

# Common Vision – Common Future

*Be sustainable. Be economically viable.*

**FISHERIES RENEWAL FRAMEWORK 2009–2010 Action Plan**



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2009.06

Province of New Brunswick

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## Message from Minister Rick Doucet

It has been almost a year since the *Fisheries Renewal Framework* was tabled in the New Brunswick Legislature, setting the course for the transformation and renewal of our province's fishing and seafood processing industry.

Under the vision for our industry— **a New Brunswick fishery that is sustainable, economically viable and self-sufficient**— the 2008–2009 Action Plan identified initiatives to be undertaken in the first year of the framework's implementation.

We have made significant progress and I am confident that we are headed in the right direction to firmly establish a sustainable, competitive fishery. However, there is still progress to be made. The current difficult economic situation reinforces the need to reinvent ourselves. We must move forward in spite of these challenging times. With the input of industry leaders, we have established our priorities and will implement our shared vision of the New Brunswick fishery via the *Fisheries Renewal Framework Action Plan*.

The industry has played a key role in moving this action plan forward. Their input has been invaluable, and we are striving to meet their needs as we emphasize the importance of an economically-viable, progressive fishery. 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 implement initiatives that will help transform our province's fishing and seafood processing industry. We will continue to work with the industry to reinvigorate the New Brunswick fishery and continue producing the quality products that reflect the true value and dedication of industry workers in this province.



A handwritten signature in blue ink that reads "Rick Doucet". The signature is written in a cursive style with a long horizontal stroke at the end.

Minister of Fisheries

## Introduction

In 2008-2009, New Brunswick began a journey to transform its fishery. The appointment of a Marketing Advisory Committee helped the Department undertake more strategic planning in relation to selecting strategies in both new (developmental) and existing (promotional) markets. Marketing efforts have been improved, putting significant emphasis on trade shows and missions in more targeted markets, as well as on better up-front planning both internally and with potential participants. The Department has partnered with industry and trade representatives in promotional activities, including launching the new “What a Catch!” logo and other promotional materials that will further develop New Brunswick’s seafood image and identity. New Brunswick Seafood is being marketed successfully in more and more markets worldwide, as well as in an increasingly number of domestic markets.

The *Seafood Processing Act* has been proclaimed, and took effect April 1, 2009. This Act will serve to strengthen our seafood industry to the benefit of harvesters, processors and marketers, to ensure we maintain our ability to provide top quality seafood to consumers around the world. As market demands with respect to certification and traceability increase, our ability to manage information relating to our fishery will become increasingly important. To help our industry remain competitive, a review of financial assistance availability has been undertaken to ensure that we do our best to make certain required assistance is available to industry for those initiatives of highest priority consistent with the *Fisheries Renewal Framework* and achieving our vision.

Two regional forums, one on the East Coast and one in the Bay of Fundy, have been formed, providing opportunity for enhanced communications between harvesters, processors and marketers to address important regional concerns. This alone demonstrates the willingness of industry to come together and look to the future. The Department has also taken the initiative to assist the seafood processors in the province to undertake planning towards the formation of an association of New Brunswick seafood processors— an important step towards better coordination of processors’ efforts in stabilizing their industry.

It has been a busy year, and one of great accomplishments, such as the hosting of the first ever New Brunswick Seafood Conference on February 23rd and 24th, 2009. With more than 130 participants, this conference served to promote communications, working together and information sharing amongst all partners in our industry.

Looking forward— that is where our energy must be focused. There is still much to achieve. This Action Plan identifies initiatives that will be continued from 2008–2009 as well as new initiatives to be undertaken in 2009–2010 in implementing the *Fisheries Renewal Framework*. These actions represent more milestones along the way to achieving our vision in redefining fisheries in New Brunswick, helping this sector to become an important part of New Brunswick’s plan to achieve self-sufficiency.

We look forward to strengthening our relationships with industry and our government partners, while working cooperatively towards a strong and secure future. With many challenges to address and opportunities to grasp, the New Brunswick harvesting 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 for attainment of a renewed fishery have been identified. All of our actions with respect to fisheries and seafood processing in New Brunswick will be in support of these goals.

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. Also to be addressed is the requirement that exporters shipping to or even

through the European Union must be prepared, beginning January 1, 2010, to prove that their products originate from fisheries that are legal, regulated and reported. Policies and practices that will provide this proof will be developed, and as more and more of our harvesters and processors adopt these 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	2009–2010 Actions
Certification	<ul style="list-style-type: none"> <li>• <i>Work with industry towards attaining eco-label standards certification through programming to provide, in cooperation with other agencies, cost-shared assistance for addressing current industry issues relating to quality, food safety, sustainability, viability, traceability and certification in seafood marketing.</i></li> <li>• <i>Work with industry and Fisheries and Oceans Canada in ensuring New Brunswick fisheries will meet the requirements of the European Union with respect to designation of legal, regulated and reported fisheries.</i></li> </ul>
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>

**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 develop new markets and to ensure that all product offerings meet the demands of both established and new customers.

**Measures**

- New product development initiatives
- New product/brand sales

Priorities	2009–2010 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, including shrimp activity in the European Union and with emphasis particularly on more lobster promotions especially in Europe and Asia.</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
- Increase volume and value of exports
- New diverse products and bio-products introduced

Priorities	2009–2010 Actions
Market Strategies	<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> </ul>
Product Development and Productivity Improvement	<ul style="list-style-type: none"> <li>• Support research and development directed at new seafood products, automation, and technology improvement in fish plants.</li> </ul>
Bio-Economy	<ul style="list-style-type: none"> <li>• 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).</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	2009–2010 Actions
Financial Programs and Funding Requirements	<ul style="list-style-type: none"> <li>• <i>As follow-up to the review of financial assistance available and gaps carried out during 2008–2009, review implications to industry and determine how the New Brunswick financial assistance programs and access to those of other government agencies and financial institutions could be improved to better meet the needs of industry.</i></li> </ul>
Marine Planning	<ul style="list-style-type: none"> <li>• <i>Respond to the Southwest Marine Resource Planning Report recommendations and planning for required follow-up actions.</i></li> </ul>
Viability of Fleets	<ul style="list-style-type: none"> <li>• <i>Undertake discussions and continue to work with industry to ensure their viability by determining a strategy for balancing harvesting capacity with availability of the resource.</i></li> </ul>
Boat Building	<ul style="list-style-type: none"> <li>• <i>Assist in the preparation of a five-year strategic plan to revitalize the boat-building industry in New Brunswick.</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	2009–2010 Actions
Information Flow	<ul style="list-style-type: none"> <li>• <i>Ensure that information on the fishing industry is available to stakeholders.</i></li> </ul>
New Brunswick Fisheries Development Plan	<ul style="list-style-type: none"> <li>• <i>Work with industry partners and Fisheries and Oceans Canada to develop a Fisheries Development Plan for New Brunswick, incorporating provisions for strategies to improve access to both existing and new species of fish, as well as a funding program to help underwrite risk associated with research initiatives.</i></li> </ul>
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 the industry to establish a funding mechanism to support research on lobster sustainability and stock enhancement.</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>Work with industry to facilitate the establishment of an association for 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>

