

Table 2. Emergent themes

Key words/theme	Quote (or part of)	Interviewee	Time in video
Food literacy	<ul style="list-style-type: none"> • people don't know where their food comes from, what they are eating and they don't care <ul style="list-style-type: none"> ◦ they aren't taking time to become literate in their food choices and how they spend their money • A way to increase food literacy is to start educating people from early childhood and to implement training for mothers to teach their children • general consumer awareness and education especially on sustainable food systems.; education is key in terms of providing consumers with better knowledge to make good choices • Consumers want to do the right thing but it needs to be sufficiently easy for them to do so. • We need to have proper management and education around sustainability issues pertaining to food; this is critically important • General consumer awareness – it is difficult even for experts to keep abreast of what's going on and would be even harder for general public to keep up with what's going on • When consumers see Atlantic Salmon on the menu at restaurants, they don't realize that this is farmed salmon. <p>-misunderstanding and people tend to have zero or limited knowledge of the salmon industry -large effort of the aquaculture is to educate the public -wanted to clear up lies and give the correct information</p>	<p>Andrew Riesman (Aquaponics, Ocean Wise, Skipper Otto video)</p> <p>Teddie Geach (Aquaponics, Ocean Wise, Skipper Otto video)</p> <p>Dr. Tony Farrell (Fish Physiology part 1)</p>	<p>5:30 - 6:00</p> <p>9:25-9:42</p> <p>16:30 - 16:45</p> <p>20:10 - 20:32</p> <p>20:32 - 21:25</p> <p>25:30-25:50</p> <p>12:10-12:30</p>
Technology	Different systems face different challenges. Land based systems will be the primary way of the future for salmon production	Andrew Riesman	6:25-7:08
Technology:	research station>>>understanding system approach,	Andrew	4:10 -

shift in science & knowledge	sustainability,crop rotation, healthy environment "think"we have plenty of land >> scarcity, not much land (maximize benefit)	Riesman	5:23
Technology	reduce waste quite effectively,minimize ecological footprint = GE salmon Media are very willing to show stories about sustainable seafood which has been very beneficial to OceanWise Are working with chefs who have become the ambassadors for sustainable seafood Chefs have become like celebrities and are able to influence their audience This helps increase awareness about sustainable seafood	Dr. Tony Farrell (Fish physiology 2) Teddie Geach	4:06 - 30:04- 30:30 28:50- 29:15
Sustainability	First nations traditional fishing methods and understanding of how fish can be sustainably harvested had been lost. Simple things like only fishing at certain time of day or taking fish of certain sizes only out of the water Biggest challenge of sustainability to the current food system is corporate domination, the big companies with ships will do the damage and they will overfish the area Ultimate goal is that sustainable seafood be the only option for Canadians and people around the world Sustainability criteria for all seafood: <ul style="list-style-type: none"> the abundance and resilience of the species be taken into consideration - avoid fishing species that take many years to come to maturation Management of fisheries - want to make sure that quotas are taken seriously regulations around seasonal openings of fisheries - there are times of the year where it is necessary that no fishing occur the amount of bycatch associated with the fisheries the amount of habitat damage caused by the fishery 	Andrew Riesman Shaun Strobel (Aquaponics, Ocean Wise, Skipper otto video) Teddie Geach	10:17- 10:55 49:20 - 50:40 34:00- 34:28 32:15- 33:55
Sustainability	Biggest Challenge: continue increase in population but decreasing in aquacultural land -Minimizing the ecological footprint: infrastructure and food that using is more sustainable Waste reduced by the net-pen aquaculture, minimize the food they feed to the fish but yielding the maximum growth	Dr. Tony Farrell	7:30- 7:33 7:45- 9:00 2:56-

	Food supply for the fish: secure food supply		3:20 11:12
Food security	-Example of pacific salmon: freeze them, enjoy it all year round (huge carbon footprint) - Year-round supply of fresh fish in the supermarket	Dr.Tony Farrell	10:10-11:02
Policies	-1. Policies that restricted the growth of agriculture: as in the net-pen aquaculture in the BC environment -2. Policies that control water quality and prevent waste water from releasing to the environment	Dr.Tony Farrell	1:30-2:10 2:12-2:50
Policies in the past	-in the late 90's a policy came out where you picked 1/3 of the coastline that you wanted to fish on, if you wanted more area to fish it was more expensive (restricted travel on the coast)	Shaun Strobel	41:20-42:18
Connecting Producers and Suppliers	·Working directly with fishermen and large sale producers to create sustainable options because restaurants need to have their food supplied from somewhere Industry and conservation organizations must work together to move forward. Critically important that industry become involved	Teddie Geach	18:00-18:50 34:30-35:10
Overfishing	One of the major things that resulted in awareness about sustainability issues was the collapse of Atlantic cod on Atlantic coast <ul style="list-style-type: none"> · Had been overfished despite being around for centuries · Collapse was the first large scale industry closure in Canada's history big impact for a lot of people · Before, people had misconceptions that oceans were endless bounty of seafood that could never be overfished · We have become far too efficient at taking seafood out of our oceans and our oceans cannot keep up 	Teddie Geach	19:00-20:10
Climate change	1. What are the greatest factors/ influences surrounding sustainability issues within the BC Salmon industry? <ul style="list-style-type: none"> · One of the main issues/concerns with fisheries is climate change and the effect that is having on wild fish populations over the world · Salmon extremely sensitive to 	Teddie Geach	23:00-24:05

