to showcase our achievements from 2021, thanks to supporters like you.

Our Mandate

Since 1953, the MSA and its members have directed their capabilities and their funds to the protection of the entire Miramichi River system. The MSA has watched over the Miramichi on behalf of anglers, outfitters, guides and all others with economic, environmental, and recreational interests in the river.

Managed by volunteers from Canada, the US, and abroad, as officers and directors, the MSA remains cooperative with, but independent of, government or special interests influence. It responds in the end only to its growing conservation membership.

The net result is a well-managed river system that today, thanks in part to the MSA's championing of its cause, has more miles of salmon angling water and traditionally holds larger and healthier populations of Atlantic Salmon than most salmon rivers in North America.



Our mission is global-class leadership, stewardship, and conservation practices for the Miramichi Watershed to continuously preserve and advance its environmental integrity for the benefit of all species, in particular the Atlantic salmon.

CONSERVATION



Our MSA field team was excited to get back on the Miramichi River in 2021 to carry out all of our critically important conservation work. Our team had a successful year of habitat maintenance, population assessments, and broodstock collection, and we are gearing up for our upcoming long-term fry stocking program that will continue in 2022.

CONSERVATION

Smolt Estimates

Each year, the MSA conducts smolt population estimates on the Miramichi River using a mark-recapture system. Through this program, we are able to calculate an estimated number of Atlantic Salmon smolts (age 2-3 years) as they leave specific rivers in the Miramichi to continue their journey into the Atlantic Ocean.

A mark-recapture study works by applying tags to a number of smolts collected via a smolt wheel (rotary screw trap). These smolts are released upstream and sampled as they enter the smolt wheel again. We can then compare tagged versus untagged smolt counts and produce an estimate of how many smolts are leaving that river system. The Miramichi River needs approximately 1.8 million smolts (1.2 million from the SW branch and 600,000 from the NW branch) migrating to the ocean annually to support a healthy population.

In 2021, the MSA assembled two rotary screw traps on the Northwest Miramichi River and one on the Dungarvon River. Applying a 10% mortality rate to our population estimate (using the Bayesian method), it was estimated that 27,900 (95% CI 23,400 - 33,900) smolts migrated from the Northwest River in the spring of 2021. The Northwest estimate is very similar to the smolt estimate in 2020 but with a small increase. The 2020 smolt estimate on the Northwest Miramichi was 26,400

(95% CI 20,200 - 37,600). The Dungarvon estimate was 27,100 (95% CI 13,600 - 37,300) smolts. Note that the last smolt estimate to take place on the Dungarvon River was in 2010, therefore there were no recent previous years with which to compare results.

In partnership with:

Anqotum Resource Management, Atlantic Salmon Conservation Foundation, Atlantic Salmon Federation



Salmon Protection Barriers

The MSA has been a strong supporter of the salmon protection barriers on the Northwest Miramichi and Dungarvon Rivers that were operated by the Provincial Government through the Department of Natural Resources and Energy Development for over 30 years. In 2021, the MSA was contracted to manage these barriers.

The purpose of the barriers is to contain adult salmon in a small area where guardians can monitor and protect the salmon from illegal removals around the clock, until just before spawning time in the fall when they are released to continue their upstream migration to spawn,

with increased protection from Provincial and Federal wardens.

When they were first constructed in the 1980's, poaching was rampant in the headwater streams. The protection barriers ensured that adequate numbers of adult fish would survive to spawn. When adult salmon populations are low from other causes, the protection barriers ensure that those salmon that make it to the headwaters will not be removed by illegal means and protects critical spawning adults.

CONSERVATION

The MSA has fought to keep the barriers operational when governments planned to cease their operations over the years, as part of budget cuts, and when approached by the provincial government to operate the barriers under contract in 2020, the MSA agreed. The MSA hired 5 workers for each location from the existing employees and made changes to the schedule to ensure adequate protection. Not being able to use the previous DNRED radio communications, we provided each location with a satellite telephone and in 2021 changed that to internet service for each location with voice-over-internet service for cell phones which provides more security and benefits to staff. After the trial period in 2020 of operating the Northwest and Dungarvon barriers under contract, in 2021 MSA signed a 2-year contract with DNRED to operate the barriers for 2021 and 2022, with an option for 2023.

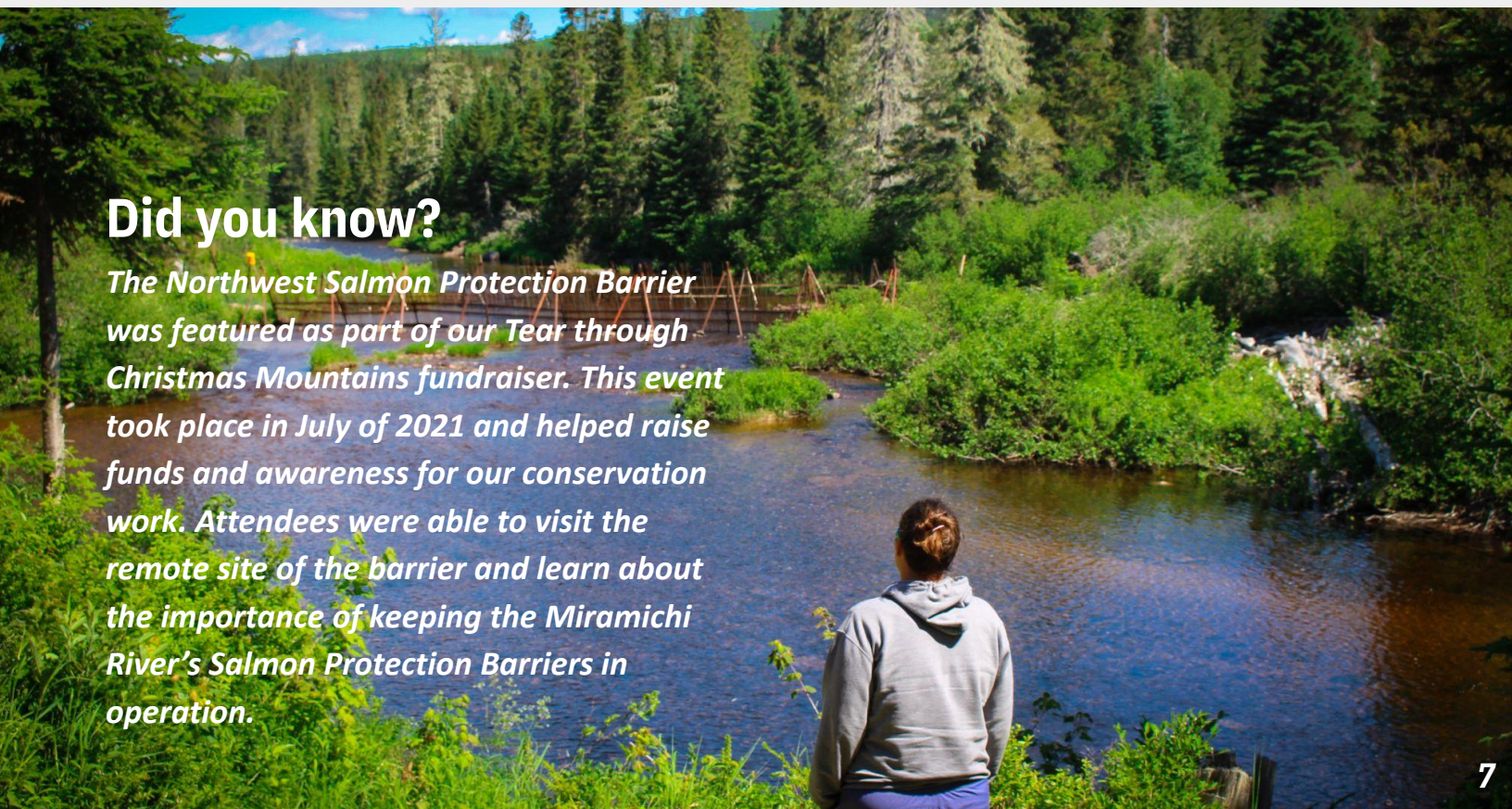
Operating in-stream structures has become more difficult with our changing climate. When we receive torrential rain, water levels increase quickly, bringing trees and other debris against the in-stream structures. We have been fortunate on the NW Miramichi barrier where extreme water levels have not washed away our

containment structures, but we haven't been as lucky at the Dungarvon barrier with two partial washouts in 2021. The fence material on the Dungarvon is higher than on the Northwest, so we will lower the height of the fence. This way, in the event of extreme high water, the water and debris will over-top the structure, relieving the pressure and keeping the fence intact. Fortunately, when this happens the fish generally do not move upstream but remain in slower areas close to shore and tend to move as the water is first rising or after it starts to drop. Other improvements will also be made at each facility to ensure that the salmon are protected.

We would like to thank the staff at both facilities, and especially the foremen Paul Norrad at the Dungarvon Barrier and Ed Stewart at the Northwest Barrier, for their dedication and hard work. Some of our employees have been working at these facilities for over 25 years and know the operations inside and out. The barriers are open for the public to visit during the day, if COVID-19 regulations permit, but they are in remote locations and the roads may prevent low vehicles, such as cars, from accessing the sites.

Did you know?

The Northwest Salmon Protection Barrier was featured as part of our Tear through Christmas Mountains fundraiser. This event took place in July of 2021 and helped raise funds and awareness for our conservation work. Attendees were able to visit the remote site of the barrier and learn about the importance of keeping the Miramichi River's Salmon Protection Barriers in operation.



CONSERVATION

Cold Water Habitat Maintenance

Cold water brooks provide critically important habitat for adult and juvenile salmon during warm water events in the main stem of a river. The presence of these thermal refuge areas are crucial during times of high-water temperatures, where large numbers of salmon and trout of various life stages can hold position until surrounding water temperatures decrease. Without isolated pockets of cold water, these fish would be forced to remain exposed to warm water conditions that lead to physiological stress and potential mortality.

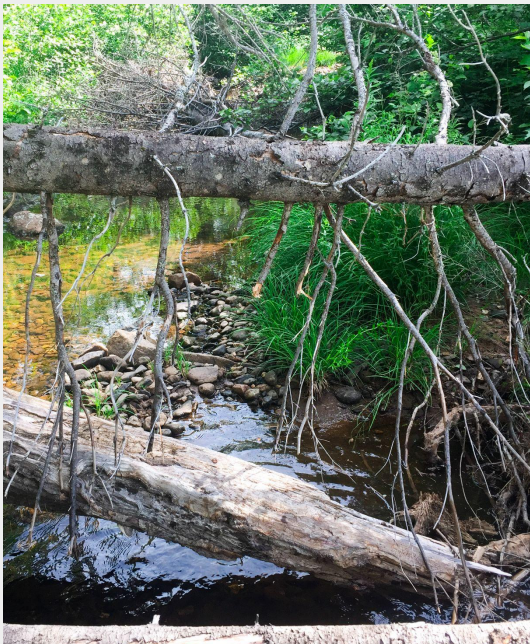
The MSA has identified these cold-water habitats as areas of significant value in protecting adult and juvenile salmon. Over the years,

the MSA has restored local cold water habitats along the Miramichi River, creating safe cold refuges for all fish to use.

Over time these enhanced areas become overgrown with significant woody debris and obstructions impounding water. Obstructions are detrimental to cold water refuge zones as the impounded water is heated, reducing fish passage during the spawning season.

In 2021, MSA visited ten former cold water habitat restoration sites to assess if the restorations were still functioning to their purpose. Necessary maintenance work was carried out at each location, and snorkel surveys were performed to evaluate if fish species were utilizing these cold water habitats. Fish were found to be present at all cold water sites.

In partnership with:
New Brunswick Wildlife Trust Fund



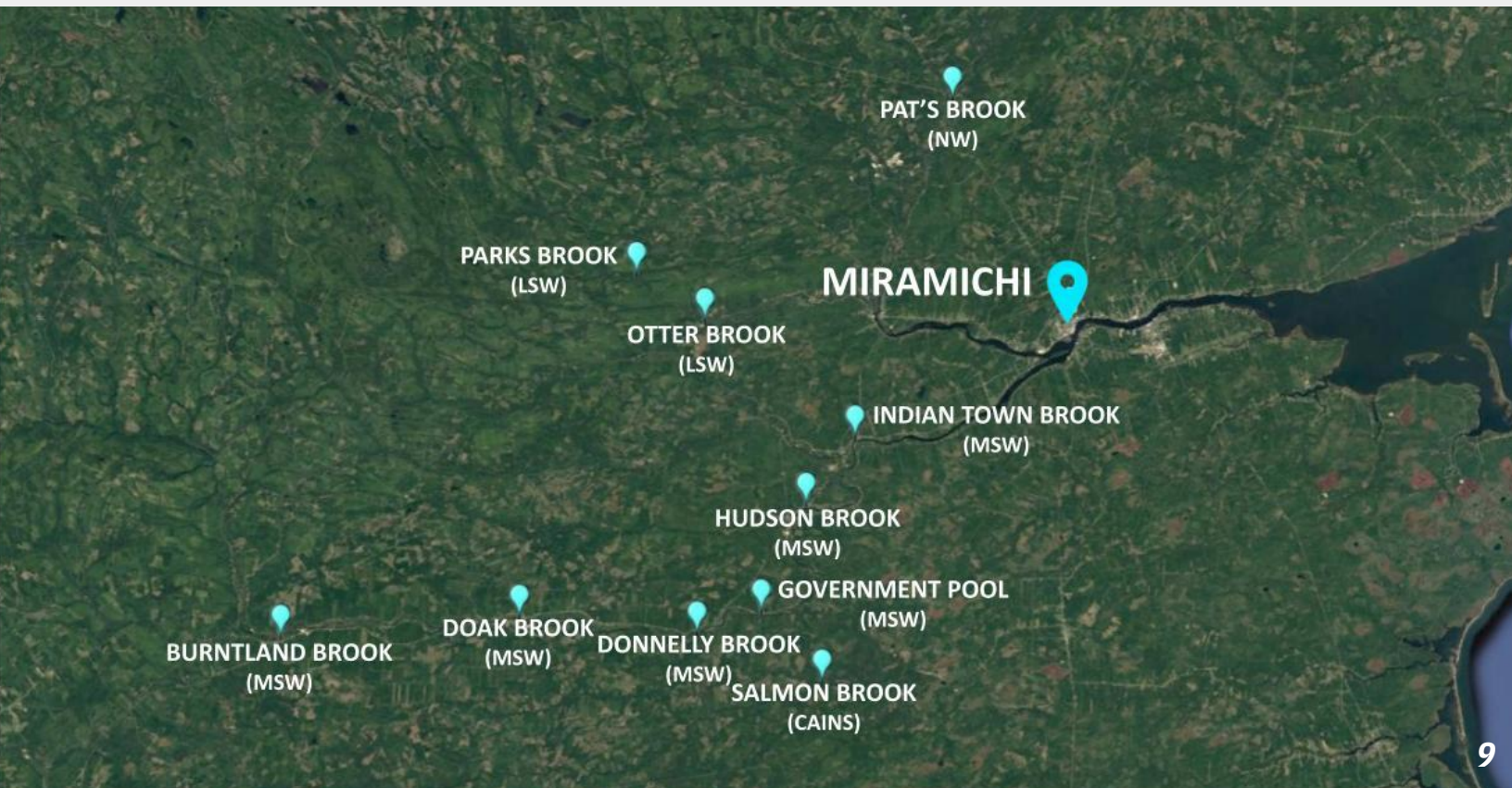
Before and after cold water habitat maintenance at Pat's Brook on the NW Miramichi River, 6.8km north of the Trout Brook confluence.



CONSERVATION

2021 COLD WATER POOL MAINTENANCE

Location	Year of Restoration	Snorkel Survey	Stream Obstructions
Donnelly Brook	2014	No	4
Doak Brook	2015	No	3
Indiantown Brook	2015	Yes	0
Otter Brook	2015	No	3
Pat's Brook	2015	No	9
Parks Brook	2016	No	4
Hudson Brook	2017	No	3
Salmon Brook	2017	No	4
Burntland Brook	2018	Yes	0
Government Pool	2019	Yes	0



CONSERVATION

Juvenile Assessment

The MSA conducts an electrofishing program to assess the distribution of juvenile Atlantic Salmon in the headwater areas of the Miramichi River which may not be easily accessible to spawning adults. In low water years, adult salmon may not be able to access headwater spawning areas or may be impeded by beaver dams. This limits the number of adults successfully migrating upstream and subsequently reduces the number of fry at these sites. Once these priority areas are identified, they are stocked with Atlantic Salmon fry raised at the Miramichi Salmon Conservation Centre (MSCC). By assessing electrofishing areas that were stocked the previous year, MSA staff are able to evaluate the success of past stocking activities. In many cases, areas that have been stocked in the past few years will show an increased presence of parr, identifying that area as a successful stocking site. The MSA also works with the Department of Fisheries and Oceans (DFO) Science Branch on another survey which monitors sites as part of a long-term assessment of juvenile Atlantic Salmon populations in the Miramichi watershed.

Due to COVID-19, the MSA's stocking program was smaller in scale and beaver dam management did not occur at all in 2020. Therefore, our juvenile assessment focused on locations for projects performed in 2019. In 2021, a total of 58 electrofishing sites were assessed by MSA and DFO field crews throughout the Miramichi River system. MSA independently surveyed 21 sites, while MSA and DFO worked together on 37 sites. Results of the 2021 juvenile assessment showed the impact on Atlantic Salmon fry counts due to the absence of conservation programs in 2020. With no beaver dam management performed, many adult salmon were not able to reach their spawning grounds. In certain areas where past stocking has occurred, the only salmon found were parr originating from MSA's 2019 stocking program. These results depict the decreasing juvenile numbers in the Miramichi tributaries and how important our programs are as a critical factor in Atlantic Salmon survival.

In partnership with:
New Brunswick Wildlife Trust Fund

"...MSA staff are able to evaluate the success of past stocking activities."



2021 JUVENILE ASSESSMENT SITES

Cains River	Dungarvon River	Main SW River
Salmon Brook	North Branch	Clearwater Brook
Sabbies	Main Branch	Juniper Brook
Six Mile		Beaver Brook
Muzzeroll		Wiley Brook
Otter Brook		Big Hole Brook
		Porter Cove
		Doak Brook

CONSERVATION

Broodstock Collection and Spawning

The MSA has collected adult broodstock from the Miramichi River for decades to aid in improving juvenile production in targeted areas that are under-utilized or inaccessible to wild spawning adults. In 2021, broodstock were collected from two locations on the Southwest branch of the Miramichi River - the Cains River and the Main Southwest Miramichi River in Juniper. The fish from the Cains, 6 females and 8 males, were collected from two salmon pools, with the help of anglers, from mid-September until mid-October. The fish from the Southwest Miramichi River, 10 females and 10 males, were collected at the Juniper bridge, with the help of NBCC students from Miramichi, on October 6th. The adults were spawned in October and early November and then released; the eggs are safely incubating at our facility in South Esk. From this program, we will stock approximately 75-80,000 first-feeding fry into their natal streams in the spring/early summer of 2022.

Both collections were a great success, and we want to thank everyone involved for their help with this conservation effort.

The MSA also held broodstock for three additional conservation groups – Parks Canada, Friends of the Kouchibouguacis, and Kopit Lodge. Adults from these groups were kept at the MSCC in the fall, spawned, and the eggs were collected post-fertilization and transported back to their river of origin, along with the adults. This partnership has been ongoing for many years and we are happy to help our fellow salmon conservationists!

In partnership with:

Black Brook Salmon Club, Brad Bruns, Country Haven,
New Brunswick Community College



MSA Biologist Lyndsay Jay-Keating demonstrates broodstock collection and proper fish-handling to students at NBCC.

CONSERVATION

Fry Stocking

Salmon fry stocking has been a crucial initiative on the Miramichi River for almost 150 years. Eggs have been transported via horse and buggy, rail cars, and now trucks to the furthest reaches of our watershed to supplement wild salmon populations. The hatchery in South Esk has been the home base for this program and the MSA has been involved with the project for over 65 years. Since 2004, the MSA has stocked over 3.8 million salmon fry in the Miramichi River – over 1.4 million on the Northwest branch and over 2.4 million on the Southwest branch. These fry have been distributed to over 950 sites in the Miramichi watershed - 300+ sites on the Northwest and 600+ sites on the Southwest.

The Miramichi Salmon Association is moving forward with a DFO-approved method of stocking in the form of first-feeding fry. This will be a long-term fry stocking program which will focus on three major projects: 1) Novel fry stocking on the SW Miramichi River, 2) Traditional fry stocking on the SW Miramichi River, and 3) Research Program on the Dungarvon River. These strategies will contribute millions of fry to the Miramichi River each year, directly sustaining and enhancing the Atlantic Salmon population and supporting the economic and cultural benefits generated from this resource.

Novel Fry Stocking, SW Miramichi River

Smolts (N = 500) have been collected from the Southwest Miramichi River (Ludlow) in 2020 and 2021. These smolts, and subsequent annual collections, will be raised to maturity, spawned, and have resulting fry released into the Southwest Miramichi River. We estimate 1,062,500 fry to be produced each year for release.

Traditional Fry Stocking, SW Miramichi River

Broodstock collections continued annually on the SW Miramichi River in Autumn 2021. Adult fish were brought to the MSCC, spawned, and then released, and the eggs are incubating over the winter for release as fry the following spring. Our goal is to spawn 25 pairs annually, with the potential to release 106,250 fry per year.

Research Program, Dungarvon River

We will compare two fry stocking approaches to wild fry production, a first-of-its-kind study. The first treatment will be stocking of first-feeding fry of wild broodstock origin [henceforth “wild broodstock fry stocking”; WBF]. The second treatment will be stocking of first feeding fry of captive-reared broodstock origin [henceforth “captive reared fry”; CRF]. Both treatments will be compared to wild fry production [henceforth “wild production”, WP].

The fish for the WBF program are produced by annually collecting wild broodstock from the Dungarvon barrier fence (30 females; 30 males) that are cross-fertilized at the MSCC. The fertilized eggs are incubated over winter and are distributed to the Dungarvon River in June of each year. The broodstock parents are then released back into the wild.

The CRF program is similar to the WBF program except that in lieu of wild-origin broodstock, the fish used for cross-fertilization are juvenile wild salmon smolt reared at the MSCC for the production of captive-reared fry, removing pressure from our sensitive broodstock population. The CRF program incubation will occur at the MSCC, using the same methods as the WBF, and all fertilized eggs are kept in separate troughs for monitoring purposes.

The WP program will be the baseline wild fry production that is taking place in the Dungarvon River naturally. WBF and CRF groups will be released in the same general area where wild fry are expected to be present to create a common-garden experimental setting.

WBF: Broodstock will be collected in Autumn 2022 for spawning, and fry will be released in June 2023. This will continue annually.

CRF: Smolt collection (N=368) was undertaken in the Dungarvon River in Spring 2020, and Spring 2021 (N = 291) and these smolts are currently held in captivity at the MSCC. The first adult salmon are anticipated to mature in Autumn 2022, when spawning will take place

CONSERVATION

and first-feeding fry from these broodstock (CRF) will be released in June 2023. Smolt collections (N=300) will continue annually in 2022, 2023, and 2024.

Fry for WBF and CRF programs will be released in June 2023, concurrently, in other words each cohort emerges in Y+1 as young-of-the-year. Therefore, YOY will be present in this experiment in summer 2023-2027. The monitoring of outcomes will start in 2025 and continue to 2032.

The monitored endpoints for all three parental origins include 1) relative number of out-migrating smolts, and 2) relative number of returning adult Atlantic Salmon (both 1SW and MSW). The monitoring will be based on Single Nucleotide Polymorphism (SNP) genetic assessment, wherein the juveniles produced by the two enhancement strategies can be traced by genetic assessment of a large number of SNP's to their parents. The SNP tool has been developed specifically for the Miramichi Atlantic Salmon.

This experiment involves research components that will benefit salmon enhancement science worldwide. These strategies are expected to result in tangible stock-enhancing demographic benefits for the duration of the experiment. The WBF and CRF programs will target releases that will produce a measurable effect given estimates of natural inter-stage survival (Cunjak and Therrien 1998) but is balanced by the Dungarvon River's ability to effectively produce juvenile salmon (i.e., the proposed experiment will not cause the system to be over carrying capacity). 127,500 fry/year will be released through the WBF program, and 324,000 fry/year will be released through the CRF program.

All three stocking strategies have undergone review, and all require annual permits through DFO. The MSA is applying for funding to support these strategies and working in collaboration with Dr. Tommi Linnansaari at the University of New Brunswick.

Smallmouth Bass Eradication

The MSA is part of the Smallmouth Bass Eradication Working Group, along with the North Shore Micmac District Council, Anqotum Resource Management, Atlantic Salmon Federation, Miramichi Watershed Management Committee, New Brunswick Salmon Council, and New Brunswick Wildlife Federation. Our team is working cohesively to learn from the challenges faced in 2021 and build an even stronger plan for 2022 to eradicate smallmouth bass from Miramichi Lake and a portion of the SW Miramichi River.

All of the permits and paperwork were in place for the planned eradication in 2021. Volunteers were trained and ready, products were secured, and our homework was complete — including installing a fish barrier, conducting fish rescues, and completing electrofishing. Unfortunately, protestors halted our eradication in August.

Since then, the working group has met with Maliseet communities and continues to have discussions about this project.

In addition to community discussions, plans are being worked on from multiple fronts, including public relations and communications, permitting, protection, and operations. All of the necessary permits have been transferred to 2022.

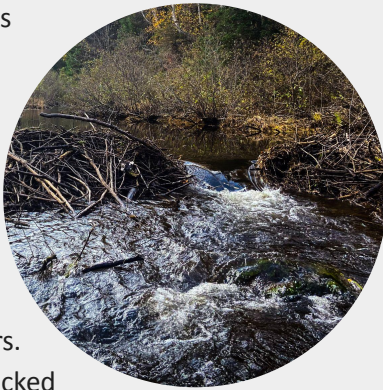
The MSA's role in the eradication is focused on fence installation and take-down, fish rescue, electrofishing, and water sampling. Our team will be on the ground throughout the summer to prepare for and conduct this eradication to preserve the Miramichi River ecosystem. We will be putting out a call for volunteers for different components, including fish rescue and fence installation — so stay tuned if you would like to help out.

CONSERVATION

Beaver Dam Management

Beaver dams are known barriers to adult Atlantic Salmon migrating upstream to spawn, blocking access to habitat in the upper reaches of brooks and streams. Female salmon have been observed below beaver dams in large numbers and are forced to build multiple redds in confined areas of the stream, often with a lower quality habitat than would otherwise be available. The survival of eggs in these crowded, overlapping redds is severely reduced and can negatively impact juvenile salmon production within the stream.

Upstream areas of brooks and streams are often excellent spawning and juvenile habitat with a high percentage of gravel and cobble substrates, cold ground-fed water, and low numbers of predators.



After several years of blocked access, these upstream reaches run the risk of becoming devoid of salmon fry and parr, potentially lowering the number of stream imprinted adult salmon returning to these areas. Improving access to upstream habitat on individual streams could benefit egg survival and juvenile production. If upstream habitat on multiple streams within a watershed is improved, the total number of returning adult salmon in the following years could be increased.

To achieve the maximum benefit of dam breaching efforts, the timing of behaviour changes and movements of salmon must be considered. Small dams may not pose much of an issue during high water flows, as the fish are able to swim over them, but large dams will stop any further upstream movements. Beavers can repair active dams within a 24-hour time frame, which means the notching or removal of the dams must be correctly timed with the upstream migrations of the salmon so as not to waste time and resources. In 2021 the MSA team successfully notched 48 dams within the Miramichi area to allow critical salmon migrations during spawning.

Beaver Dam Flow Device

2021 was also the first year of utilizing a new method for salmon passage over beaver dams. The new device created is known as a Beaver Dam Flow Device. This device allows fish passage through a beaver dam without having to notch the dam repeatedly. The flow device removes the risk of beavers filling in the dam's notch before the salmon get a chance to migrate above the dam. The device's design allows the salmon a guaranteed path over the dams into ideal spawning grounds without disrupting the beavers' work. The MSA placed our first device at Doak Brook as a trial in hopes of building multiple devices in years to come.

A huge thank you to the supporters who made the installation of this device possible!

In partnership with:
Brad Burns, Country Haven



MFM Hatchery Technician Dylan Hyland and MSA Biologist Lyndsay Jay-Keating installing a Beaver Dam Flow Device at Doak Brook.

ADVOCACY

Through lobbying, communications, and education, the MSA is able to advocate for the conservation of the Miramichi River and Atlantic Salmon for generations to come.



ADVOCACY

Lobbyism

Recreational Fisheries

The MSA participates in the Eastern New Brunswick Coastal and Inland Recreational Fisheries Advisory Committee. In particular, the MSA offers feedback about Atlantic Salmon and striped bass fishing regulations as well as DFO's population assessment reports. Due to COVID-19 restrictions, two meetings were held in 2021 — in January, and again in December.

At both meetings, MSA recommendations were consistent with other conservation groups.

For Atlantic Salmon:

- The stakeholder approach for the Precautionary Approach (PA) is reasonable and should be thoroughly considered. The PA needs to be implemented. In the absence of a PA, the previous management guidelines of 4 fish/day catch and release for the summer and fall seasons, as opposed to 2 fish/day, should be implemented.
- Reports of poaching continue to increase; there is a need for more enforcement officers. Returning to 4 fish/day for catch and release will allow more bodies on the water to deter poaching.
- Stocking will play an important role in Atlantic Salmon population recovery and stabilization. A stocking policy based on science and consistent with west coast policies is needed.
- Smallmouth bass eradication in Miramichi Lake and SW Miramichi River needs to happen in 2022, with enforcement support from DFO.

For Striped Bass:

- Retention of all striped bass in fresh water to reduce predation on Atlantic Salmon and other native species needs to be implemented for 2022.
- There should be no upper size slot limit in all waters.
- A precautionary approach is needed for striped bass, but the LRP needs to be reasonable (not

- 330,000 spawners). Stakeholders need to be aware of the models and processes used to make decisions. The ecosystem must be in balance, and 330,000 spawners in comparison to LRP values for Atlantic Salmon does not make sense.
- DFO needs to recognize there are additional spawning grounds in the Miramichi River system, including on the SW Miramichi River and in the Tabusintac River, in addition to the NW Miramichi River spawning ground.
- The MSA continues to support a First Nation commercial striped bass fishery.
- A more accurate annual population estimate for striped bass is needed in order to make management decisions.

Despite consistent recommendations, regulations are slow to change for both Atlantic Salmon and striped bass. The recreational fisheries advisory committee did implement barbless hooks in 2021, something conservation groups have supported for years.

Precautionary Approach

Precautionary approach discussions for Atlantic Salmon continued among the Department of Fisheries and Oceans, stakeholders, and rightsholders in 2020. Near the end of 2020, stakeholders, rightsholders, and the province of New Brunswick agreed to one scenario, while DFO remained steadfast on another. We expected to hear a decision in 2021, but this never occurred. The MSA continued to question DFO about their plan for precautionary approach measures, and the timeline for implementation. The latest information we received is that the PA for salmon will be implemented sometime in 2023. DFO Science is expected to meet in Winter 2022 to discuss the two scenarios, and then that information will be sent out for Indigenous consultation.

Meanwhile, DFO initiated a Precautionary Approach working group for striped bass in the Miramichi River. The MSA has requested to be part of this.

A New DFO Minister Was Appointed in 2021 following the federal election. The Honourable Joyce Murray is from British Columbia. A number of items outlined in the December 2021 mandate letter from Prime Minister Justin Trudeau to Minister Murray may be of interest to our supporters and salmon conservation:

"Dear Minister Murray:

...I ask that you achieve results for Canadians by delivering the following commitments:

- *Work to support sustainable, stable, prosperous fisheries through the continued **implementation of the modernized Fisheries Act, which restores lost protections, rebuilds fish populations and incorporates modern safeguards so that fish and fish habitats are protected for future generations** and Canada's fisheries can continue to grow the economy and sustain coastal communities.*
- ***Continue working with business, academic institutions, non-profits, provincial and territorial governments, and Indigenous partners to grow Canada's ocean and freshwater economy** and support the long-term sustainable growth of Canada's fish and seafood sector, ensuring Canada is positioned to succeed in the fast-growing global ocean sectors of the blue economy and advancing reconciliation, conservation and climate objectives.*
- *Work in close collaboration with provincial and territorial authorities, Indigenous partners, fishing and stewardship organizations and implicated communities to implement the Pacific Salmon Strategy and to make new investments and **develop a conservation strategy to restore and rebuild wild Atlantic salmon populations and their habitats.**"*

We remain optimistic that we can advance salmon conservation with a minister who has seen firsthand the success of salmon conservation on the Pacific Coast.



Photo credit:
Sgt Johanie Maheu

ADVOCACY

Warm Water Protocol

The warm water protocol committee, led by DFO, met often throughout the spring, summer, and fall of 2021. The committee considers protocol guidelines and input from stakeholders to make decisions about closing and reopening important cold water pools during angling season, in order to protect Atlantic Salmon.

When water temperature is greater than 20°C but less than 23°C for two consecutive days, 30 key cold water pools are closed to fishing. Water temperatures are considered as well as water levels and fish behaviour.

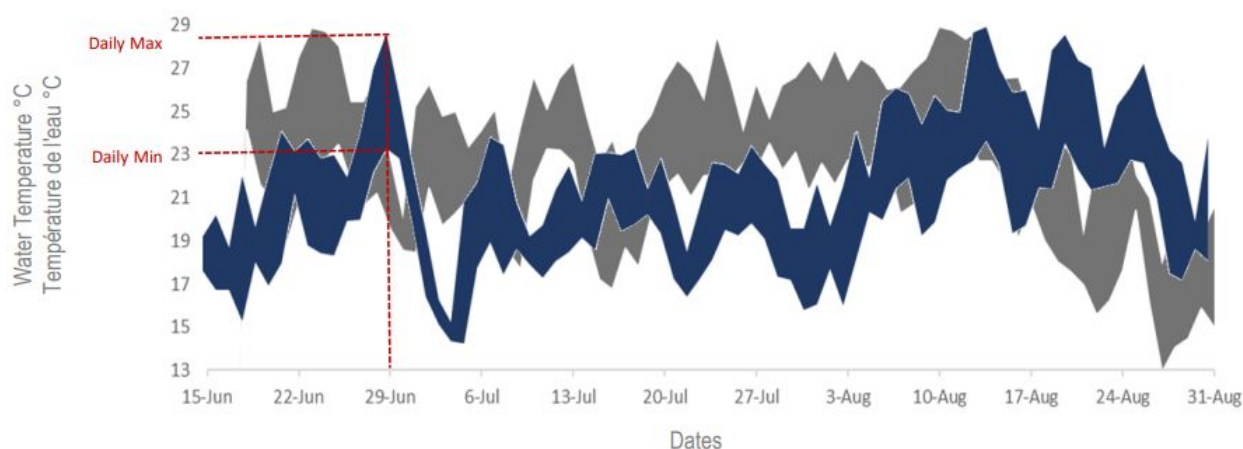
When water temperature exceeds 23°C for two consecutive days, morning only fishing may be

implemented elsewhere in the watershed.

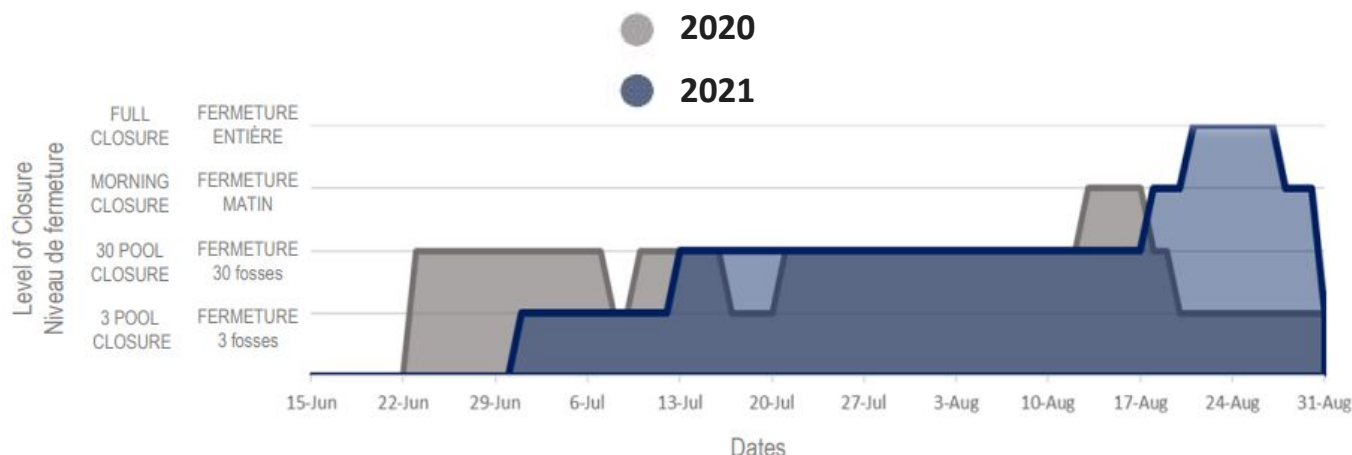
The figures below, produced by Fisheries and Oceans Canada, shows the 2021 warm water protocol metrics for the recreational fisheries advisory committee. Overall, 30 key cold water pools were closed for fewer days (36) than in 2020 (54). Morning only fishing was in place for 6 days in both years. In 2021, a full closure was in place for 7 days due to extreme temperatures.

The warm water protocol committee is working to enhance communications about closures and reopenings to the general public and enforcement officers for 2022. In 2021, the MSA shared notices with membership and the general public as the information became available.

MIRAMICHI RIVER WATER TEMPERATURE



MIRAMICHI RIVER WARM WATER PROTOCOL RESTRICTIONS



ADVOCACY

2020 WARM WATER PROTOCOL

Date	Restriction
06/23	Closure - 30 Pools
07/08	Reopening - 30 Pools
07/10	Closure - 30 Pools
07/17	Reopening - 30 Pools
07/21	Closure - 30 Pools
08/13	Closure - Morning
08/18	Reopening - Morning
08/20	Reopening - 27 Pools

2021 WARM WATER PROTOCOL

Date	Restriction
06/30	Closure - 30 Pools
07/13	Reopening - 30 Pools
07/21	Closure - 30 Pools
08/18	Reopening - 30 Pools
08/21	Closure - 30 Pools
08/20	Closure - Morning
08/28	Reopening - Morning
08/31	Reopening - 27 Pools

Focus

The Lieutenant Governor's Award for Wild Atlantic Salmon Conservation

is the province's most prestigious and preeminent recognition of individual(s) whose efforts have contributed significantly to the conservation and protection of New Brunswick's Atlantic Salmon. In 2021, our very own Debbie Norton was the recipient of this award. Debbie's energy and contributions to Atlantic Salmon and resource conservation are numerous. She has been and/or still is a member, Director, or President of:

- *the New Brunswick Salmon Council,*
- *the Northumberland Salmon Protection Association,*
- *the Miramichi Watershed Management Committee,*
- *the Miramichi Salmon Association,*
- *the Atlantic Salmon Federation,*
- *the New Brunswick Wildlife Trust Fund Council, and*
- *the New Brunswick Professional Outfitters and Guides Association.*



ADVOCACY

Communications

In 2021, the MSA's Communications Committee met regularly to collaborate on on-going and new projects to convey information about the MSA's mission and work. Social media posts highlighted who we are and what we do, and email campaigns allowed us to send key updates to our supporters. This year also saw the revival of the Annual Report, an important tool for summarizing the MSA's efforts and achievements.

Social Media

The MSA utilizes Facebook, Instagram, and Twitter to regularly communicate on a public platform. We are committed to keeping our supporters updated with photos from the field and hatchery, and details about our important conservation programs.

In 2021, we moved forward with two new social media campaigns. The MSA Profile campaign shared bios of MSA directors and staff, and why they support the MSA. Our #TakeMeBackTuesday campaign featured weekly posts which showcased our river's rich history.

Email Campaigns

The MSA uses email campaigns to share important information with members and supporters, such as details about upcoming meetings and events, cancellations, volunteer opportunities, river closures, and more.

A high point of our 2021 email campaigns was The Leaper. This e-newsletter is circulated at the beginning of each month and is a great resource for our members and supporters. The Leaper includes monthly features such as the President's Update and Question Corner.

Mail Campaigns

The MSA ran two lettermail campaigns in 2021. Our Membership Drive campaign was mailed out in March and offered a COVID-19 face mask for sustaining membership renewals. Our End of Season campaign was mailed out in November and included our annual MSA calendar.

YouTube

Beginning in May, MSA president Robyn reintroduced biweekly President's Update videos. These videos discuss field work, events, river conditions, and everything else happening with the MSA. The Communications Committee also began working on Miramichi River Stories, a history-themed video series featuring interviews with iconic members of the angling community. This video series is set to premiere later in 2022.

Website

The MSA communications team worked on updating and improving website content throughout the year. The table below lists the pages from MSA's website that received the most hits in 2021.

MOST VISITED PAGES OF 2021

Rank	Webpage
#1	Homepage
#2	River Cam
#3	Life Cycle of the Salmon
#4	Fishing Trip Raffle
#5	Map of Public Pools

2021 SOCIAL MEDIA REACH

Platform	Followers	Visitors	Reached
Facebook	3,348	5,192	117,430
Instagram	569	1,082	2,001
Twitter	116	5,388	71,148

ADVOCACY

Focus

The MSA Calendar is distributed annually to members as a promotional item. This gift is part of our End of Season fundraising campaign.

The theme of the 2022 MSA Calendar was Conservation through the Seasons. The calendar featured photos of staff and volunteers carrying out critical conservation work. Each month included information about our ongoing conservation programs.

In fall of 2021, staff prepared and sent over 900 calendars to members of the Miramichi Salmon Association and our calendar sponsors.



Did you know?

MSA holds an annual Photo Contest. Our 2021 contest was sponsored by AV Nackawic and awarded \$500 in cash prizes to our winners: Ellen Tramley Seymour, Tristan Hovey, and Joshua Stevens.

ADVOCACY

Education

Art and Writing Contest

For over 50 years, a focused part of MSA education has been engaging the future generation of conservationists through school art and writing programs that promote river and salmon conservation, life experiences on the river, and the overall importance of a healthy and sustainable environment. Thousands of students over three generations have participated in the MSA's school art and writing contests. Our MSA art contest has since been re-named The Bruno Bobak Memorial Art Contest in honour of the late Bruno Bobak.

“...engaging the future generation of conservationists through school art and writing programs...”

Bruno Bobak (1923-2012) is considered one of Canada's most important artists and is a national icon. His artwork hangs in major public and private collections in Canada, the United States and Europe. Bruno was also a

passionate Atlantic Salmon fisherman. He cherished the Miramichi and other New Brunswick rivers, and they were the subject of many of his paintings.

This contest is open to all schools and all students throughout the Miramichi River Valley, including in and around Miramichi City. With over 600 entries in 2021, a painting done by Bella Matchett in grade 3 was the overall winner. She was awarded the grand prize of a Bruno Bobak print displayed in her school at North & South Esk Elementary (NSEE). The MSA gave cash prizes and masks to all other winners in the art and writing categories. As a bonus, Anglophone West School District donated waterproof journals to be given out in draws for all students who entered the contest.

Thank you to Alex Bobak, who graciously donates a Bruno Bobak framed print to the overall winner annually. Bobak will forever be a name displayed in all Miramichi schools for years to come.



*Art Contest 2021 Overall Winner
By Bella Matchett, Grade 3, NSEE*

ADVOCACY

Did you know?

In March of 2021, the MSA participated in Plamu First, a virtual conference hosted by the North Shore Micmac District Council which brought together several conservation organizations with an interest in Atlantic Salmon. Together, Plamu First was able to map a five-year management plan for the Miramichi River.

Jack T.H. Fenety Scholarship

Each year, the Miramichi Salmon Association awards a scholarship for salmon research in honour of its long-time former President, Jack Fenety. The 2021 recipient of the Jack T.H. Fenety Scholarship was David Roth, a PhD candidate at the University of New Brunswick. David's research focuses on the smolt-to-adult supplementation (SAS) program. David also joined us for a virtual presentation in April to share his research findings. This presentation was enjoyed by many of our members.

David's research compares adult Atlantic Salmon reared through the SAS strategy to wild anadromous adults and is currently examining techniques to improve SAS adult female quality in terms of reproductive success rate.

SAS is a conservation strategy to address Atlantic Salmon population decline. Adult Atlantic Salmon face high

mortality rates at sea, and by protecting the marine migratory phase in monitored rearing facilities, the Atlantic Salmon population in the Miramichi could benefit from the implementation of this strategy.

David is committed to further improving the SAS strategy via his research. He believes that the strategy can help to prevent the further decline of the wild Atlantic Salmon populations in the Miramichi by supporting the numbers of adult spawners in the river.

David is particularly interested in identifying differences in elemental composition of SAS eggs and eggs produced by wild females. A better understanding of any potential differences could lead to changes in the rearing environment of SAS fish to increase egg quality and survival rates of SAS progeny.

ADVOCACY

Student Outreach

The MSA embraces every opportunity to educate the next generation of conservationists. Despite COVID-19 interfering with regular school programs such as Fish Friends, MSA was able to host different student groups throughout the year.

To kick-off the 2021-22 school year, MSA President, Dr. Robyn McCallum and MSA Biologist, Lyndsay Jay Keating hosted a field trip at Otter Brook for a group of Mount Allison University students studying Environmental Change and Aquatic Biomonitoring under the guidance of Dr. Joshua Kurek. Lyndsay spoke about the Cold Water Habitat Restoration work done by the MSA at Otter Brook earlier in the summer, and the students were able to get their feet wet doing some field work.

In October, Sara Lloyd's environmental science class from New Brunswick Community College joined our field team

to assist with Atlantic Salmon broodstock collection in Juniper. MSA staff and NBCC students worked together to net a limited number of adult salmon for spawning. This hands-on experience allowed students to learn about fish biology and proper salmon-handling techniques.

Later in the fall of 2021, MSA hosted students from Blackville High School to give them a tour of the hatchery and demonstrate salmon spawning.

The MSA also works to teach students one-on-one through practical learning and experience development programs. In 2021, our organization hosted multiple students seeking volunteer hours to fulfill class requirements, and took on seven student employees over the summer so they could have the chance to learn about a career in environmental biology and conservation.



MSA Biologist Lyndsay Jay-Keating explains our Cold Water Program to students from Mount Allison University.

FUNDRAISING

The MSA's fundraising initiatives offer a way for both members and non-members to support and engage with our organization, while contributing financially to our critical conservation work.



FUNDRAISING

MSA fundraising efforts and engagement events continued to be impacted by COVID-19 during the 2021 fiscal year, although the MSA development and dinner committees were able to mitigate, to a large degree, the downward trend witnessed during 2020.

The fundraising year kicked off in February with the Chair Challenge issued by MSA Chair Debbie Norton at the Board of Directors meeting held on February 6th, 2021 at the Upper Oxbow Outdoor Adventures board room. The purpose of this fundraising initiative was to upgrade dated computers and aging office equipment at the MSA – much-needed improvements, particularly in the virtual world brought on by COVID-19. This campaign raised nearly \$6k!

That same month, MSA US held an Atlantic Salmon Celebration livestream event. This online celebration of Atlantic Salmon and the Miramichi was both well-planned and well-executed, and raised a significant amount of money via the associated auction. Both events, the auction and the livestream, were seamlessly presented by Brad Burns and the MSA US dinner committee.

Moving into the spring, the MSA typically hosts three main fundraising dinners – the MSA/NSPA dinner in Miramichi, the Icebreaker dinner in Boiestown, and the Moncton “Freeman Dunnett” dinner. Once again, due to COVID-19 and public health restrictions, the MSA was unable to host any in-person spring fundraisers, and resultantly, decided to build on the previous year’s success by hosting another spring online auction in lieu of fundraising dinners. Launched on May 14th, 2021 and concluding on May 31st, 2021 the MSA Spring Online Auction was a success. This online auction, in conjunction with the associated MSA Rocky Bend raffle, together raised nearly \$40k. Although short of typical spring fundraising revenue in previous years, we were able to salvage some of the revenue that we would normally generate via our spring dinners. It is important to note that by pivoting to separate the revenue aspect of fundraising from the engagement piece, the MSA was able to mitigate a total loss of spring revenue due to COVID-19. This was in large part due to a decision to combine all three spring dinner committees into one large fundraising committee and working together toward a common goal. We thank the team at Rocky

Did you know?

In 2021, MSA collaborated with local clothing brand Miramichi River Life in Doaktown to create some exciting new merchandise! Our MSA+MRL hoodies and hats are featured in many of our online auctions and are available through our virtual storefront.



FUNDRAISING

2021 FUNDRAISING REVENUE

Fundraising Item	MSA (CAD)	MSA US (USD)
Tear Through Christmas Mountains Event	\$12,209	\$900
Salmon Celebration Event and Auction	-	\$24,255
Spring Auction	\$30,099	-
Fredericton Auction	\$67,718	-
Carleton County Christmas Auction	\$18,000	-
Rocky Bend Raffle	\$9,810	-
Hooked for the Holidays Raffle	\$10,000	-
Creel of Fortune Draw	\$481	-
Chair Challenge Campaign	\$5,900	\$3,150
Cold Water for Kit Campaign	\$3,150	\$500
Merchandise Sales	\$1,565	-
Total Funds Raised	\$158,932	\$28,805

ANNUAL FUNDRAISING GOAL

\$150,000

Bend for their generosity, and to all those who supported the MSA's spring fundraising.

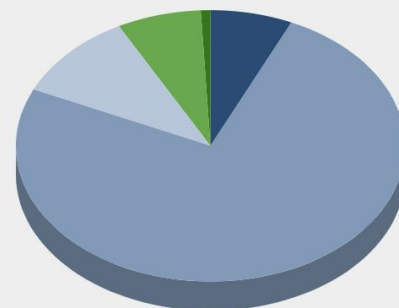
As we moved into summer, COVID-19 restrictions eased slightly, and we were able to gather in groups of limited size. The MSA quickly started planning an MSA engagement event. The 'Tear Through Christmas Mountains' fundraiser was an initiative spearheaded by Debbie Norton. As the title suggests, this fundraiser was a vehicle tour through the Christmas Mountains that concluded with a BBQ, live music, and silent auction at Debbie and Dale Norton's cottage on Guagus Lake. This was a successful fundraiser and engagement event and raised more than \$12k toward salmon conservation on the Miramichi. Of particular note was the opportunity for participants to visit the NW Miramichi salmon protection barrier, operated by the MSA on behalf of the province of New Brunswick.

As autumn approached, the decision was made to conclude our ongoing "Creel of Fortune" toonie draw. Fundraising efforts switched gears and the MSA began to get organized for what is typically our biggest fundraising and engagement event of the year — the Fredericton Gala Dinner and Auction. In August of 2021, it appeared that life was slowly heading toward some semblance of

normalcy and the MSA was poised to take full advantage of the gradually easing of gathering and COVID-19 restrictions. The MSA immediately revved up fundraising efforts, led by the Fredericton dinner committee, who worked hard to organize a successful Fredericton dinner

and auction. As fate would have it, we were forced to press pause once again due to COVID-19, and eventually the MSA Fredericton dinner committee decided that gathering in groups was too risky an endeavor for the MSA members, supporters, and staff. With little choice, we transitioned again to an online auction format.

We launched the Fredericton online auction on October 19th with a goal of raising \$50k. As the auction closed on October 31st, we had exceeded our goal and raised almost \$70k. This successful outcome was aided significantly by the addition of a fishing trip donated by



- In-Person Events
- Online Auctions
- Raffles and Draws
- Fundraising Campaigns
- Merchandise Sales

FUNDRAISING

Rocky Brook. The hard work of the Fredericton dinner committee and the generosity of MSA donors, sponsors, and auction participants were largely responsible for this successful auction.

To conclude our fundraising for 2021, the MSA Carleton County dinner committee hosted one final auction and raffle. The 2nd Annual Carleton County Christmas auction and raffle was launched on December 1st, 2021 and ran until December 10th, 2021. This fun Christmas-themed fundraiser was another win for the MSA and elevated the benchmark for fundraising in Carleton County. In total, the auction, along with our 'Hooked for the Holidays' fishing trip raffle, raised just shy of \$30k, again, mostly due to the hard work of the Carleton County dinner

committee and the generous support of sponsors and participants in Carleton County.

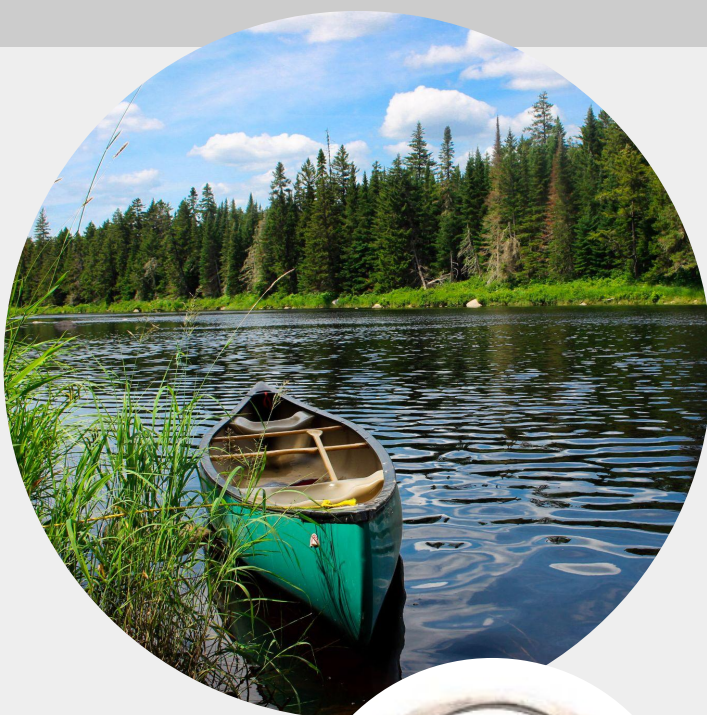
Although fundraising has been difficult these past 2 years, we have learned a lot. We have improved our fundraising auctions and have come to realize that raffling fishing trips is often a better way to maximize their value. In the end, we exceeded both our budgeted and projected revenue estimates for 2021 by transitioning to fundraising formats that do not require in-person gatherings. Moving forward, the MSA will continue to improve our auctions and raffles and work toward finding new and creative ways to raise money and engage our members and supporters.

Planned Giving

People from all walks of life support the Miramichi Salmon Association. Among them is a very special group of committed conservationists — people who have chosen to make a planned gift today in order to ensure that their lifetime of support and passion for the wild Atlantic Salmon, for the Miramichi River that is their home, and for the vital work being done by the MSA to protect and conserve both, will be sustained long into the future.

Planned giving is a conscientious process whereby caring individuals and donors achieve their philanthropic giving objectives through a means or platform that allows them to maximize the financial and taxable benefits associated with charitable giving. Planned gifts are often deferred, meaning they don't materialize until the donor's passing, while others are current gifts thus generating significant tax savings today!

When you include the MSA in your financial and estate planning, you will become a part of the MSA Trust. In doing so, you will be joining a very distinct and generous group of dedicated and passionate salmon conservationists who have similarly chosen to 'pay it forward' by way of making their own planned giving commitment to the MSA.



"...you will be joining a very distinct and generous group of dedicated and passionate salmon conservationists..."



FUNDRAISING

Focus

The Brian D. Moore Legacy Fund

endowment campaign was initiated in early 2021 by the Saint John MSA Directors as a lasting tribute to their fellow MSA Director Brian Moore, recognizing and honouring in perpetuity his many years of dedicated volunteer leadership and personal contributions to the cause of Atlantic Salmon conservation.

For many years, Brian chaired the highly successful MSA/ASF Saint John Autumn Run Fundraising Dinner & Auction, helping raise tens of thousands of dollars for salmon conservation efforts throughout the Miramichi watershed. Brian was also an actively engaged MSA Director, first joining the MSA Board in 2007 and becoming chair of the development committee and then MSA Chair from 2016-2018. He additionally served as President of the salmon research and restoration organization known as CAST (Collaboration for Atlantic Salmon Tomorrow) and was still a member of the MSA Board Executive at the time of his passing in 2020.

With the stated purpose of “encouraging and mentoring a new generation of professional salmon biologists and managers”, family, friends, and business associates generously stepped up and by the end of 2021 had contributed more than \$90,000 to help launch this legacy fund, exceeding the campaign’s original fundraising goal of \$50,000. Such success not only fortifies the goal of establishing a lasting tribute to Brian, but also ensures yearly revenues earned by the Brian D. Moore Legacy Fund endowment will be sufficient to financially support an annual MSA-supervised summer student undertaking salmon field research work on the Miramichi River.

The MSA would like to recognize the incredible effort, thoughtfulness, and generosity that enabled the Brian D. Moore Legacy Fund endowment to become a reality. It is ambitious and well-executed volunteer initiatives like this that will help to protect Atlantic Salmon into the future by providing new revenue sources for more “boots working in the river”, as Brian would have said.

SUPPORTER LEVEL DONORS

Ken Ward & Jennifer Irvin

BRONZE LEVEL DONORS

Andrew Willett

Fred Dixon

Gary Lawson

Gordon White

Dr. J.A. & Julia Wowchuk

Neil & Colleen D’Entremont

Ricardo Bessoudo

Union Club

SILVER LEVEL DONORS

David Oxley

Dr. Gerald P. Maloney Professional Corporation

James Whittaker

Mark Hambrook

Paul Baker

Hon. Wallace S. Turnbull

Warren & Ulrike Long

William Kean Professional Corp

William McMackin

GOLD LEVEL DONORS

Christopher Barrow

Fundy Engineering & Consulting

John & Sheila Fitzpatrick

John C. Fitzpatrick Jr.

John D. Hickman

John B. Wheatley & Associates

Lino Celeste

Stephen Tønning & Linda Williams

Dr. Steven Bryniak and Nancy Grant

PLATINUM LEVEL DONORS

Christopher Barrow

Dale Knox

David & Gary Foster, Fish & Brew Pub

Fundy Fencing Ltd.

Gordon Moulard & Debbie Garland

John & Suzanne Irving, Isles Foundation

Kevin Harris

Larry Dunlop, QM Construction

Mark Foster

Mary Jane Logan

Susan Moore, Windsway Ventures

\$90,715.04

FINANCE



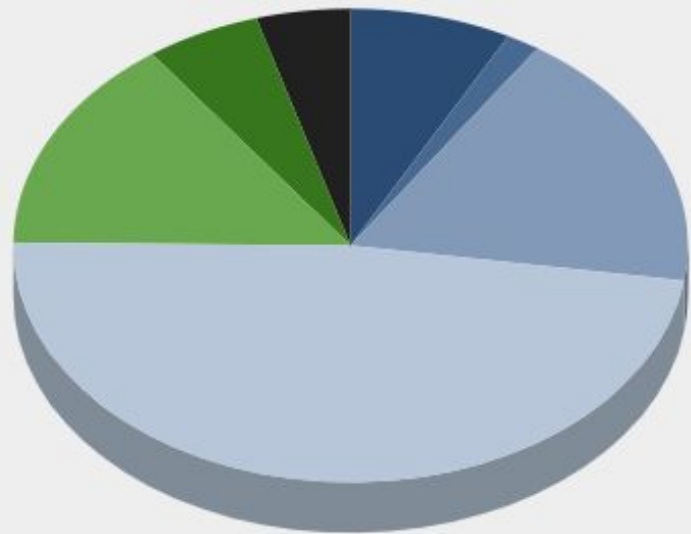
Our MSA team works hard to make sure our financials are up-to-date, and offers transparency to our supporters about how contributions to our organization are being used.

FINANCE

The Miramichi Salmon Association implemented several changes to our organization's financial practices in 2021. This included bringing on Patty Sanderson as our new Finance Coordinator and working more closely with the MSA Finance Committee.

The MSA held several successful fundraisers, our membership and donation revenue were up from 2020, and we received help from federal COVID-19 relief sources, including the Canada Emergency Wage Subsidy (CEWS) and the Canada Emergency Rent Subsidy (CERS).

The organization through which MSA manages the South Esk hatchery, Miramichi Fisheries Management (MFM), saw a deficit in 2021, as previous programs came to an end. MSA's team has been actively seeking new funding sources for the hatchery and are working to resolve this deficit in 2022.



- Donations
- Membership
- Fundraising
- Government Grants and Programs
- MSA US Contribution
- Investments
- Other

2021 MSA REVENUE

\$16,259.15 Membership

\$261,500.60 Fundraising & Donations

\$182,382.57 Government Grants

\$200,000.00 Barrier Contract

\$84,291.85 CEWS

\$18,597.70 CERS

\$37,299.86 Rental Income

\$6,500.00 Maintenance Income

\$1,989.32 Directors Revenue

\$150,000.00 MSA US* Transfer

\$55,863.00 MSA Investments** Transfer

\$1,014,684.05 TOTAL

*2021 MSA US REVENUE

\$7,770.00 Membership

\$55,241.00 Fundraising & Donations

**2021 MSA INVESTMENT DETAIL

\$102,350.00 Investment Contributions

\$234,938.30 Net Performance Gain

2021 MSA US INVESTMENT DETAILS

\$9,855.00 Investment Contributions

\$296,470.98 Net Performance Gain

FINANCE

MSA's acknowledgment of capital contributions for 2021 includes Bud and Peggy Bird, Bruno Bobak, Samuel E. Burgess, Rex Freeze, Jacqueline Girouard, Kevin Harris, J.D. Irving, the John E. Irving family, the Kaley family, the Laurie Savage family, Denis and Cecile Losier, Doug and Gloria MacDonald, Ernie and Susanne McFadzen, Frank and Julie McKenna, the McQuaid family, Hon. Michael E. Meighen, the Norton family of Upper Oxbow, Punchy Walker, David and Elizabeth Wilson Family Foundation, Scotiabank, and TD Bank Community Relations.

Miramichi Salmon Association's 2021 Financial Statements were prepared by Finance Coordinator Patty Sanderson. At the time of this publication, MSA's 2021 finances have not been audited. The audit will be completed by Allen, Paquet & Arseneau, LLP. in accordance with Canadian accounting standards and available on our website, <http://miramichisalmon.ca>, in summer 2022. MSA US's financial statements will be prepared and audited by Gary Plante, CPA.

Focus

The David & Elizabeth Wilson Family Foundation *was formed in 2015. This Wilson Family legacy supports health, education, and the needs of children in the community.*

In 2020, the Wilson Family Foundation chose to honour its late founder's charitable philosophy and his lifelong commitment to salmon conservation by establishing an MSA named trust endowment.

David Wilson was a past chairman of the MSA, and before that, dedicated years of service to the organization in various roles, including Chair of the Nominations Committee and member of the Executive Committee. David was also instrumental in expanding MSA fundraising and conservation programs.

The Wilson Family Foundation named trust endowment for \$25,000 has been established. This gift from the Wilson Family Foundation will support ongoing salmon conservation efforts — a lasting legacy to the communities and rivers that were important to David.

We thank the Wilson Family for continuing to think of the Miramichi Salmon Association, and for making such a significant impact. David's passion lives on through our conservation programs.



SUPPORTERS

A person wearing a white shirt, a dark cap, and waders is standing in a river, casting a fly fishing line. The river is surrounded by a dense forest of tall evergreen trees and a thick layer of green grass along the banks. The water is dark and reflects the surrounding greenery.

Thanks to the members, directors, staff, and partners that support us, the Miramichi Salmon Association is able to do great things. The MSA counts on its supporters to aid our in-the-field programs, help generate revenue, and be our organization's voice when advocating for Atlantic Salmon and their habitat, the Miramichi River.

SUPPORTERS

Staff



Robyn McCallum
President



Butch Dalton
Development
Coordinator



Patty Sanderson
Finance
Coordinator



Vanessa McLaughlin
Administrative
Assistant



Lyndsay Jay-Keating
Biologist



Mark Hambrook
Hatchery
Manager



Holly Labadie
Assistant Hatchery
Manager



Dylan Hyland
Hatchery
Technician

Summer Field Team



Ava Power

Ellie Smallwood

Mount Allison University

Ian Watters

St. Thomas University

Caleb Koch

David Cassidy

Dylan Hyland

Katelyn Augustine

University of New Brunswick

SUPPORTERS

Executive Committee

Officers

Robyn McCallum, President
Debbie Norton, Chair
Joe Palmer, Vice Chair
Bradford Burns, Vice Chair (US)
Kevin Harris, Past Chair
Kenneth Kyle, Treasurer
W. Ross Bingham, Legal Counsel

Committee Chairs

Chris Smith, Nominations
Debbie Norton, Human Resources
Gordon Mouland, Land Use
Greg Sprague, Communications
Laura Gilks, Education
Manley Price, Conservation Planning
Paul Baker, Strategic Planning
Richard McGuigan, Finance
Stan Knowles, Membership
Tristan Hovey, Development

Board of Directors

MSA Directors

Alex Bobak
Alexis Miles
Allan Wilson
Allen Curry
Andrew Willett
Anthony Boynton
Ben Kaley
Bradford Burns
Brent Locke
Brock Curtis
Chandler Dumaine
Chris Smith
Christopher Barrow
Christopher Lloyd
Colin Cunningham
Dan Cain
David Alward
David Creighton

Debbie Norton
Deborah Power
Douglas MacDonald
Everett Taylor
Francois Emond
Gary H. Stairs
Gary Tanner
Gordon Mouland
Grant Brenan
Grant Ross
Greg Sprague
Jacqueline Girouard
James Blackwell
Janice Cormier
Jason Curtis
Jason White
Jeff Morris
Joe Palmer
John C. Fitzpatrick Jr.

John Swan
Jonathan Flemming
Joseph Walsh
Kenneth Kyle
Kevin Harris
Laura Gilks
Manley Price
Marc Cabot
Marc-Antoine Chiasson
Mark Delaney
Mark Hambrook
Mark Holleran
Martyn Vickers
Matt Alexander
Mike O'Brien
Muriel MacKenzie
Natalie Kenny
Paul Baker
Paul Valeri

Peter Worth
Reece Cain
Richard McGuigan
Rick Cunjak
Rick Pryde
Robyn McCallum
Shawn Betts
Shawn Riley
Stan Knowles
Stephen Tonning
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Focus

The Passing of Michael Roy Crosby was felt by many in the Atlantic Salmon conservation community in 2021. Mike was a long-time director and Life Member of the MSA, and a friend to everyone at our organization.

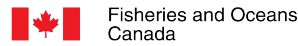
Mike passed away on October 12th, 2021, at age 66. Mike was an avid angler and experienced fly-tyer with over four decades of experience. His fondness for the sport led him to write *River Talk: A Collection of Stories, Tips and Flies, from a Lifetime on the River*.

To quote Mike, "time goes by in a heartbeat and it is up to each one of us how we use this most valuable resource". Thank you Mike for donating so much of your time to the betterment of the Miramichi River and the Atlantic Salmon that call it home.



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The Miramichi Salmon Association would like to acknowledge and thank all unlisted supporters, including in-kind gift donors, event attendees, contributing non-members, and volunteers.

If you are interested in supporting the Miramichi Salmon Association by becoming a member or making a donation please scan the QR code on the back cover or visit our website at <https://miramichisalmon.ca>. All monetary contributions are eligible for a tax-deductible receipt.

MSA staff are continuing to do their best to record and report accurate data. If you notice any errors in the 2021 Annual Report or have any comments or questions, please let us know by contacting our office. Our office can be reached by emailing admin@miramichisalmon.ca or calling (506) 622-4000.

We value input from all our supporters. Notifying our team about errors helps us fill gaps in our records and to do better moving forward. Thank you for your consideration!

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