

Common Vision – Common Future

# 2014–2016 Fisheries Renewal Framework *Action Plan*

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Province of New Brunswick  
PO 6000, Fredericton NB E3B 5H1

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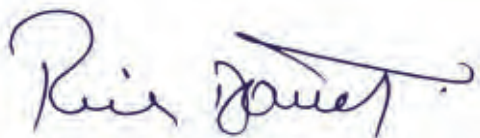
# Message from Minister Rick Doucet

The seafood industry is important to our province. In 2012, New Brunswick was the top exporter of seafood in Canada, and in 2013, the industry hit the \$1-billion mark for the first time.

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 *2014–2016 Fisheries Renewal Framework Action Plan* will ensure the continued growth and success of our seafood industry.

The goals of the action plan are intended to continue to build on New Brunswick's reputation for high quality seafood, and practices that are sustainable. The action plan will also focus on market research and market intelligence to diversify markets and product lines to take advantage of new and emerging markets, particularly in the European Union. Investment in innovation and research is key.

The fishery is a valuable resource to be managed for the benefit of all New Brunswickers. It is vital to many of our coastal communities and to the economy of our province. I am committed 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.





# Introduction

The *2014–2016 Fisheries Renewal Framework Action Plan* builds on the successes of the previous plan, while identifying new opportunities to continue to strategically move our seafood industry forward.

Looking back, significant strides were made under the *2011–2013 Action Plan* to advance the renewal of the New Brunswick fishery.

In the areas of marketing and trade, the Department of Agriculture, Aquaculture and Fisheries led several initiatives to continue the development of the China/Hong Kong market. Efforts to develop markets in the European Union (EU) also continued with a focus on new opportunities for expansion. The department provided support to New Brunswick's trade negotiation team as technical details of the *Comprehensive Economic Trade Agreement (CETA)* between Canada and the European Union were negotiated. Local food promotion was also a priority with the launch of a Buy Local Initiative and a Buy Local tour in 2013 and 2014 to raise the profile of local products in the domestic market.

Financial and technical support was provided by the department to numerous companies in the seafood processing industry, leading to the adoption of leading-edge technologies, quality and food safety certification, better uses of waste and by-products, and mechanization and "lean" manufacturing.

The department also continued to engage stakeholders in fostering partnerships to promote the viability of the fleets. On the east coast, staff worked with groundfish-dependent harvesters to continue with the implementation of the rationalization plan for the fleet to ensure its long-term viability. This follows fleet restructuring initiatives in the lobster and shrimp fisheries that led to a significant reduction in the harvesting capacity.

The department also initiated work with a number of Bay of Fundy fishery organizations to establish an inventory of fleet assets and the socio-economic data that influences their success. A lobster working group was established with Fundy North Fishermen's Association to identify and address constraints to lobster fleet viability.

Under a department-industry cost-shared funding program developed in the summer of 2013 in Lobster Fishing Area 25, Agriculture, Aquaculture and Fisheries led a working group that made a number of recommendations to improve lobster quality. Recommendations included establishing specific conditions in equipment and fish handling for buyers that were incorporated into the *Seafood Processing Act*. The changes came into effect in the summer of 2013 for lobster as well as all species landed in New Brunswick. Work continued on a second round of legislative and regulatory amendments to change the focus of the act to ensure higher quality product and to improve the competitiveness of the industry in the global marketplace.

It should be noted that while the role of the provincial government is to foster the continued and sustainable growth and innovation of the sector, the fishing industry is managed by the federal government under Fisheries and Oceans Canada (DFO) with New Brunswick harvesters relying on them for their access and allocation.

In collaboration with Post-Secondary Education Training and Labour, the department actively participated in discussions on human resource challenges with the processing sector in the North East region in order to identify options to address the issues.

These accomplishments represent only some of the action plan initiatives undertaken by the department, working in partnership with industry and other stakeholders. While it has been a period of great achievement much remains to be done. The 2014–2016 action plan identifies initiatives that will be continued from the previous plan as well as new initiatives to be undertaken to implement 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.



# Goals

In keeping with the vision of a New Brunswick fishery that is sustainable, economically viable and self-sufficient, five goals will direct 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 the 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 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 certification standards and proof of traceability.
- Accepted proof of sustainable resources, such as Marine Stewardship Council.
- New Brunswick companies embarking on quality improvement initiatives.
- Accepted proof of legal, regulated and reported fisheries.
- Remediation plans in place for any fish species in jeopardy.

PRIORITIES	2014–2016 ACTIONS
Quality improvement	<ul style="list-style-type: none"> <li>• In co-operation with partners, initiate targeted pilot projects for specific quality improvement systems at the harvesting, landing and processing stages for all species.</li> <li>• Assignment of quality improvement officers on the wharf, supporting education and awareness of licensing terms and conditions for fish buyers under the <i>Seafood Processing Act</i>.</li> </ul>
Certification	<ul style="list-style-type: none"> <li>• Encourage seafood processors to attain third-party quality and food safety designations to support marketability.</li> <li>• 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.</li> </ul>
Trade agreements	<ul style="list-style-type: none"> <li>• <i>Comprehensive Economic and Trade Agreement (CETA)</i> <ul style="list-style-type: none"> <li>– Continue to provide support in finalizing the terms of the CETA to the benefit of the New Brunswick seafood industry.</li> <li>– Identification of new markets in the European Union and preparation of companies to access those markets.</li> </ul> </li> <li>• <i>Trans-Pacific Partnership (TPP) Trade Agreement (Japan)</i> <ul style="list-style-type: none"> <li>– Protect New Brunswick fisheries' interests while participating in developing the Canadian position.</li> </ul> </li> </ul>
National Aquatic Animal Health Program	Co-ordinate industry input and information implementation of new federal <i>Health of Animal Act</i> regulations related to the import of aquatic animals.

## 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 help companies diversify markets and product lines to ensure that all product offerings meet the demands of established and new customers.

The image of New Brunswick’s fishery will be critical in building its reputation 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.

PRIORITIES	2014–2016 ACTIONS
<p><b>Enhanced promotional and market development programs</b></p>	<ul style="list-style-type: none"> <li>• 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.</li> <li>• 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.</li> <li>• Help New Brunswick companies, associations and industry partners to develop innovative market studies and marketing strategies for new and existing markets, including markets for bio-products.</li> </ul>



# 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 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	2014–2016 ACTIONS
<b>Product development and productivity improvement</b>	<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.</li> <li>• Work with industry on productivity management tools such as “lean” manufacturing.</li> <li>• Red tape reduction.</li> </ul>
<b>Partnering in innovation</b>	<ul style="list-style-type: none"> <li>• Partner with industry and research institutions to reduce the costs and risks associated with developing marine bio-products.</li> <li>• Encourage the development of new, innovative products or processes for fisheries or aquaculture products or by-products.</li> <li>• Partner with industry to support innovative science-based projects that can contribute to the long-term viability of the sector, including green technologies.</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.
- The degree of completion of the rationalization plan for groundfish.

PRIORITIES	2014–2016 ACTIONS
<b>Viability of fleets</b>	Continue to work with industry to ensure their viability by developing a strategy for balancing harvesting capacity with availability of the resource.
<b>Human resource challenges</b>	Advocate on behalf of industry to address challenges in accessing an adequate workforce.
<b>Emerging fisheries</b>	Advocate on behalf of industry for research and development of new and emerging fisheries and to ensure people who invest will know what they can expect with respect to access to the resource.



# 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 proceed in the best interests of the industry. By sharing in the decision-

making process, participants take responsibility for the interests they represent and the overall conservation and sustainable use of fisheries resources.

### Measures

- Landings value.
- Allocation of provincial shares.
- Number of priority recommendations completed from the *Lobster Panel Report*.

PRIORITIES	2014–2016 ACTIONS
<b>Enhanced fisheries management</b>	<ul style="list-style-type: none"> <li>• Collaboration with Fisheries and Oceans Canada (DFO) to improve the protection of the allocated share of the resource to New Brunswick harvesters and solidify the stability and viability of the fishing enterprises.</li> <li>• Follow-up to the <i>Lobster Panel Report</i>.</li> <li>• Work with stakeholders to maximize the contribution of the fishery sector to the benefit of coastal communities.</li> </ul>
<b>Sustainable co-existence</b>	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.
<b>Work with regulatory agencies</b>	Advocate with relevant regulatory agencies to assure that standards are enforced in a manner that is economically viable to enterprises.

