



Common Vision – Common Future

# 2017 Fisheries Renewal Framework *Action Plan*



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# Goals

## 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 certification standards and proof of traceability.
- Accepted proof of sustainable resources, such as Marine Stewardship Council.
- New Brunswick companies embarking into quality improvement initiatives.
- Accepted proof of legal, regulated and reported fisheries.
- Remediation plans in place for any fish species in jeopardy.

PRIORITIES	2017 ACTIONS
Quality Improvement	In cooperation with partners, initiate targeted pilot projects for specific quality improvement systems at the harvesting, landing and processing stages for all species.
	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> .
Certification	Encourage existing seafood processors to attain third-party quality and food safety designations to assist with marketability.
	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.

# 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.

PRIORITIES	2017 ACTIONS
<b>Enhanced promotional and market development programs</b>	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.
	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.
	Help New Brunswick companies, associations and industry partners to develop innovative market studies and marketing strategies for both new and existing markets, including markets for bio-products.
<b>Trade agreements</b>	<i>Comprehensive Economic and Trade Agreement (CETA); Trans-Pacific Partnership (TPP) Trade Agreement; Canada - Korea Free Trade Agreement (CKFTA).</i> <ul style="list-style-type: none"> <li>• Continue to provide support in finalizing the terms of the TPP to the benefit of the New Brunswick seafood industry.</li> <li>• Identification of market opportunities in the EU, South Korea, and in TPP countries and preparation of companies to access those markets.</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

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

PRIORITIES	2017 ACTIONS
<b>Product development and productivity improvement</b>	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.
	Work with industry on productivity management tools such as “lean” manufacturing.
<b>Partnering in innovation</b>	Partner with industry, other government agencies and research institutions to reduce the costs and risks associated with developing marine bio-products.
	Encourage the development of new innovative products or processes for fisheries or aquaculture products or by-products.
	Partner with industry and other government agencies to support innovative science-based projects that can contribute to the long term viability of the sector, including green technologies and climate-adapted practices.

# 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 processing sector.
- Income generated.

PRIORITIES	2017 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 and to ensure people who invest will know what they can expect with respect to access to the resource.

## 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.
- Number of priority recommendations completed from the *Report of the Maritime Lobster Panel*.

PRIORITIES	2017 ACTIONS
Enhanced fisheries management	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.
	Follow-up to the <i>Report of the Maritime Lobster Panel</i> .
	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 and stewardship of marine and coastal resources 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.