

# Common Vision - Common Future

Fisheries Renewal Framework

2011–2013 Action Plan



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# Message from Minister

In 2008, industry outlined a new vision for the fishing and processing industries - a New Brunswick fishery that is sustainable, economically viable and self-sufficient. As Minister of Agriculture, Aquaculture and Fisheries, it is my role to support this vision as well as the 2011-2013 Action Plan priorities that build on bringing it to fruition.

Together we have already accomplished a great deal. We have put into action the East Coast lobster fleet rationalization and shrimp fleet rationalization. We are steadfastly working on a similar approach to help the ground fish fleet become more viable.

We will continue to support marketing efforts, product development, improved productivity, traceability, sustainability, and the bio-economy. Our current fiscal reality means we must look to making progress in these areas in efficient and innovative ways.

Strengthened relationships with industry and other government partners will be my priority. We must work cooperatively as we move forward. Regular consultations through forums such as the Minister's Round Table on Fisheries will continue to provide meaningful opportunities to exchange information, ideas, and opinions.

The fish and seafood industry is important to our province. It employs thousands of New Brunswickers, supports our rural communities and its exports are worth well over \$783 million to our economy in 2010.

With the ever changing international fish and seafood markets and with continued economic recovery, we have many opportunities available to us. I look forward to being a strong partner and industry champion in exploring these opportunities together.

*Michael Olscamp*

Minister of Agriculture,  
Aquaculture and Fisheries





## Introduction

The year 2010-2011 has been a year of change that included gaining ground on economic recovery and welcoming a new Minister, Michael Olscamp to the Department of Agriculture, Aquaculture and Fisheries.

A lot has been accomplished during this past year. Consultation on quality improvement has taken place and various projects have been explored. The Department also provided support for 3<sup>rd</sup> party quality certification initiatives within a number of plants.

The Department continues to support innovation, product diversification and market diversification to maintain our competitive position. Our marketing efforts for lobster are opening new channels, especially in China. In mainland China alone, extensive marketing programs have resulted in our exports increasing from \$239,700 in 2009 to \$3 million in 2010, with 2011 expected to come close to doubling that amount again. In Hong Kong, exports have increased from \$300,000 to \$388,400. On the domestic front, exciting promotional programs have made local products more visible.

We have positioned ourselves to become a leader in sustainability and we have adopted approaches to better structure the seafood processing sector to meet market demand. The rationalization of the East Coast lobster fleet is now underway. Licences will be retired as a result of funding agreements under both provincial and federal programs. Rationalization of the shrimp fleet continues with an additional three licences being retired. Demonstrating the cooperative efforts in support of sustainability of the fishery, the harvesting and processing sectors invested significantly to the cost, supplementing the financial contribution of the New Brunswick government. Efforts to finalize the solution for the groundfish fleet also continue.

Amendments to the Regulation under the *Fisheries and Aquaculture Development Act* implemented during the year, along with policy changes, are ensuring a more equitable playing field for clients as well as improved access to programs that better support new entrants and



provide for succession of enterprises. Negotiations carried out with the federal government and commercial financial institutions are resulting in more flexibility to their lending programs to meet the needs of the industry consistent with the *Fisheries Renewal Framework*. At the same time, more partnerships in the area of bio-economy are enhancing research capabilities and providing greater potential for development of marine bio-products.

The Department participates with the Department of Post-Secondary Education Training and Labour on two working groups to discuss human resources challenges in fish and seafood primary processing facilities addressing specific regional challenges in the Acadian Peninsula and in the South East Coast region.

This Action Plan identifies initiatives that will be continued from 2010-2011 as well as new initiatives to be undertaken in the two year period 2011-2013 in implementing the *Fisheries Renewal Framework*. These actions represent the necessary work to be carried out to achieve the vision of a renewed fishery in New Brunswick.



# Our Goals

In keeping with the vision of a New Brunswick fishery that is sustainable, economically viable and self-sufficient, five goals provide the basis for determination of our actions with respect to fisheries and seafood processing for attainment of a renewed fishery.



In order to demonstrate that our efforts are having the desired impact in solidifying the future of the New Brunswick fishery, performance measures identified for each goal will be monitored. This will ensure that we have the necessary information to continue making informed decisions relating to the renewal of our industry.

## **Goal 1** *A New Brunswick reputation for high quality and practices that guarantee sustainability of our fishery resources*

The newly defined New Brunswick fishery will be based on our primary strength - meeting the demands of the market through the provision of quality product. Along with this will be a focus on sustainability, in response to the growing pressure from consumers and retailers in new and existing markets for proof that the seafood being sold originates from a fishery that is managed sustainably. The image of New Brunswick's fishery will be critical in helping to build this reputation both domestically and internationally. As more and more of our harvesters and processors adopt practices and meet quality, certification and traceability standards, these initiatives will be rewarded in our global competitiveness.

### **Measures**

- New Brunswick companies meeting various quality, certification and traceability standards
- Accepted proof of sustainable resources
- Accepted proof of legal, regulated and reported fisheries
- Remediation plans in place for any fish species in jeopardy

Priorities	2011-2013 Actions
Quality Improvement	<ul style="list-style-type: none"> <li>▪ <i>In cooperation with partners, initiate targeted pilot projects for specific quality improvement systems at the harvesting, landing and processing stages.</i></li> </ul>
Traceability	<ul style="list-style-type: none"> <li>▪ <i>Support for the Lobster Council of Canada to carry out a pilot on lobster to develop lessons learned on traceability.</i></li> <li>▪ <i>Provide coordination and information to industry on market requirements for traceability for fish and seafood, and participate with the Canadian Council of Fisheries and Aquaculture Ministers' Traceability Task Group to complete the Canadian Fish and Seafood Traceability Strategic Framework and pursue its implementation within the province's fish and seafood sector.</i></li> </ul>
Certification	<ul style="list-style-type: none"> <li>▪ <i>Work with industry and other agencies, through programming and cost-shared assistance, to address industry issues and challenges relating to food safety, sustainability, traceability and certification in seafood marketing.</i></li> <li>▪ <i>Continue support offered to seafood processors for efforts to attain third party quality and food safety designations to assist with marketability.</i></li> </ul>
Raising the profile of the industry	<ul style="list-style-type: none"> <li>▪ <i>Develop a strategy to improve the image of the fisheries sector and to improve the flow of information to industry stakeholders.</i></li> </ul>
Canada/Europe Enhanced Trade Agreement	<ul style="list-style-type: none"> <li>▪ <i>Protect New Brunswick fisheries interests while participating in developing the Canadian fish position.</i></li> </ul>
National Aquatic Animal Health Program	<ul style="list-style-type: none"> <li>▪ <i>Coordinate industry input and information in the development of new Health of Animal Act Regulations related to the import of fish and fish products.</i></li> </ul>



## Goal 2 *Market-driven and diverse seafood enterprise*

Market demand must be at the centre of all decisions regarding commercial activity, beginning with a product development stage that places a priority on creating the very value-added seafood products for which a demand has been identified. Our focus on existing markets must continue, but we will also use market research and market intelligence to diversify markets and product lines to ensure that all product offerings meet the demands of both established and new customers.

### Measures

- New product development initiatives
- New product/brand sales
- New export markets entered
- Promotions in support of New Brunswick seafood products and suppliers



Priorities	2011-2013 Actions
Research and Market Intelligence	<ul style="list-style-type: none"> <li>▪ <i>Research and make available to industry market intelligence in areas of: market trends, new product and product format opportunities, emerging markets, market access issues, barriers to entry, etc.</i></li> </ul>
Enhanced Promotional Programs	<ul style="list-style-type: none"> <li>▪ <i>Partner with trade representatives and New Brunswick seafood suppliers in promotional activities. Market activities in important markets such as the United States and the European Union are key objectives for the current year, as well as domestic promotional support for seafood products.</i></li> </ul>



<p>Market Access Strategies</p>	<ul style="list-style-type: none"> <li>▪ Provide assistance for New Brunswick companies, associations and various industry partners to develop innovative marketing strategies, market studies and research for both new and existing markets, including markets for bio-products.</li> <li>▪ Provide coordination and information to industry while ensuring we work with the Canadian Food Inspection Agency and other agencies to ensure our products continue to have access to external markets.</li> </ul>
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**Goal 3 Efficient and globally competitive enterprises that participate actively in innovation and the adoption of new technologies**

Investment in innovation and research and development will help us in three specific ways:

- It will lead to adoption of new technologies and processes and the development of products and bio-products that will ensure we are globally competitive;
- It will lead to full-time, highly skilled and well-paying jobs; and
- Collaboration in carrying out market-based research will result in market information that fishers and processors require, leading to new market-driven products and improved ability to enter new markets, thereby increasing the volume and value of our exports.

**Measures**

- New export markets entered
- Volume and value of exports
- New diverse seafood products and bio-products introduced

Priorities	2011-2013 Actions
<p>Product Development and Productivity Improvement</p>	<ul style="list-style-type: none"> <li>▪ Support research and development directed at new seafood products, automation, and technology improvement in seafood processing plants.</li> <li>▪ Modernization aimed at having state of the art processing operations that are internationally competitive and capable of meeting export requirements internationally.</li> <li>▪ Work with industry in productivity management tools such as lean manufacturing.</li> </ul>

<p>Partnering in Innovation</p>	<ul style="list-style-type: none"> <li>▪ <i>Foster a culture of innovation with both the processing and harvesting sectors.</i></li> <li>▪ <i>Partner with industry and research centres to reduce the costs and risks associated with developing the potential of marine bio-products (waste or products that cannot be marketed for food).</i></li> <li>▪ <i>Partner to foster new innovative products or processes for fisheries or aquaculture products or by-products.</i></li> </ul>
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**Goal 4** *Contribution to the New Brunswick economy overall, and to the sustainability of our coastal communities*

The fishery is a valuable and vital common property resource to be managed for the benefit of all New Brunswickers. Conservation and sustainable use of resources and habitat must be the overarching, fundamental objective for fisheries management in New Brunswick and can only be achieved through the application of improved science. This objective will ensure sustainability of a fishery that is profitable and capable of contributing to the ongoing economic and social bases of coastal communities and the province.

**Measures**

- Employment in harvesting and seafood processing related sectors
- Economic impact of the processing sector
- Income generated

<p><b>Priorities</b></p>	<p><b>2011-2013 Actions</b></p>
<p>Viability of Fleets</p>	<ul style="list-style-type: none"> <li>▪ <i>Continue to work with industry to ensure their viability by determining a strategy for balancing harvesting capacity with availability of the resource.</i></li> <li>▪ <i>Participate in the East Coast lobster rationalization plan as well as efforts to downsize the shrimp and groundfish fleets.</i></li> </ul>
<p>Green Economy</p>	<ul style="list-style-type: none"> <li>▪ <i>Work with industry to minimize the impact of the fishery on the environment.</i></li> <li>▪ <i>Promote lean manufacturing and economies of scale.</i></li> </ul>

## Goal 5 *Working together to manage the fishery as an all-inclusive, sustainable industry for the benefit of future generations*

An understanding and acceptance that we are all in this together and dependent on one another to make our fishery viable well into the future is fundamental to our success. Specifically, mechanisms that ensure all stakeholders work together and contribute specialized knowledge and experience will lead to effective decision making. Industry representatives must be active in forums to discuss how to move forward in the best interests of the industry as a whole. By sharing in the decision-making process, participants take responsibility not only for the interests they represent, but also for the overall conservation and sustainable use of fisheries resources.

### Measures

- Landings value
- Allocation of provincial shares
- Seafood processing enterprises represented by an association

Priorities	2011-2013 Actions
Enhanced Fisheries Management	<ul style="list-style-type: none"> <li>▪ <i>Through the Steering Committee established between Fisheries and Oceans Canada (DFO) and the Fisheries and Aquaculture Division of the Department of Agriculture, Aquaculture and Fisheries, provide a clear delineation of roles, jointly establishing the priorities and strategies particular to New Brunswick and encompassing principles to improve the protection of the resource and solidify the viability of the fishing enterprises. Areas of stability of access, federal licensing, management plans and co-management arrangements are to be addressed.</i></li> <li>▪ <i>Work with DFO to create an environment where people who invest will know what they can expect with respect to access, ensuring predictability that will allow for stability of fleets.</i></li> </ul>



Priorities	2011-2013 Actions
Human Resources Strategy	<ul style="list-style-type: none"> <li>▪ <i>Develop, in cooperation with industry stakeholders, the federal government and the Department of Post-Secondary Education, Training and Labour, a human resources strategy for the New Brunswick fishery and seafood processing sectors.</i></li> </ul>
Legislative Review	<ul style="list-style-type: none"> <li>▪ <i>Analyze results of consultations on implementation of the Seafood Processing Act to determine proposed recommendations for amendments to the Act and/or Regulation.</i></li> </ul>
Lobster Sustainability Foundation	<ul style="list-style-type: none"> <li>▪ <i>Partner with industry to back science based projects that can contribute to the long term sustainability of the resource.</i></li> </ul>
Disaster Preparedness	<ul style="list-style-type: none"> <li>▪ <i>Take steps to be prepared to minimize the impact on the market in case of a disaster.</i></li> </ul>
Capacity of Industry Organizations	<ul style="list-style-type: none"> <li>▪ <i>Provide the tools necessary for an association of seafood processors that will be self-financing in the long term and that will serve the interests of the industry as a whole.</i></li> <li>▪ <i>Explore alternatives for how the Department can assist industry to build stronger harvesters' organizations that would facilitate the building of resources for common purposes.</i></li> </ul>
Sustainable Co-existence	<ul style="list-style-type: none"> <li>▪ <i>Work in harmony with the aquaculture industry to foster a culture of common interests whereby both fisheries and aquaculture are managed to ensure development of one is not detrimental to the other through such mechanisms as facilitation, 3<sup>rd</sup> party audits and education.</i></li> </ul>

