



The Nature Trust of New Brunswick Inc.

La Fondation pour la protection
des sites naturels du Nouveau-Brunswick Inc.

MEDIA ADVISORY:

The Nature Trust of New Brunswick will be holding a media tour by boat of Southern Wolf Island as a special feature of the Annual General Meeting, in addition to the Pea Point preserve opening. 1:30 - 2:00 pm (Location: Pea Point, Wallace Point Road, Village of Blacks Harbour) 2:00 - 5:00 (Media tour to Southern Wolf Island - optional)

Media Release:

Historic New Brunswick Company Donates Fundy Coastal Lands to Nature Trust

Saturday September 29, 2012. Blacks Harbour. As part of an ongoing commitment to coastal sustainability, Connors Bros. Clover Leaf Seafoods Company announced today it was donating another key piece of land to the Nature Trust of New Brunswick.

The 43.1 hectare property, commonly known as “Pea Point”, is found next to the Grand Manan ferry terminal. The land is Nature Trust’s 35th provincial nature preserve. The new preserve was given the name “Connors Bros. Nature Preserve at Pea Point”. The Village of Blacks Harbour has agreed to be the steward of the new preserve and will manage its conservation with the Nature Trust of New Brunswick.

Nature Trust President Don Dennison said “We are excited and grateful to receive this significant donation of Fundy coastal shoreline, says Nature Trust President Don Dennison. “It becomes the Trust’s twelfth preserve in the Bay of Fundy, and comes only months after Connors Bros.’s donation in June of Southern Wolf Island, 10km offshore of Blacks Harbour, the southern-most island in the Wolves Archipelago.”

“The land at Pea Point has been part of the Connors Bros business for over 100 years. It’s an important part of the history of our company, and also an important part of the coastal history of New Brunswick”, says Ron Schindler, Executive Vice President and Managing Director with Connors Bros. Clover Leaf Seafood. “This latest donation to the Nature Trust of New Brunswick represents our ongoing commitment to sustainability, our commitment to protecting our coastlines and waterways and our commitment to the people of this region who have made Connors Bros Clover Leaf Seafood the world leader it is today.”

The Village of Blacks Harbour, in partnership with the Nature Trust, will maintain trails and access to viewpoints on the property, as well as conduct annual assessments of the property to meet management plans. Mayor Teresa James welcomes the creation of the new preserve stating “Our municipality is honoured to be stewards of this important and significant gift, and

through this partnership, we can anticipate the safekeeping of this important ecological area for future generations, to study and to enjoy.”

“The commitment on the part of the Village of Black’s Harbour to be stewards of the Connors Bros Pea Point Preserve represents another example of the Trust’s working with municipalities to preserve special areas within their boundaries for the benefit of residents and visitors,” adds Dennison

Dennison also welcomed the fact that a traditional and respected New Brunswick firm is partnering with Nature Trust to set aside and conserve key examples of New Brunswick’s rich natural heritage. These two donations are an example of corporate leadership in working with Nature Trust to see that our Province’s special places are set aside in perpetuity for present and future generations to enjoy.

Minister of Culture, Tourism and Healthy Living, Trevor Holder, congratulated the partnership between Connor Bros, the Village of Black’s Harbour and Nature Trust.

“These three partners, working together have created a new Fundy destination focal point that will be attractive to visitors wishing to sample what the Lower Bay of Fundy and Charlotte Isles has to offer,” said Holder. “The Connors Pea Point Preserve will be a magnet for visitors. Those taking the ferry crossing to Grand Manan will have the opportunity to enjoy rugged seaside trails circling the preserve next to the ferry terminal. During the ferry crossing, visitors will pass by Southern Wolf Island with its historic lighthouse.”

The island provides refuge and habitat for numerous species of sea birds, including breeding population of black legged kittiwakes, common eiders, great black-backed gulls, herring gull, and razorbills.

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For more information on this story, please contact Renata Woodward at the Nature Trust of New Brunswick at 506-457-2398 or naturetrust@ntnb.org, Heather Chase (Development Officer) with the Village of Blacks Harbour at 506-456-4871 or h_chase@blacksharbour.ca, or Mike Randall at EngageAtlantic, 506 8783025 mike@engageatlantic.ca representing Connors Bros Cloverleaf Seafoods

BACKGROUNDER

The Nature Trust of New Brunswick (NTNB) is a provincial-wide, non-profit, land trust organization founded in 1987. With 34 nature preserves across the province, the NTNB is committed to land conservation, land stewardship and education.

The Pea Point property also has historical significance as it provides an access to the Pea Point Lighthouse (lit in 1878), located on the neighbouring Pea Point Island. Further, the site has been identified as a priority area under the New Brunswick Coastal Securement Strategy by the Eastern Habitat Jointed Venture and may provide nesting habitat to the Harlequin Duck, a provincial species-at-risk. The new preserve is located in an area of Blacks Harbour known as the Redbeds Ecologically Significant Area, based on its geological formations.

Connors Bros. Ltd. has maintained a presence in the Village of Blacks Harbour and the Bay of Fundy for more than 120 years and operates the largest sardine factory in North America, employing more than nine hundred workers.

The Village of Blacks Harbour has a population of just over 900 people and a strong sense of community. The picturesque village has a rich heritage steeped in the fishing industry. The majority of the community's coastline has been protected from large scale development.