

# Common Vision – Common Future

*Be sustainable. Be economically viable.*

**FISHERIES RENEWAL FRAMEWORK 2010–2011 Action Plan**



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Province of New Brunswick

POB 6000

Fredericton NB E3B 5H1

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## Message from Minister Rick Doucet

Much has been accomplished since the inception of the Fisheries Renewal Framework in 2008. Our work together to set the course for transformation and renewal of our province's fishing and processing industry has positioned us well in the changing global marketplace.

Our vision – ***a New Brunswick fishery that is sustainable, economically viable and self-sufficient*** – continues to guide us, in this, our third annual Action Plan under the Framework. We have already made significant progress in a number of areas and the plan this year will be to build on those successes.

Notably, 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. And it was with tremendous pride that we recently announced the plan to rationalize our east coast lobster fleet in cooperation with the federal government. Our marketing efforts are opening new channels and our value-added products are hitting the global marketplace.

Around the world, the economic climate is beginning to experience some recovery, marking this year's season with optimism. Although we are still faced with challenges such as our exchange rate, our comprehensive and collaborative efforts are paying, and will continue to pay, dividends.

In the coming year we will focus on our five broad goals, which provide the direction for our specific actions within this plan. Together we can focus on what's important: moving product from the ocean to the plate. We must continue to focus on the big picture, and on long-term solutions that best fit our province and our people.

We are eager to continue our journey to renew the province's fishing and seafood processing industry. Together our actions and commitments demonstrate the important social and economic role of our industry's past, present and future.



A handwritten signature in blue ink that reads "Rick Doucet". The signature is fluid and cursive, with a long horizontal stroke extending from the end of the name.

**Minister of Fisheries**

## Introduction

A lot has been accomplished during 2009-10. For instance, in that year, industry was helped to prepare to meet the new Illegal, Unregulated, Unreported (IUU) traceability standards implemented by the European Union (EU) effective January 1, 2010. Meeting these standards was necessary to ensure New Brunswick seafood exporters would be able to continue to ship to and through the EU. Various Local Fishing Areas have entered into pre-assessment analysis for lobster to work toward attaining Marine Stewardship Council sustainability certification.

The Department has provided continued support for innovation, product diversification and market diversification to maintain our competitive position. Increased efforts to expand horizons by increasing our markets for New Brunswick product was very visible through greatly enhanced efforts in China, and new and exciting promotional programs have made local products more visible domestically. New Brunswick played a lead role in the creation of the Atlantic Lobster Council of Canada and participates in the newly created Atlantic Lobster Sustainability Foundation.

The *Seafood Processing Act* was enacted in April, 2009. Since then, the buying and selling of fish is more structured, which allows us to keep more New Brunswick fish in the province for processing. In support of the Act, the Licensing Appeal Board was created to guarantee objectivity and transparency in decision-making relating to licensing. This Act will continue to serve to strengthen the seafood industry to the benefit of harvesters, processors and marketers, and to ensure the ability to provide top quality seafood around the globe is maintained.

Following on the recommendations of the Stakeholder Action Groups, transfer of administration of financial assistance programs under the *Fisheries and Aquaculture Development Act* was returned to Fisheries, April 1, 2009. In follow-up to the review of financial assistance programs carried out in 2008-09, the recommendations were analyzed and the Department is on the eve of making changes to the programs. These changes will ensure a more equitable playing field for clients as well as improved access to programs that will better support new entrants and provide for succession of enterprises. Negotiations to be carried out with the federal government and commercial financial institutions should result in more flexibility to their lending programs to meet the needs of the industry consistent with the *Fisheries Renewal Framework*.

More partnerships in the area of bio-economy are enhancing research capabilities and providing for more and more potential for development of marine bio-products. Enhanced communications between harvesters, processors and marketers to address regional concerns take place on an ongoing basis through the two regional forums, and they have now begun

to work in concert with the Minister's Round Table on Fisheries. These groups, along with the Marketing Advisory Group, recently met with the Premier to discuss their highest priority items. This demonstrates the willingness of industry to come together and look to the future for their common benefit.

In assisting with the creation of a Seafood Processors Association, the Department provided the services of a consultant to industry to help develop their plan and engage the sector in moving this initiative forward. Work is ongoing towards the achievement of this very important goal.

To further support the industry this past year the Department, along with Post-Secondary Education Training and Labour, is participating in two new working groups to discuss human resources challenges in fish and seafood primary processing facilities. These groups include fish plant owners and employee representatives and address specific regional challenges in the Acadian Peninsula and in the South East Coast region respectively.

It has been a busy year, and one of great accomplishments. This Action Plan identifies initiatives that will be continued from 2009-10 as well as new initiatives to be undertaken in 2010-11 in



implementing the *Fisheries Renewal Framework*. These actions represent the necessary work to be carried out to achieve the vision of a renewed fisheries in New Brunswick. Through working together, this sector will be strengthened and will form an important part of New Brunswick's plan for self-sufficiency.

The Department looks forward to strengthening relationships with industry and government partners, while working cooperatively towards a strong and secure future. With many challenges to address and opportunities to grasp, the New Brunswick fishing and seafood processing industry will achieve its vision.



## Our Goals

In keeping with the vision of a New Brunswick fishery that is sustainable, economically viable and self-sufficient, five goals will guide our actions with respect to fisheries and seafood processing and the 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 for each goal will be monitored. This will ensure that we have the necessary information to continue making

informed decisions for 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 and certification standards, these initiatives will be rewarded in our global competitiveness.

### **Measures**

- New Brunswick companies meeting various quality and certification 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	2010–2011 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>
Raising the profile of the industry	<ul style="list-style-type: none"> <li>• <i>Develop a strategy delineating specific steps to take with industry to build a better image for the fishery.</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>Provide coordination and information to industry while ensuring we work with the Canadian Food Inspection Agency to ensure our products meet requirements of importing countries.</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 develop a national fish and seafood traceability framework, including harmonization within the National Agriculture and Food Traceability System. Collaborate with industry and other jurisdictions on pilot projects to deepen New Brunswick's understanding of practical traceability systems.</i></li> </ul>
Canada/Europe Enhanced Trade Agreements	<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>
Resolving regulatory barriers to market access	<ul style="list-style-type: none"> <li>• <i>Contribute to national strategic planning to identify and remedy regulatory impediments to market access through the Canadian Council of Fisheries and Aquaculture Ministers/Canadian Food Inspection Agency Committee.</i></li> </ul>

**Goal 2:**

**Market-driven and diverse seafood enterprises**

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
- Promotions in support of NB seafood products and suppliers

Priorities	2010–2011 Actions
Research and Market Intelligence	<ul style="list-style-type: none"> <li>• <i>Research and make available to industry the market intelligence on various potential and existing markets and products so informed decisions can be made about whether to pursue opportunities in those areas.</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. Lobster market development and promotional support in Asia, especially in mainland China, will continue.</i></li> </ul>

**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 products and bio-products introduced

Priorities	2010–2011 Actions
Market Strategies	<ul style="list-style-type: none"> <li>• <i>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.</i></li> </ul>
Product Development and Productivity Improvement	<ul style="list-style-type: none"> <li>• <i>Support research and development directed at new seafood products, automation, and technology improvement in fish plants.</i></li> <li>• <i>Modernization aimed at having state-of-the-art processing operations that are internationally competitive and capable of meeting export requirements internationally.</i></li> <li>• <i>Foster a culture of innovation with both the processing and harvesting sectors.</i></li> </ul>
Bio-Economy	<ul style="list-style-type: none"> <li>• <i>Partner with industry and research centres to reduce the costs and risks associated with developing the potential of marine bio-products (products that cannot be marketed for food).</i></li> </ul>



**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

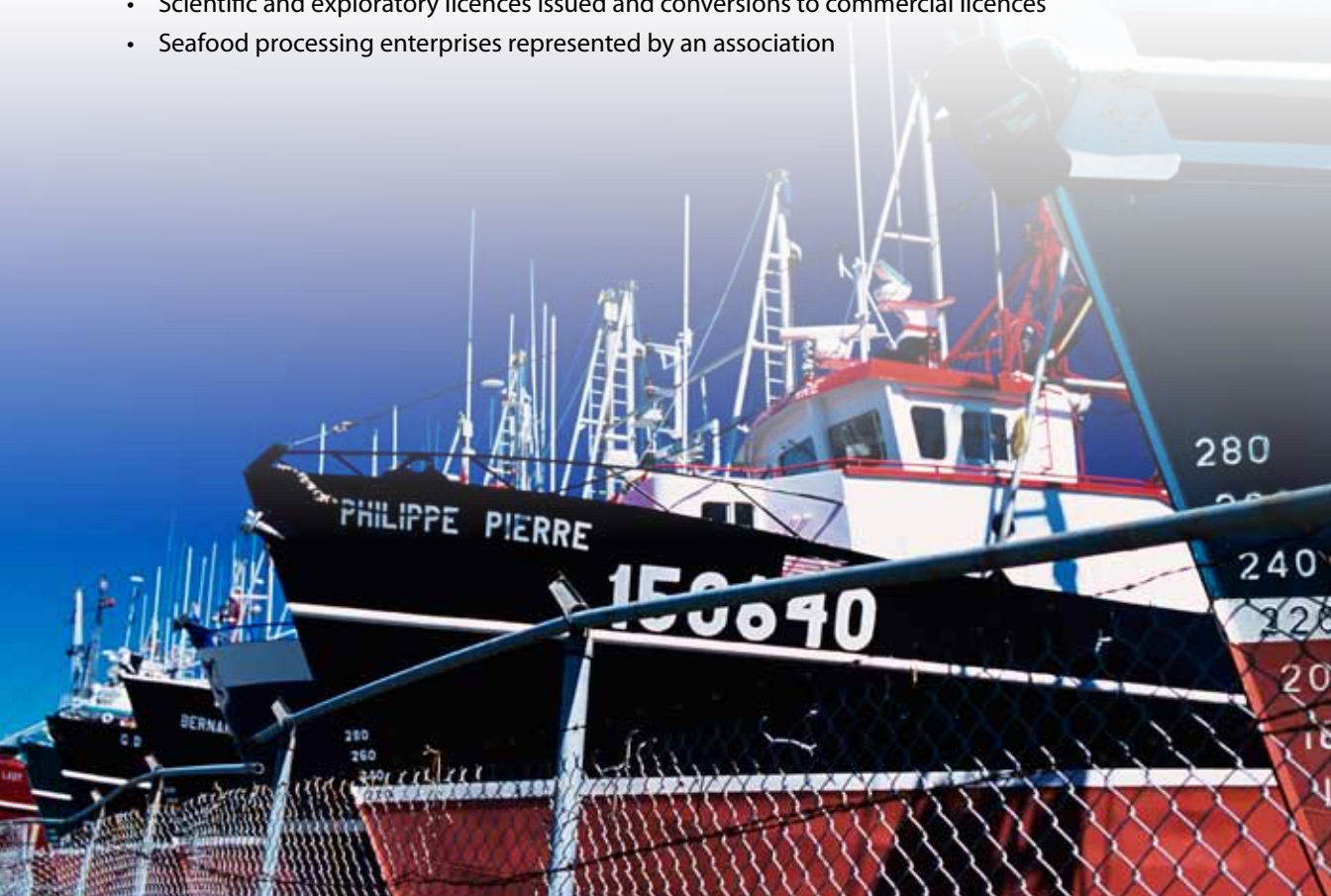
Priorities	2010–2011 Actions
Financial Assistance Programs	<ul style="list-style-type: none"> <li>• <i>Undertake the process to provide for necessary regulatory amendments and program changes to implement improved and more effective financial assistance programs to meet the needs of industry.</i></li> <li>• <i>Negotiate with federal government and commercial financial institutions on behalf of the fisheries sector for more effective and flexible terms on financial assistance.</i></li> <li>• <i>Review the applications process for loans and guarantees under the Fisheries and Aquaculture Development Act to make accessing of funding more timely for our clients.</i></li> </ul>
Viability of Fleets	<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.</i></li> <li>• <i>Advocate with DFO to participate in funding solutions for balancing harvesting capacity, especially in the groundfish and shrimp fisheries.</i></li> </ul>
Green economy	<ul style="list-style-type: none"> <li>• <i>Work with industry to minimize the impact of the fishery on the environment.</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
- Increase in the availability of fish as a result of enhancement projects
- Allocation of provincial shares
- Scientific and exploratory licences issued and conversions to commercial licences
- Seafood processing enterprises represented by an association



Priorities	2010–2011 Actions
Enhanced Fisheries Management	<ul style="list-style-type: none"> <li>• <i>Pursue a mechanism with Fisheries and Oceans Canada to 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. The mechanism could address the areas of stability of access, federal licensing, management plans and co-management arrangements.</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 the fleet.</i></li> <li>• <i>Assist the Lobster Sustainability Foundation in conducting a fund raising campaign for the Foundation.</i></li> </ul>
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>
Seafood Processors Association	<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> </ul>
New Fisheries Act	<ul style="list-style-type: none"> <li>• <i>Work with DFO to facilitate acceptance of the much required new Act while ensuring that New Brunswick's interests have been taken into account.</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, 3rd party audit and education.</i></li> </ul>