

Common Vision – Common Future

2018–2020 Fisheries Renewal Framework *Action Plan*



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Message from Minister Ross Wetmore

New Brunswick's fish and seafood sectors are important economic drivers, creating thousands of jobs in our rural and coastal communities.

In 2017, New Brunswick was the second largest exporting province for fish and seafood at \$1.7 billion. That is a 153% increase since 2007, when we began to develop our Fisheries Renewal Framework (FRF). This is a clear indication that the work completed under the FRF has had an enormous positive influence on our fish and seafood sectors here in the Province; something we all should be very proud of!

As Minister of Agriculture, Aquaculture and Fisheries, I am committed to the vision of sustainable, economically viable and self-sufficient fishing and processing industries. The 2018-2020 Fisheries Renewal Framework Action Plan will ensure the continued growth and success of our seafood industry for many years to come.

The New Brunswick fishery is based on our primary strength— meeting the demands of the market through the provision of quality product, while maintaining a focus on sustainability. The image of New Brunswick's fishery is vital in helping us build on our already strong reputation, both domestically and internationally, as being ready and equipped to meet world market demands.

The goals of the action plan are intended to build on New Brunswick's reputation for high quality seafood, and sustainable practices. The action plan will also focus on contribution to the overall New Brunswick economy, and to the sustainability and viability of our coastal communities. First Nations have a unique relationship with fish and seafood that has played a significant role culturally and as a sustenance. The Province is committed to promoting business-to-business partnership opportunities for First Nations interested in or already established in the fishery sector.

The province's fishery sector is a valuable resource that must be managed for the benefit of all New Brunswickers. I look forward to ensuring that it remains a sustainable and profitable industry that contributes to the growth of our province and the social fabric of our coastal communities for the benefit of future generations.

A handwritten signature in black ink that reads "Ross Wetmore". The signature is fluid and cursive, with a long horizontal stroke at the end.



Introduction

In 2008, industry and government developed the Fisheries Renewal Framework (FRF), which outlined a new vision for the commercial fishing and processing industries— one that is sustainable, economically viable and self-sufficient. The FRF identified a strategic direction for the New Brunswick fish and seafood industries to maintain and grow their position as significant contributors to the economic well-being of the Province and our rural and coastal communities. To facilitate this, multiyear Action Plans were developed to identify the work required for industry and government to achieve the Goals set out in the FRF.

Together, much has been accomplished in the past 10 years under the FRF. Some of the highlights include:

- A new *Seafood Processing Act* was enacted in 2014 that changed the focus of legislation to one of higher quality for products coming from NB and one which supported innovation, diversification and competitiveness;
- Marine Stewardship Council (MSC) certification for the lobster, shrimp, and snow crab fisheries was obtained;
- Efforts to develop markets in the European Union and in Asia continued;
- A *Local Food and Beverages Strategy* was launched to increase the profile of NB products locally;
- The province assisted with the development of numerous projects related to processing technology that have increased efficiencies and created economic development opportunities in the bioscience sector;
- Working collaboratively with fishery organizations to establish a fleet inventory and the socioeconomic data that influences their success; and
- Investments in the three Marine Service Centres so that industry has the appropriate infrastructure in place.

Under the direction of the FRF, New Brunswick's total value of fish and seafood exports increased from \$667 million in 2007 to \$1.7 billion in 2017, which represents a 153% increase. We should all be very proud of this accomplishment and its contribution to our Province.

In order to keep the momentum going industry and government met in 2017 to discuss whether the FRF and its five original goals remain relevant today. As a result of this meeting, the FRF was re-endorsed with a renewed commitment by industry and government to continue to work together to grow the NB fish and seafood sector. Specific areas of focus were identified for government and industry to work towards in the next few years, including:

- Continued support to industry in responding to market demands for certifications proving sustainability, food safety and food quality. This includes the reality we face of sharing marine spaces with species at risk, such as the North Atlantic Right Whale.
- Continue to retain and expand our US customer base, while seeking to grow in other markets such as Asia and Europe.
- Encourage the development of new innovative products, processes and green technologies for fisheries and aquaculture products or by-products.
- Provide support to the industry via the relevant provincial and federal governments to address chronic labour shortages.
- Engage with First Nations to promote business-to-business partnership opportunities and the mutual exchange of information to enhance best practices.

The above represent just a few of the activities that will be supported by the 2018-2020 Action Plan. These actions represent the necessary work to be carried out to achieve the vision of a renewed, sustainable fishery in New Brunswick. Success will be contingent on all partners continuing to come to the table with a willingness to actively participate, support and undertake the work required to reinforce the concepts contained in the *Fisheries Renewal Framework*.



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 realization 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 for the renewal of the 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. As more and more of our harvesters and processors adopt practices and meet quality and sustainability certification standards, these initiatives will be rewarded in our global competitiveness.

Measures

- New Brunswick companies meeting various quality and sustainability certification standards and traceability programs.
- New Brunswick companies embarking on quality improvement initiatives.

PRIORITIES	2018–2020 ACTIONS
Quality Improvement	<p>In cooperation with partners, initiate targeted projects for specific quality improvement systems at the harvesting, landing or processing stages for all species.</p> <p>Work with industry to ensure continued education, awareness and compliance with licensing terms and conditions for fish buyers under the <i>Seafood Processing Act</i>.</p>
Certification	<p>Work with industry and other agencies, through programming and cost-shared assistance, to address industry issues and challenges relating to proof of sustainability and traceability being demanded from seafood markets.</p>



Goals

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 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 assist companies in diversifying markets and product lines to ensure that all product offerings meet the demands of both established and new customers. The image of New Brunswick’s fishery will be critical in helping to build its reputation both domestically and internationally as being ready and equipped to meet market demands.

Measures

- New product development initiatives.
- New export markets identified and entered.
- Promotions in support of New Brunswick seafood products and suppliers.
- Volume and value of exports.

PRIORITIES	2018–2020 ACTIONS
Enhanced Promotional and Market Development Programs	<p>Partner with trade representatives and New Brunswick seafood suppliers in promotional activities. Market activities in important markets such as the United States, the European Union and Asia, as well as domestic promotional support for seafood products.</p> <p>Provide market research and market intelligence to industry in several areas of interest: market trends, new product and product format opportunities, emerging markets, market access issues, barriers to entry, etc.</p>
Trade Agreements	<p><i>Comprehensive Economic and Trade Agreement (CETA);</i> <i>Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP);</i> <i>Canada–South Korea Free Trade Agreement (CKFTA);</i> <i>North American Free Trade Agreement (NAFTA).</i></p> <ul style="list-style-type: none"> • Identification of market opportunities in the European Union, South Korea, and in CPTPP countries and preparation of companies to access those markets.



Goals

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:

1. 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;
2. It will lead to full-time, highly skilled and well-paying jobs; and
3. 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

- Volume and value of exports.
- New diverse seafood products and bio-products introduced.
- Increased production efficiencies.

PRIORITIES	2018–2020 ACTIONS
Product Development and Productivity Improvement	Support research and development directed at new seafood products, automation, and technology improvement in seafood processing plants. Modernization aimed at having state of the art processing operations that are internationally competitive and capable of meeting export requirements.
Partnering in Innovation	Partner with industry, other government agencies or research institutions to reduce the costs and risks associated with developing marine bio-products and to support innovative science-based projects that can contribute to the long-term viability of the sector, including green technologies and climate-adapted practices.

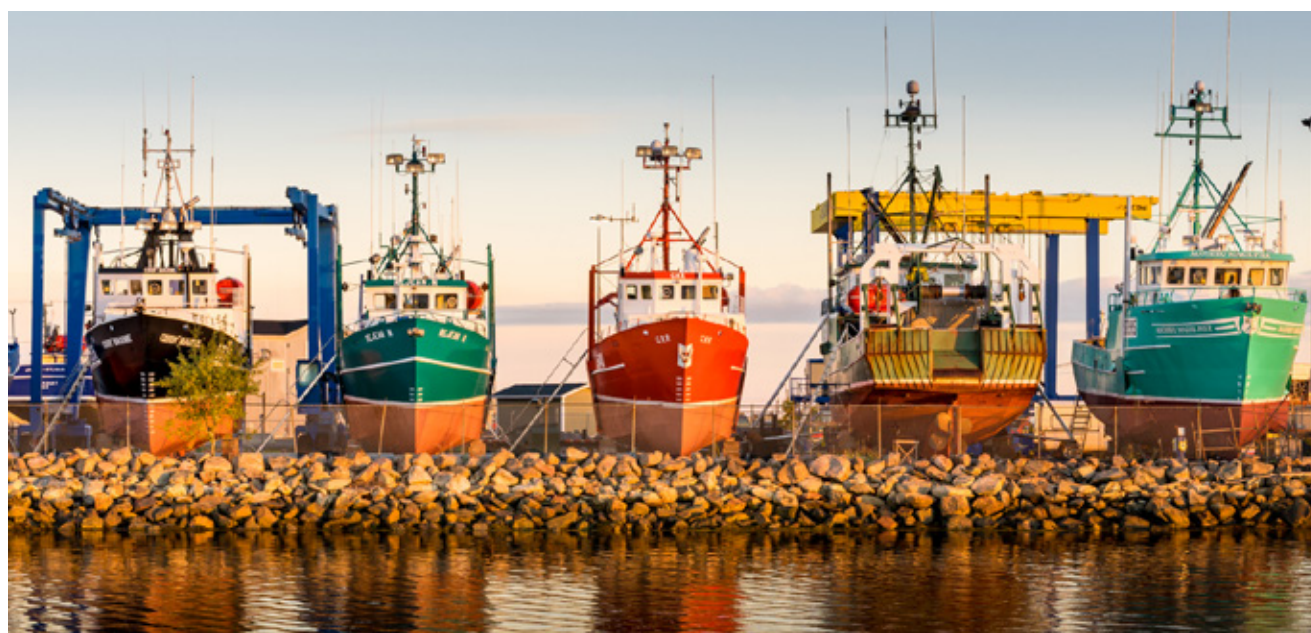


PHOTO BY MARTIAL COMEAU

Goals

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 harvesting and processing sector.
- Income generated.

PRIORITIES	2018–2020 ACTIONS
Viability of Fleets	Continue to work with industry to ensure their viability by developing a strategy for balancing harvesting capacity with availability of the resource.
Human Resource Challenges	Advocate, on behalf of industry, to address challenges in accessing an adequate workforce.
Emerging Fisheries	Advocate, on behalf of industry, for research and development of new and emerging fisheries.
Communication	Work with industry to promote better communications between the processing and harvesting sectors.



PHOTO BY MARTIAL COMEAU

Goals

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 the 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 leading 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.
- Participation of First Nations in the fishery sector.

PRIORITIES	2018–2020 ACTIONS
First Nations Engagement	Promote Business-to-Business Partnership Opportunities for First Nations interested or established in the fish and seafood sector.
	Enhance best practices through the mutual exchange of information.
Enhanced Fisheries Management	Collaboration with Fisheries and Oceans Canada (DFO) to protect the allocated share of the resource to New Brunswick harvesters and improve the stability and viability of fishing enterprises.
	Work with stakeholders to maximize the contribution of the fishery sector to the benefit of coastal communities.
Sustainable Co-existence	Work with other marine users to foster a culture of common interests and to ensure the sustainable development of the marine resource for all users.
Work with Regulatory Agencies	Advocacy with relevant regulatory agencies to assure that standards are enforced in a manner that is economically viable to enterprises.



PHOTO BY JÉRÔME LUC PAULIN