GREATER SAINT JOHN is the largest metropolitan area on the Bay of Fundy – a body of water that is an enormous economic asset to the region. In addition to a thriving traditional fishery, Saint John is home to a world-class port which connects us to a global transportation network, and a growing tourism sector that attracts heritage, eco and culinary tourists from around the world.

GREATER SAINT JOHN IS HOME TO an ocean economy that is made up of six key components:

**MARINE RESEARCH**
- UNB Saint John offers Canada’s only Bachelor of Science in Marine Biology

**AQUACULTURE**
- Headquarters to Cooke, the world’s largest independent seafood company

**FISHERIES**
- Home to commercial fishery operations and supplier/exporter companies

**TRANSPORTATION AND SHIPPING**
- Port Saint John is Canada’s third largest port by volume

**TOURISM**
- Our history, culture and access to the Bay of Fundy are magnets for visitors, and the region is promoted by a highly effective destination marketing agency

**ENERGY**
- The highest tides in the world make the Bay of Fundy a unique location for future tidal power initiatives

**THE ENVIRONMENT**
- The Bay of Fundy’s salt marshes are emerging opportunities in the global carbon sequestration marketplace

SECTOR PROFILE
Greater Saint John is leveraging – and building upon – its considerable assets in the ocean economy:

**COMMERCIAL FISHERY**
The largest commercial fisheries in southern New Brunswick, by 2017 landings, are herring, lobster and crab.

**UNB Saint John**
- Faculty research into marine species health, and integrated multi-trophic aquaculture
- Centre for Environmental & Molecular Algal Research
- Nearby hands-on research facility Huntsman Marine Science Centre (St. Andrews)

**Cooke**
- 2 billion in annual revenues, and more than 1600 employees in locations around the world
- Investing in research and innovation all along the aquaculture supply chain
- Global headquarters located in Saint John

**DISCOVER SAINT JOHN**
- 9.5% increase in visitation since 2015
- 18.3% increase in total visitor spending since 2015
- 44% increase in tourism industry members since 2015

**Port Saint John**
- $205-million West Side Modernization project underway
- 69 cruise ships calling in 2018
- 25 million metric tonnes of cargo in 2018

**Aquila**
- Shore excursion operator since 1982
- Offers workshops and training to worldwide cruise industry members in their Centre for Cruise Excellence
- Official training partner for the Florida Caribbean Cruise Association.
SAINT JOHN PLAYING A PART IN CANADA’S OCEAN SUPERCLUSTER

Designated by the federal government in 2018 to leverage science and technology to enhance our ocean-based economy, the Ocean Supercluster includes the following local partner organizations:

- Cooke
- T4G Limited
- NB Power
- Atlantic Towing Ltd.
- University of New Brunswick
- Provincial Government

"We’re ready to build on the momentum that is taking place across the ocean sectors and capitalize on opportunities—not only for the Atlantic Provinces but for all of Canada.”

Matt Hebb, Interim CEO, Canada’s Ocean Supercluster.

BLUE CARBON IS GREEN

Lorneville, Dipper Harbour and St. Martin’s each boast tidal wetlands that have been identified by researchers as havens for carbon sequestration – or blue carbon – a high value item in a world moving toward carbon offsets as a way to manage greenhouse gas emissions. The Bay of Fundy’s exceptional tides and high sediment mean these areas will perform better than land-based carbon-sinks.

- Number of cruise lines calling on Saint John: 16
- Number of metric tonnes of marine plants harvested in Southern New Brunswick – by far the largest supplier in Atlantic Canada. (Source: DFO)
- Number of ports around the world accessible from Port Saint John on a weekly basis: 500
- Number of unfarmed agricultural dykeland in New Brunswick readily available for carbon sequestration: 87 km²
- Dollars injected into the local economy annually by our 1.7M visitors: 282 million
- Number of commercial fishing license holders in Southern NB. (Source: DFO): 797