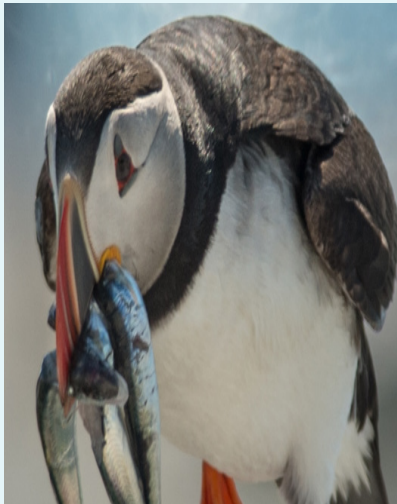





2018-19 ANNUAL REPORT



Conservation Council of New Brunswick  
[www.conservationcouncil.ca](http://www.conservationcouncil.ca)



A scenic sunset over a body of water. The sun is low on the horizon, creating a bright, shimmering reflection on the water. Two people are silhouetted in a small boat in the foreground, holding fishing rods. Several buoys are scattered across the water. The background shows a forested shoreline under a hazy, orange sky.

**CONSERVATION COUNCIL OF  
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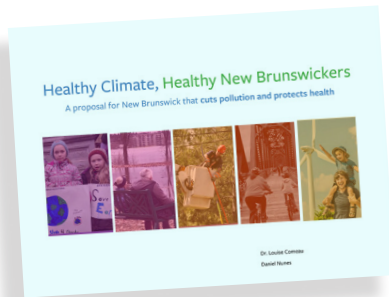


Conservation Council of New Brunswick  
Conseil de conservation *du* Nouveau-Brunswick

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# Climate Change and Energy Solutions



Our Climate Health Proposal cuts pollution and protects health in New Brunswick.

## Climate change and our health

As many residents along the Wolastoq (St. John River) were dealing with the aftermath of the second historic flood in a row, we released a major report in June 2019 on the impact climate change and extreme weather are having on New Brunswickers' physical and mental health.

The report, [Healthy Climate, Healthy New Brunswickers](#), analyzed data from the Canadian Climate Atlas and New Brunswick Health Council's community health profiles to show the science-based projections of climate change and extreme weather impacts in 16 New Brunswick communities over the next 30 years.

It also contained recommendations to help protect New Brunswickers' health and safety from the effects of the climate crisis. The report received widespread coverage in local, regional and national media, with reports in the *Globe and Mail*, *CBC National*, *CTV National*, *The Toronto Star*, *Radio-Canada*, and front page

stories in the *New Brunswick Telegraph-Journal* and *Fredericton Daily Gleaner*, among other outlets.

On social media, posts about the report and our accompanying five-part series, *After the flood*, reached more than 264,000 people and were shared more than 1,300 times. This resulted in the report being download from our website an unprecedented 35,156 times.

More than 300 New Brunswickers participated in our 2nd annual Eco Buildings Tour in June 2019. This year we expanded the tour to include stops in the Greater Moncton, Fredericton and Saint John areas. Nearly two dozen homeowners and businesses opened their doors to showcase energy efficiency and renewable energy features and answer questions from participants. It is clear New Brunswickers are keen to learn more about the benefits of cleaner energy living!







# Climate Change and Energy Solutions



## Supporting the youth-led climate strikes

Perhaps there was no development more inspiring this year than the rise of global student-led climate strikes inspired by young Swedish climate activist Greta Thunberg. Millions of youth have been joined by people of all ages across the globe to call for immediate action on the climate crisis — and New Brunswick's youth have come out in force.

Over the last year, #FridaysForFuture school strikes have taken place in Fredericton, Moncton, Saint John, St. Andrews, Woodstock, Bathurst, Campbellton, Edmundston, Saint John, Sackville, Bertrand, Millidgeville, Pokemouche, Quispamsis, Rothesay, St. Louis-de-Kent, and St. Stephen — including a strike in Fredericton on Sept. 27 attended by more than 1,300 students. The Conservation Council has supported students by hosting poster-making parties before strikes and spreading their message far and

wide. We look forward to more youth-led, grass-roots climate action in the year ahead!

## 2nd Annual Eco Buildings Tour

More than 300 New Brunswickers participated in our 2nd annual Eco Buildings Tour in June 2019. This year we expanded the tour to include stops in the Greater Moncton, Fredericton and Saint John areas.

Nearly two dozen homeowners and businesses opened their doors to showcase energy efficiency and renewable energy features and answer questions from participants. It is clear New Brunswickers are keen to learn more about the benefits of cleaner energy living!





# Climate Change and Energy Solutions



## Setting a price on pollution

Slowing climate change and the tools we use to shift society toward cleaner energy resources can be complicated. When the federal government's carbon tax came into effect in New Brunswick on April 1, 2019, the Conservation Council was ready with resources to help citizens to wrap their heads around how a price on pollution works, why it's important, and what should be done with the revenue it generates.

Our series of science-based, bilingual fact sheets helped New Brunswickers answer these questions and better understand what more needs to be done in the fight against climate change. In a time when much misinformation was spread about carbon pricing, our fact sheets helped focus the conversation, and were shared widely by citizens and partner organizations across social media, reaching more than 70,000 New Brunswickers.

As the provincial government moved to develop its own price on pollution for large industrial emitters in summer 2019, we provided expert advice and recommendations in our July 11, 2019 submission to government.

## Coal transition task force

Our Executive Director, Lois Corbett, co-chaired the independent Just Transition Task Force established by the federal government to provide recommendations that will ensure the government's planned 2030 phase-out of coal-fired electricity is fair for coal workers, their families and their communities.

Over the last year, Corbett and fellow task force members met with coal workers, coal-dependent communities and labour representatives in northern New Brunswick, Nova Scotia, Saskatchewan and Alberta. In March 2019 the task force, which was also co-chaired by Canadian Labour Congress president Hassan Yusef, presented its final report to the government.

It provided expert advice to help shape Canada's approach in the shift away from coal and included 10 critical recommendations to support workers and communities through the transition. The Conservation Council also participated in the federal government's consultation on coal phase out regulations, submitting detailed technical comments in April, 2018.







# Climate Change and Energy Solutions



## Testing new ways to spread our message

With approximately 500,000 Facebook accounts in New Brunswick, the social media platform is a popular and cost-effective way for the Conservation Council to reach New Brunswickers from all walks of life. Yet, as you know, there is stiff competition in the online world for attracting eyes to our work.

This summer, we experimented with new ways of capturing people's attention on Facebook. These included two sets of advertising campaigns; one around ocean protection and climate change impacts on marine wildlife and waters, the other on climate change and health in New Brunswick.

We learned a lot about what type of content is most effective at getting people's attention and getting them interested in learning more about our work. Our ocean protection campaign reached a staggering 1.2 million people across New Brunswick, Prince Edward Island and Nova Scotia, driving more than 10,000 people to learn more from our website.

Our climate change campaign targeted a smaller audience of only New Brunswickers, reaching more than 114,600 people and driving more than 6,700 New Brunswickers to our website. These campaigns also contributed to growing our Facebook following by more than 3,000 people in three months.

We look forward to sharing what we've learned with partner organizations across the province and putting these best practices to greater use in the years ahead.



## Our **Forest Conservation Program**

continued its work to educate New Brunswickers about the importance of restoring natural, **old-growth, mixed-wood Acadian forest** and its benefits to our wildlife, the health of our woods and watersheds, and the protections a natural forest provides our communities.

We continued our campaign to stop the spraying of **glyphosate** in New Brunswick's Crown woods, helping more New Brunswickers **write their MLA** directly on the issue than ever before. And we celebrated the deep love New Brunswickers have for their woods with the highly-successful launch of our **popular new book**, *The Great Trees of New Brunswick*, Vol. 2.

## An historic win on protected areas

In the fall of 2018, the Conservation Council launched a letter-writing campaign to help New Brunswickers speak up for provincial action on increasing protected areas in the province. The campaign was a joint initiative between the Conservation Council, Canadian Parks and Wilderness Society—NB Chapter, the Nature Trust of New Brunswick, Nature NB and Nature Canada. Together, our groups helped more than 2,500 New Brunswickers call for greater action from the provincial government. Throughout the year, the Conservation Council and our partners met several times with the Minister of Energy and Natural Resources to push this file forward.

These efforts resulted in an historic announcement in the fall of 2019 when the provincial government committed to doubling the amount of protected areas in New Brunswick by 2020, with support from the federal government's Canada Nature Fund. New Brunswick is currently one of the worst jurisdictions in Canada on protected areas, with more than 95 per cent of our land and water vulnerable to development, industry and pollution. The increase will bring us squarely in the middle of the pack in Canada.

While applauding the provincial government for listening to New Brunswickers in making its commitment, the Conservation Council will watch closely as full details of the new protected areas are revealed in 2020 to ensure the new protections are enshrined in law and will contribute meaningfully to the ecological integrity of our natural Acadian forest.



# Forest Conservation



## Stopping the spraying of our forest

For the last four years, the Conservation Council has helped New Brunswickers wrap their heads around the extent of herbicide spraying taking place on Crown land each summer with user-friendly maps and breakdowns of spraying hotspots. We've also made it easy for citizens to speak out against the unnecessary and old fashioned practice of herbicide spraying with a letter-writing tool to call for a ban.

The grassroots momentum behind a herbicide ban continues to grow and this year we saw our letter-writing tool used by more than 2,000 New Brunswickers, more than any year to date. Our special 2018 provincial election edition of EcoAlert Magazine armed New Brunswickers with the facts around the spraying of glyphosate-based herbicides and provided sample questions citizens could ask their local candidates to ensure they knew where candidates stood on banning the practice.



## Working toward ecological forestry

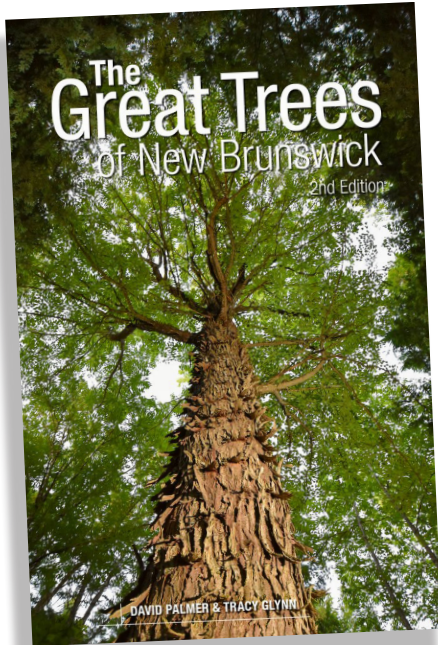
The Conservation Council applauded our neighbouring province of Nova Scotia for welcoming the findings of a major forestry review that called for a new approach to forest management in the Bluenose Province.

The report, prepared by University of King's College president Dr. Bill Lahey, provided a blueprint for developing an 'ecological forestry model' for the province. Ecological forestry encourages science- and evidence-based decisions in forest management and strikes a better balance between conservation, recreation and timber harvesting in our woods. It calls for a reduction in clear-cutting, more selective cutting, and stronger protection of ecosystems and nature in the forest.

The Conservation Council met with Dr. Lahey following the release of his report. In meetings with the Minister of Energy and Natural Resources and department staff over the year, the Conservation Council advocated for ecological forestry in New Brunswick as part of our work to secure a review of the province's out-dated Crown Lands and Forest Act.



# Forest Conservation



Great Trees of New Brunswick, vol 2, is available at your local book store today!

## Our great new book is a best-seller

One thing is certainly clear: New Brunswickers have a deep love and appreciation for our province's spectacular trees.

This became abundantly clear as our new book, *The Great Trees of New Brunswick, Vol. 2*, launched in May 2019, became an instant best-seller at Chapters-Coles-Indigo locations in New Brunswick.

More than 300 people attended our standing-room-only launch in Fredericton with authors Tracy Glynn and David Palmer.

The book, published by New Brunswick's Goose Lane Editions, was a Conservation Council dream two years in the making. The book's release was covered by media across the province, with reviews and articles appearing in *Fredericton Daily Gleaner*, *New Brunswick Telegraph-Journal*, *King's County Record*, *Victoria Star*, *Miramichi Leader* and a host of interviews and segments on *CBC Information Morning*, *CBC Shift*, *CBC Evening News* and *CTV Atlantic*.

The Conservation Council still has books available for purchase (contact [info@conservationcouncil.ca](mailto:info@conservationcouncil.ca) if interested!) and copies are available from Goose Lane Editions or most bookstores in the province.







# Marine Conservation



Our Conservation Council **Marine Team** had an extraordinary year in 2019 and continues to be the voice for ocean conservation in New Brunswick.

Our staff complement is strong and growing under the leadership of **Fundy Baykeeper** and Marine Program Director Matt Abbott. Dr. Anne Fauré, based in Moncton, leads our **Gulf of St. Lawrence Northumberland Strait initiatives**, and Dave Ireland, based in Halifax, supports initiatives that **incorporate other Atlantic Canadian partners**.

Our work focuses on three broad areas of work: **marine policy advancement** and advocacy, **on-the-water stewardship**, and **monitoring and restoration** paired with outreach and education. We remain dedicated to supporting our Indigenous partners, fishers and colleagues within the Bay of Fundy, Gulf of St. Lawrence and the Northumberland Strait.

## MARINE POLICY ADVANCEMENT AND ADVOCACY

### New Fisheries Act

The new Fisheries Act marks a major shift in policy about how we manage our fisheries. Our Marine Team played a role in advocating for the passage of Bill C-68 on June 21, 2019, and we applaud the work of our partners. The new law places fish and fish habitat first, and puts the onus on federal agencies, specifically the Department of Fisheries and Oceans, to create rebuilding plans for all commercial species.

Anne Fauré will lead the Conservation Council's work in ensuring that Indigenous Rights are foundational to management decision-making and that federal fishery managers follow through with strong regulations and implementation plans. The Conservation Council remains committed to supporting fishing and coastal communities and applauds the strengthening of "Owner Operator" provisions that ensure local ownership of local fisheries.



# Marine Conservation



## Marine Protected Areas

On May 29, 2019 several amendments to the Oceans Act (Bill C-55) received Royal Assent and became law, effectively producing a new Oceans Act that provides stronger incentives and mechanisms to establish effective protected areas within the marine environment.

Our Marine team continues to work with diverse partners to ensure DFO and other agencies implement marine protections that are fair, effective, and benefit our marine ecosystems and those who rely on them. Our experience with the establishment of the

Musquash Estuary MPA serves as an example that bottom-up, community-driven advocacy works to build sustainable protected areas.

## Salmon Aquaculture

The impacts of salmon aquaculture on surrounding waters and wildlife remains a keen concern for our marine team. Our efforts have recently focused on advising federal and provincial governments on strong and responsible regulation and working with many partners to limit local impacts including escapes of farmed salmon threatening wild fish, pesticides and other chemical contaminants, and pressuring industry to adequately manage its marine debris.

Given the long history of salmon aquaculture impacts in the Bay of Fundy, our team continues to advise community groups and others across Canada on the impacts of large-scale fish farms on the health of local ecosystems and wild fish.



# Marine Conservation



## OUTREACH AND EDUCATION

Through presentations in schools, attendance at fairs and markets, events like beach cleanups and the annual Musquash Paddle, and engagement with local community groups, the Conservation Council's Marine Team has shared our knowledge of and love for our coastal waters far and wide in New Brunswick.

Our engagements focus on an appreciation for the splendour of our coastal and marine ecosystems; an understanding of the long and vibrant indigenous and settler history of our region; an exploration of the complex threats facing coastal ecosystems; and inspiring examples of efforts that help these sensitive ecosystems weather the mounting storms of climate change.

The Marine Team also produces education materials to help share knowledge of, and love for, our coasts.

In collaboration with several other Atlantic Canadian ENGOs, the Marine Team worked with Nick Hawkins, a wildlife photographer, originally from Fredericton and with deep roots on the Fundy coast, to highlight ocean biodiversity in the region.

The goal of the project was to empower Nick, and his colleague and writer Dr. Tom Cheney, to investigate and produce visual stories that support our collective campaign work.

The 2019 season was extremely successful, with publications ranging from the Atlantic Salmon Journal to National Geographic. We will continue to work collaboratively with Nick and Tom and our partners who share an interest in elevating stories that are important to our work and New Brunswickers.





# Marine Conservation

## ON-THE-WATER STEWARDSHIP, MONITORING & RESTORATION

### Working with the Peskotomuhkati Nation to restore their territory

We are in the third year of a five-year project, funded by the Coastal Restoration Fund, with the Peskotomuhkati Nation to restore sea-run fish to their native spawning grounds in lakes and rivers throughout the Skutik (St. Croix) River watershed. While primarily focused on getting fish past dams, inadequate culverts, and other barriers, these efforts will help restore habitat and water quality for all species living in the system (including people).

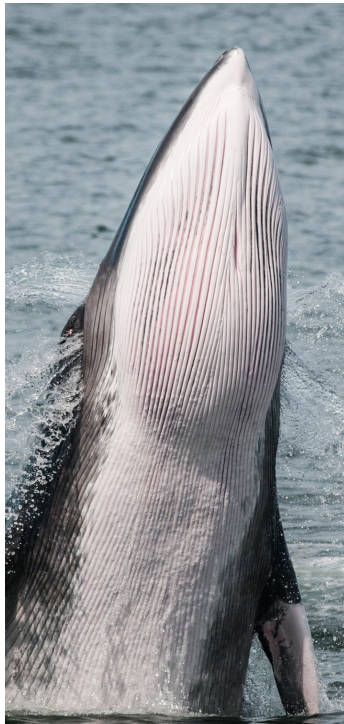
This effort is already seeing success and serves to restore populations of gaspereau (also called alewife) which in turn provide a resilient food source for whales, groundfish, seals, seabirds, land mammal, and, indeed, people.

The Conservation Council believes it is critically important to support the environmental

management of the Peskotomuhkati Nation within their territory and we are honoured to be a partner in this effort. Eastern Charlotte Waterways has been a core partner in this effort from the beginning.



# Marine Conservation



## Whales of the Gulf of St. Lawrence and Bay of Fundy

The North Atlantic right whale (NARW) continues to experience threats from the shipping industry and from entanglements in fishing gear. In 2019, eight NARW died in Canadian waters, and several others survived injuries stemming from entanglements or ship strikes. Our Marine Team is working closely with the Canadian Wildlife Federation, several fishing associations and others to monitor the situation and ensure we collectively limit the amount of fishing gear, old and new, in our waters in a fair and equitable fashion.

## Plastic and Ghost Gear

The Conservation Council has long led and partnered in efforts to limit the generation of marine debris, and remove it where possible. Our efforts in the Bay of Fundy have focused on debris on the seafloor. Following the impressive efforts of fishing associations to recover lost fishing gear, the Conservation

Council has worked to find and remove other sources of large and sunken debris as well. Dr. Anne Fauré is leading our efforts to contribute similar work in the Gulf of St. Lawrence and the Northumberland Strait.





# Freshwater Protection

## N.B.'s Water Protection Strategy

The Conservation Council's Freshwater Protection team continued its work to see that the province's Water Protection Strategy, released December 2017, is fully implemented and enforced. We did this through a combination of public education and direct intervention through meetings and policy briefings submitted to the Minister of Environment and department staff. Our public education campaign around the importance of a strong water protection strategy for protecting our drinking water, rivers, lakes, streams, wetlands, coastlines and, ultimately, our communities reached more than 743,000 New Brunswickers over social media this year.

The current government remains sluggish in its action on priorities laid out in the 2018 Water Protection Strategy for New Brunswick. It has fulfilled a promise to release what is supposed

to be an annual report of water quality in N.B. rivers and lakes, and it has revised (and posted online) the wetlands mapping used for development permitting.

In the summer of 2018, the Department of Environment also introduced a recreational water monitoring program for all provincial parks to protect young and old swimmers who cool off in our favourite places like Parlee Beach and the Mactaquac headpond.

Key policy reform commitments remain unfinished, including:

- Introducing a new water protection act — legislation that will both make integrated watershed protection action plans, complete with baseline classification, mandatory and legally enforceable;
- set science-based water quality standards in law; and
- develop a coastal protection regulation that would protect wetlands, estu-

aries and important coastal habitat like eelgrass to protect towns and villages all along the Northumberland Strait

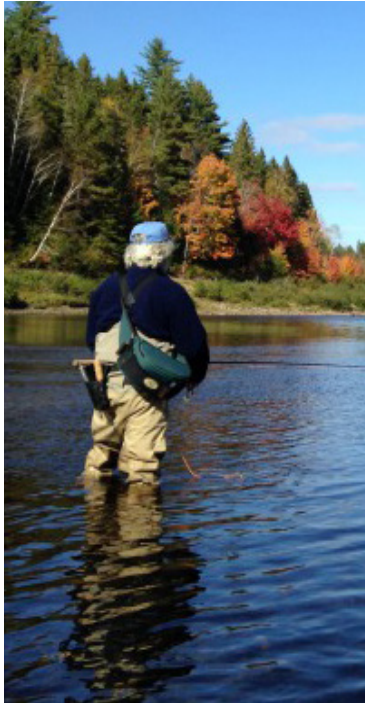
The department has directed some research funding through the Environmental Trust Fund for mapping salt marsh areas, and the development of a computer-based monitoring and forecasting system to predict pesticide runoff and concentration in streams.







# Freshwater Protection



## Protecting the Nashwaak watershed from the Sisson Mine

This summer, the Conservation Council and residents of Taymouth, Stanley, Durham Bridge and communities all along the beautiful Nashwaak Watershed were dismayed to hear that the federal government approved the Sisson Partnership's plan to dump mine waste into fish-bearing brooks that feed the Nashwaak River.

As you know, the Conservation Council campaigned hard to prevent this plan from being approved. We have remained a vocal opponent to the Sisson Mine Project as it is currently designed, and we are on the record pointing out its flaws — including inadequate tailings storage and the impact on Atlantic salmon, brook trout, slimy sculpin, and American eel in the lower Wolastoq (St. John) River watershed. To hold back mine waste, the owners say they would need to build a tailings dam twice the height and 16-times the length of the Mactaquac dam.

We launched a letter-writing tool in spring 2018 to help New Brunswickers participate in Envi-

ronment Canada's first public comment phase on the Sisson Partnership's application for a permit to dump mine waste in the watershed.

We launched a second letter-writing tool in late winter 2019 during the federal government's second phase of public comments. More than 2,000 New Brunswickers submitted letters to Environment Canada speaking out against the plan.

Yet, the Sisson Partnership is still a long way from breaking ground. The project still has to meet 40 conditions laid out by the provincial environmental impact assessment and will need to provide evidence the conditions have been met before construction of the mine can begin.

To date, no evidence has been presented to show the Partnership has made progress on any of the provincial conditions. We remain committed to protecting the Nashwaak Watershed from the Sisson Mine proposal and will remain vigilant in the year ahead.



# Freshwater Protection



## Blue-green algae blooms in a changing climate

For the second year in a row, a cyanobacteria bloom in the Wolastoq (St. John River) had citizens concerned for the safety of swimmers and pets cooling off in the river. In 2018, a blue-green algae bloom claimed the lives of four dogs who had swam in the river. In July 2019, another dog died from anatoxins produced by cyanobacteria in the Wolastoq.

The Conservation Council was quick to give citizens the facts around blue-green algae blooms; how they form, what to look for before going for a dip in waters where the bacteria has been present, and what people can do to help prevent outbreaks. Blue-green algae is naturally occurring, but excess amounts of nutrients such as phosphorus make it worse. Some of the main sources of excess phosphorus getting into our waters include runoff from large scale farming, runoff from large-scale forest clearcuts, and old or leaky septic systems.

In summer 2019, new research from Dr. Janice Lawrence of the University of New Brunswick showed that a different strain of cyanobacteria was occurring in the Wolastoq compared to the more common surface-area algae blooms that have affected lakes in the province. Surface blooms can cause skin irritations in the form of rashes, hives or skin blisters, and can result in illness among people and animals. Another group of cyanobacteria produce anatoxins which attack the neurological system, posing serious health risks for young children, seniors and pets if ingested.

We interviewed Dr. Lawrence for an in-depth article on her research. The UNB researcher warns that because cyanobacteria are photosynthetic, we may see even more severe outbreaks in the years to come as climate change brings hotter temperatures to New Brunswick in the summer months.





# Freshwater Protection



## Round two: the fight to protect our water from shale gas fracking

As the new provincial government announced in late 2018 that it would move toward lifting the moratorium on hydraulic fracturing on a regional basis, we responded with a sharp reminder to government that none of the conditions outlined by New Brunswick's independent commission on hydraulic fracturing had been met.

We launched a letter-writing tool to help New Brunswickers speak out against regional fracking and more than 1,000 New Brunswickers wrote the premier in protest.

In late summer 2019, Corridor Resources, the company behind shale gas extraction in the Sussex region, announced it was no longer looking for investors in its southeast New Brunswick prospects.

The Conservation Council responded by calling on the provincial government to once and for all turn the page on shale gas in New Brunswick and move quickly on the important work of shifting toward cleaner energy resources that will create good jobs in our trades and technology sectors.





# Learning Outside



## Growing Minds in Nature

The role of the Learning Outside project is to encourage and support teachers in taking their classes outside for curriculum-linked activities. We do a lot of school visits, leading both students and their teachers in educational activities featuring New Brunswick species and habitats.

Our goal is to share our knowledge, but also to model activities that the teachers can then run by themselves. We also participate in workshops, science fairs, and other outreach events, along with providing information on creating outdoor learning spaces on our website and Facebook page. In addition, we also facilitate professional learning sessions as members of the Great Minds Think Outside program.

The 2018-2019 year was a pivotal one for the Learning Outside project as NSERC PromoScience funding enabled us to add

Jonna Karhunen to our team in September 2018. Jonna's background in wildlife biology and her passion for nature education have enabled us to reach more schools with more activities.

Throughout the 2018-2019 school year, the Learning Outside team made regular visits to three schools (Forest Hill Elementary, Park Street Elementary and Lincoln Elementary) and also ran activities for classes at Garden Creek Elementary in June and at a special Learning for a Sustainable Future forum in November for high school students from across New Brunswick.

Overall, we provided 120 visits to classes and school groups amounting to almost 2,400 student activities. Our summer student, Maegan Burt, who began with us on May 8, was a huge help in developing and delivering school activities.



# Learning Outside



In addition to our class visits, we also provided activities for whole school outdoor days and school clubs. We participated in the ASD-West District-wide STEAM Expo (March 19), Nashwaaksis Middle School Career Fair (May 1), and Park Street Elementary Leadership Day (June 18).

Two special opportunities came along that were highlights of our year. First, we were invited to the District Education Councils/Parent School Support Committees Spring Symposium in Miramichi on May 11. Jonna received overwhelmingly positive feedback on her presentation on the importance of connecting children to nature and the activities and goals of Learning Outside. We also made a number of good new connections.

Quickly following the DEC/PSSC presentation came the Canada-wide Science Fair/STEM Expo, held at the Currie Centre, UNB (May 15-19). This was quite a coup as the event had more than 9,000 visitors over the three-

day fair. We filled our 10' x 10' booth with nature – Scott's Nursery very generously let us borrow a number of potted trees and we invited visitors to write how nature made them feel on paper leaves that they then hung on our birch tree (see photos below).





# Learning Outside



Your Environmental Trust Fund at Work  
Votre Fonds en fiducie pour l'environnement au travail

We are grateful for continued financial support from the NB Environmental Trust Fund (ETF) and the Natural Sciences and Engineering Research Council (NSERC) – PromoScience program. We are also grateful for support from the NB Wildlife Trust Fund to develop educational modules on Atlantic salmon, which is our focus species in 2019, the International Year of Atlantic Salmon.

## CCNB's Youth Group and Indigenous awareness

Summer brought the formation of the Conservation Council's Youth Environmental Group, led by Maegan and our other summer students, Daniel Nunes and Sue Tran. This group (with about 20 youth aged 13 years to university age) meet weekly for activities.

Some of the activities the group has done to date include: waterfall hikes, environmental writing workshops, permaculture/gardening workshops, indoor plant workshops, indoor/outdoor plant swaps, activism team meetings on writing letters for action against single-use plastics, growing vegetables in a UNB garden plot, strawberry and raspberry picking, learning about native species, visiting a local homestead for a home garden tour and a locally-grown meal, having a facilitated discussion about eco-anxiety and issues of concern to the youth participants, Hyla Park frog walk, field trip to St. Andrews for beach tour and clean-up, and apple picking.

The Youth Group will continue to meet through the school year.

Jonna participated in a two-day Indigenous Awareness Training organised by the New Brunswick Environmental Network, which is already proving to be very useful in many ways. We continue to be active members of the Sustainability Education Alliance (SEA-NB)'s Team PD and Great Minds Think Outside program and the Biodiversity Collaborative Communications team.

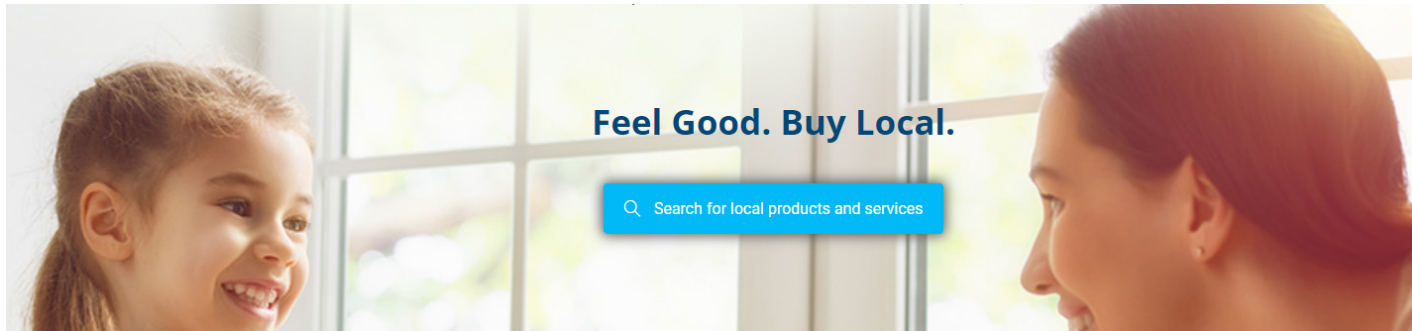
We continue to move forward engaging more teachers, students and schools (including middle schools and high schools) and reaching out to youth to encourage them to connect with nature, recognising that this strong connection is an important remedy countering mental health issues including anxiety, depression, and eco-anxiety.







# BuyLocalNB



Our BuyLocalNB™ project continues to grow in popularity, now featuring more than 500 local producers in our free, searchable online directory and boasting a social media following of more than 9,200 people eager to support local farmers, businesses and producers and help share the benefits of buying locally across the province.

Challenged with securing our place among New Brunswick's growing community of buy local groups that sprouted up in recent years, BuyLocalNB™ succeeded in distinguishing itself as one of the province's longest-running local food initiatives with a reputation for supporting New Brunswick's small-scale farmers at zero-cost and from the grassroots up!

With a steadily increasing average of nearly 300,000 hits on our free online local food and producer directory each month, our social media accounts continue to act as the engine and driving force behind the project's growth.

Much of this we can attribute to our exceptional branding and a community-focused strategy that centers on daily engagement and promoting the directory by highlighting seasonal events and industry trade shows, profiling new businesses/producers and their achievements, sharing interesting and relevant stories, and promoting producer content that speaks for itself and gives our followers a sneak peak at the people and places they are supporting when they choose local — whether it's apple picking, haunted corn mazes or farmers markets





That isn't to say exciting changes aren't on the way. This year, BuyLocalNB™ also began the hard work necessary to tailor our directory to meet the needs of the local producers featured on our platform. Responding to requests by our supporters and the growing variety of businesses profiled in our directory, we relaxed our user-policy to accept local service-based businesses and entrepreneurs, and also began work on creating additional categories for smaller niche markets like mushroom spores, alpaca fur, bee pollen, biodegradable packaging and more. Look forward to more improvements and new places to support local!

Some highlights from this year included:

- For the third year, we attended the Union of Municipalities of New Brunswick Trade show, where we strengthened our relationship with communities at the municipal level and engaged with city councilors and mayors.
- Collaborated with the Conservation Council and our Southeast Chapter on the hosting of our 50th Anniversary Eco Hero Gala featuring several Local Food Champion Awards given to environmental advocates working on food security and increasing access to local food.
- Engaged in of cross-promotion with other buy local groups such ExcellenceNB to grow the buy local movement collaboratively across the province.

# Thank you to our generous funders

Fisheries and Oceans Canada  
Echo Foundation  
Ecology Action Centre  
David Palmer  
McConnell Foundation  
NBEN (New Brunswick Environmental Network)  
NSERC  
Passamaquoddy Recognition Group Inc.  
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Province of New Brunswick Environmental Trust Fund  
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Canada Summer Job Program  
NB SEED Program

Canadian Bar Law For The Future Fund  
Nature Canada  
NB WTF  
PEW Foundation  
Tides Foundation  
UNB -Future Ready NB



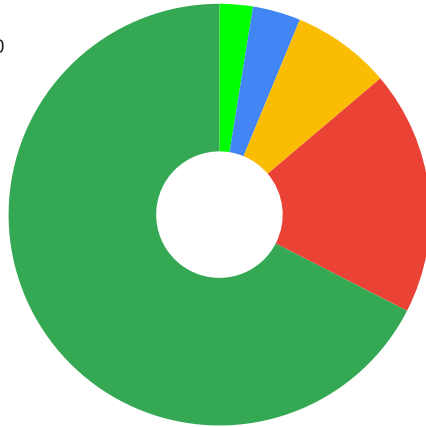




# Financials

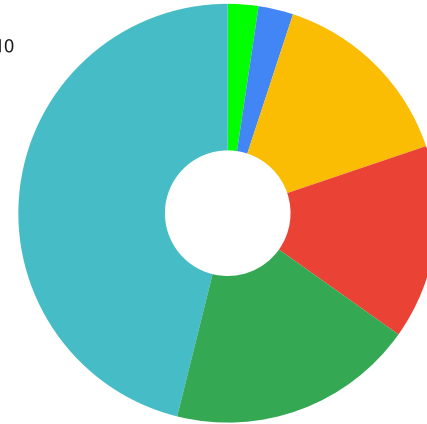
## Expenses 2018-2019

- Conservator House - 18,134
- Fundraising/Mbr Services - 26,110
- Admin - 53,936
- Core wages - 133,000
- Projects - 479,300



## Project Income 2018-2019

- Tula Farm - 11,200
- Fundraising/Mbr Services - 26,110
- Learning Outside - 70,200
- Freshwater - 71,400
- Energy/Climate - 90,600
- Marine - 219,300



## Income 2018-2019

- Membership - 2,800
- Fundraising/Mbr Services - 26,110
- Events - 7,400
- Investments - 16,500
- Project Administration - 41,750
- Wage Subsidies - 64,500
- Donations - 80,100
- Projects - 475,700

