

**Aquaculture, Fisheries and Seafood  
Opportunities Summit**

**Summary Report**



Project Lead: Amanda Hachey

Email: [adhachey@gmail.com](mailto:adhachey@gmail.com)

Phone: 506.850.6569

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## BACKGROUND

### Context

The Jobs Board Secretariat was established to support the Jobs Board and its mandate to foster a jobs and economic growth agenda for New Brunswick. The opportunities-based economic development model is based on the idea that the competition for business investment and for highly ambitious entrepreneurs and talent has never been as high as it is today. We need to identify and align our resources to develop tangible, highly valuable and profitable opportunities that will attract investment from local businesses, communities, ambitious new entrepreneurs and multinational firms.

In order to ensure that we are considering the largest range of potential opportunities for NB's growth, the JBS has organized a series of Opportunities Summits around the province, between late September and December of 2015, in partnership with Opportunities NB (ONB) and lead departments.

### Summit Objectives

- Identified long list of viable economic opportunities to explore
- Identified conditions for success in identified opportunities
- Participants had a positive experience and felt their contribution mattered
- Participants felt heard

### Summit Agenda and Participants

On November 5th from 12:30pm-5pm at the Multi-purpose Centre in Shediac, NB, over 40 stakeholders gathered to discuss economic opportunities within aquaculture, fisheries and seafood in NB. For a full list of attendees see Appendix A.

12:30pm	Light Lunch Mingle
1:00pm	Welcome from Mayor LeBlanc & Minister Doucet
1:15pm	Premier Brian Gallant
1:35pm	NB Marine Economy Overview - Roger Robichaud, GNB
2:00pm	Brainstorming Opportunities
3:30pm	Break
3:40pm	Conditions for Success
4:30pm	Premiers Remarks
5:00pm	Next steps and closing

## WHAT WE HEARD

### Opportunities

Participants were divided into 8 tables of 5 and asked to think about the future of Aquaculture and Fisheries in NB:

- **Imagine it is 2040, what could Aquaculture and Fisheries in New Brunswick look like?**
  - Where do we see growth? What do Immigrants want? What does NB need?

These are a summary of their responses:

### Aquaculture and Fisheries in 2040

- Tourism - Integrate fisheries into tourism experience
- Valuable and stable fisheries
- Increased mussel production
- NB as a world leader in quality seafood
- Supported with technology and research
- Diversified markets (reduced US dependence)
- Diversified product offering
- Aquaculture and fisheries more mechanized
- Distribution system to support live and fresh products
- Well managed and transparent marine areas
- Better knowledge of biomass, predation, etc.
- Zero waste
- Stable labour force
- Storage to supports full year
- Robotics
- Medicines and Health foods

They were then given 20 minutes to discuss:

**What are the opportunities for growth in Aquaculture and Fisheries in the next 3 years?**

These opportunities are outlined below:

**Infrastructure/Productivity/Technology (6 tables mentioned this as an opportunity)**

- Infrastructure, policies, laws that protect the long term health of our waters
- Improved infrastructure
- Technology and infrastructure to support year around industries (mussels, lobster, etc.)
- Invest in technologies for harvest, transformation, production
- Improve production systems, mechanize to reduce labour demands and become more competitive
- Improve productivity in aquaculture operations – mechanization possibly a solution
- Mussels – 1 - dock for mussels producers, 2 – industrial park for processing

**Labour Strategy (4 tables mentioned this an opportunity)**

- Increase technology and increase interest in the work available
- PNP Program to increase allotment for allowable #CAP accept seasonal industries
- TFW program reform to address seasonal fisheries and aquaculture needs
- Quality initiatives work harvester

**Value Added (4 tables mentioned this as an opportunity)**

- Products more user friendly
- Better education of global end users – i.e. our product created here in NB is better than processed elsewhere
- By-product development – investment and regulatory
- Use 100% of the sea products– research, market studies – zero waste

**Resource Management (4 tables mentioned this as an opportunity)**

- Stabilize access of resources in NB – fish and allocation
- Manage of marine areas – avoid over fishing
- Look at ways to stabilize lucrative fisheries – seeding, studies (r&d), predation

**Specific Industries (6 tables mentioned this as an opportunity)**

- Oysters
- Diversification of products – species
- Redfish, Hake, Striped Bass, Seals
- Eels – to reflect USA decisions (farming and producing in NB up to \$200m/yr)
- Algae – ‘wild’
- Mussels

**Markets and Export (2 tables mentioned this as an opportunity)**

- Target markets for premium sale (not cheap, high volume)
- Trade Agreements foster, publicize CETA and TransAtlantic

## Conditions for Success

Then tables were asked to choose an opportunity from the ones identified in the previous activity and to identify conditions for success within each of the 5 pillars in the Jobs Board economic policy framework.

<b>Opportunity – Productivity Improvement - Oysters</b>	
<b>People</b>	<ul style="list-style-type: none"> <li>▪ Aquaculturists</li> <li>▪ Equipment suppliers</li> <li>▪ DAAF</li> <li>▪ Hatchery</li> <li>▪ Oyster Association</li> <li>▪ Research Institutes</li> <li>▪ Fisheries and Oceans</li> </ul>
<b>Ideas</b>	<ul style="list-style-type: none"> <li>▪ Genetic improvement of oysters</li> <li>▪ Selection of performance to reduce growth cycle</li> <li>▪ Improve the quality of oysters</li> <li>▪ Improve operations at sea – boat design</li> <li>▪ Mechanization on the ground, sizing, cleaning</li> </ul>
<b>Money</b>	<ul style="list-style-type: none"> <li>▪ DAAF</li> <li>▪ ACOA</li> <li>▪ ONB</li> <li>▪ Private Investment</li> <li>▪ Banks/Caisse Populaires</li> <li>▪ CBDC</li> <li>▪ NRC-IRAP</li> <li>▪ NSERG</li> <li>▪ NBIF</li> </ul>
<b>Infrastructure</b>	<ul style="list-style-type: none"> <li>▪ Research centre for R&amp;D</li> <li>▪ Hatcheries to support the growth of the industry</li> <li>▪ Modernization – new equipment</li> <li>▪ Size – improve the quality of the product</li> <li>▪ Landing area for each bay</li> </ul>
<b>Nimble Business Climate</b>	<ul style="list-style-type: none"> <li>▪ Professional Shellfish Growers Association is weak and needs to come together to discuss better practices</li> </ul>

<b>Opportunity – Value Added, primary or secondary processing</b>	
<b>People</b>	<ul style="list-style-type: none"> <li>▪ Chef (culinary expert, test kitchens, manufacturing)</li> <li>▪ Researcher (Scientists, food analysis)</li> <li>▪ Processors (experts/engineers, labour, build equipment)</li> <li>▪ Marketing (analysis, educate, sell)</li> </ul>
<b>Ideas</b>	<ul style="list-style-type: none"> <li>▪ 1 – cut, 2 – cook, 3 – pack, 4 – educate customer</li> <li>▪ Packaging – story and brand</li> <li>▪ Logistics</li> <li>▪ Import new products to process here</li> </ul>
<b>Money</b>	<ul style="list-style-type: none"> <li>▪ Government</li> <li>▪ Venture capital</li> </ul>

	<ul style="list-style-type: none"> <li>▪ Cross sector investors</li> <li>▪ Partnerships with customers</li> </ul>
<b>Infrastructure</b>	<ul style="list-style-type: none"> <li>▪ Air cargo facility</li> <li>▪ Culinary institute in NB!!!</li> <li>▪ Cold and fresh storage</li> <li>▪ Frozen/fresh trucks</li> <li>▪ Specialized equipment</li> </ul>
<b>Nimble Business Climate</b>	<ul style="list-style-type: none"> <li>▪ Health Canada Approval process</li> <li>▪ CFIA archaic rules</li> <li>▪ Access to fishery recourse (DFO Federal/Provincial)</li> <li>▪ Marketing support platform</li> <li>▪ Go to PEI Shellfish Festival</li> </ul>

<b>Opportunity – Product optimization</b>	
<b>People</b>	<ul style="list-style-type: none"> <li>▪ Science/education</li> <li>▪ Regulators</li> <li>▪ Industry</li> <li>▪ Financial</li> <li>▪ Workforce</li> </ul>
<b>Ideas</b>	<ul style="list-style-type: none"> <li>▪ Value-added products</li> <li>▪ Diversify species</li> <li>▪ By-products, co-products</li> <li>▪ Sustainable resource use</li> <li>▪ Technology</li> <li>▪ Health management</li> </ul>
<b>Money</b>	<ul style="list-style-type: none"> <li>▪ Government to support private investment into biological resources</li> </ul>
<b>Infrastructure</b>	<ul style="list-style-type: none"> <li>▪ Harbour development</li> <li>▪ Coordination/better utilization of RDI infrastructure (resource- consumer)</li> </ul>
<b>Nimble Business Climate</b>	<ul style="list-style-type: none"> <li>▪ Smart/flexible regulation</li> <li>▪ Consistent, predictable, enabling</li> </ul>

<b>Opportunity – Modernization</b>	
<b>People</b>	<ul style="list-style-type: none"> <li>▪ Training and access to new technology</li> <li>▪ Professionalism of fisheries</li> </ul>
<b>Ideas</b>	<ul style="list-style-type: none"> <li>▪ Research partners (with research institutes and universities)</li> <li>▪ Access to tools to develop product (industrial kitchen)</li> </ul>
<b>Money</b>	<ul style="list-style-type: none"> <li>▪ Facilitate access to capital</li> <li>▪ Increase participation of government – especially federal</li> </ul>
<b>Infrastructure</b>	<ul style="list-style-type: none"> <li>▪ Factories with modern equipment</li> <li>▪ Green technologies</li> <li>▪ Small docks</li> <li>▪ Shared infrastructure</li> </ul>
<b>Nimble Business Climate</b>	<ul style="list-style-type: none"> <li>▪ Technology transfer missions</li> <li>▪ Give preference to small niche and transformation producers</li> </ul>

<b>Opportunity – Grow available workforce – growing your export value</b>	
<b>People</b>	<ul style="list-style-type: none"> <li>▪ Foreign workers</li> <li>▪ Low skilled labourers</li> <li>▪ No caps on labour force (TFW)</li> <li>▪ Training and certification for employees to increase skills that are sector specific (low-skill to high skill)</li> <li>▪</li> </ul>
<b>Ideas</b>	<ul style="list-style-type: none"> <li>▪ Balance labour force to maximize productivity across all products</li> <li>▪ Pension plan to make workers loyal. EI contribution could be transferred to CPP (full-time)</li> <li>▪ Research to better understand public opinion of the industry</li> <li>▪ Brand lobster NB – build reputation and image of the industry</li> <li>▪ Possibilities for long term immigration programs</li> </ul>
<b>Money</b>	<ul style="list-style-type: none"> <li>▪ International competition and price points dictate the amount available for labour</li> <li>▪ Consumers won't buy products that are too expensive</li> <li>▪ Make sure certain policies are not disincentives to work</li> </ul>
<b>Infrastructure</b>	<ul style="list-style-type: none"> <li>▪ Infrastructure should support mobile workforce to respond to seasonality</li> <li>▪ Modernization and optimization of workspace</li> </ul>
<b>Nimble Business Climate</b>	<ul style="list-style-type: none"> <li>▪ Employment insurance should be an incentive not an disincentive</li> <li>▪ MOU's create bilateral labour agreements with source countries i.e. farms job match program with the Caribbean</li> <li>▪ CIC – employers don't have a contact</li> <li>▪ CIC – work permit process time delays</li> <li>▪ Service Canada – Labour Market Impact Assessment pre-approval for employer compliance</li> <li>▪ DFO – recognize the input of processors and harvesters – we are sending home trained workforce</li> </ul>

<b>Opportunity – Use 100% of the marine product (co-products)</b>	
<b>People</b>	<ul style="list-style-type: none"> <li>▪ Reporting program on the job – open it up to a larger group</li> <li>▪ Pool employee capacity</li> </ul>
<b>Ideas</b>	<ul style="list-style-type: none"> <li>▪ Think tank system for R&amp;D</li> <li>▪ Develop a network for R&amp;D</li> </ul>
<b>Money</b>	<ul style="list-style-type: none"> <li>▪ Applied research</li> <li>▪ Post-research – commercialization – GAP!</li> <li>▪ Private investment</li> </ul>
<b>Infrastructure</b>	<ul style="list-style-type: none"> <li>▪ Freezing and packaging facilities</li> <li>▪ Upgrades to existing factories</li> <li>▪ Automation</li> <li>▪ Mobile transformation equipment</li> </ul>
<b>Nimble Business Climate</b>	<ul style="list-style-type: none"> <li>▪ Status quo attitude towards research in NB</li> <li>▪ Not enough commercial research</li> </ul>



**Opportunity – Quality Improvement**

<b>People</b>	<ul style="list-style-type: none"><li>▪ Improved working conditions – factories and boats</li><li>▪ Employee training</li></ul>
<b>Ideas</b>	<ul style="list-style-type: none"><li>▪ Fishing boats that will improve quality</li><li>▪ Improved dock and transportation system</li></ul>
<b>Money</b>	<ul style="list-style-type: none"><li>▪ Partner with innovative agencies - client, producer</li></ul>
<b>Infrastructure</b>	<ul style="list-style-type: none"><li>▪ Naval construction centre</li></ul>
<b>Nimble Business Climate</b>	<ul style="list-style-type: none"><li>▪ none</li></ul>

## LESSONS LEARNED

This summit was the sixth in a series of sector specific Opportunity Summits throughout the province therefore much was learned to improve for the future summits:

### What went well

- Bilingual conversation

### What could be improved

- Presentations ran over time, not enough time for brainstorming section
- Final presentations to the Premier were rushed
- Not enough notice to association representatives
- More first nations participation
- More youth engaged

## **NEXT STEPS**

### **Summit Survey**

Following the summit a survey was sent to the participants to collect additional input on the ideas discussed and the event itself. This feedback helps us to assess which discussions resonate beyond the summit, as well as to continue to improve future summits.

### **Summit-Specific Report**

Following each summit a report of the ideas generated (this document) and participant feedback (Appendix C) is shared with all participants following the summit.

### **All-Summits Report**

After the full series of summits have been completed a final report will be prepared and shared with all summit participants. This is meant to provide visibility of the ideas generated from other summits and to highlight common themes related to the opportunities.

### **Early Opportunities**

The Jobs Board Secretariat plans to identify and advance initial opportunities coming from the summits in partnership with Opportunities NB and lead departments, and to test the opportunities-model of economic development using the 5-policy pillar structure on these early opportunities. We will also identify opportunities that would benefit from further study and those that government is not well-positioned to lead, and share this assessment with the community of participants and interested New Brunswickers.

### **Implementing Policy Conditions for Growth**

Finally, with your help, we will identify the best growth opportunities for New Brunswick. The Jobs Board Secretariat will lead the formation of cross-departmental teams, the development opportunity plans and measures, and assist in the implementation of the necessary policies to create the conditions growth. GNB will then track the progress and outcomes of these efforts and report those findings.

### **Future Summits**

Consideration is being given to hosting follow-up summits in 2016 and early 2017 to explore whether this approach is demonstrating early results, discuss how it could be improved, and what has changed with the opportunities for NB's economic growth.

## APPENDIX A: ATTENDEES

Summit Attendees / les participants du sommet

Name / Nom	Organization
Christian Brun	Union des Pêcheurs des maritimes
Cléo Rousselle	
Debbie Godin	Midland Transport
Doris Losier	Cape Bald Packers
Dr. André Mallet	Étang Ruisseau bar
Dr. Martin Mallet	Étang Ruisseau bar
Eda Roussel	Fédération Régionale Acadienne des Pêcheurs Professionels (Frapp)
Etienne Dodier	Knocean processing
Gilles Maillet	Shediac Lobster Shop
J.P. Deveau	Acadian Seaplants (Halifax)
Jacques Dugas	Construction Navale Atlantique
Jamey Smith	Huntsman Marine Science Centre
Jean Lanteigne	Fédération Régionale Acadienne des Pêcheurs Professionels (Frapp)
Julien Albert	North Taste Flavourings
Lana Rousseau	Shediac Lobster Shop
Léonard Larocque	IRZC (CZRI)
Marc Allain	FPIC (Independent Fishermen of Canada) (Ontario)
Marilyn Clark	Mills Seafood
Mario Cormier	Cap Pele Herring Export Inc
Martin Mallet	Homarus
Martin Noel	Fédération régionale acadienne des pêcheurs professionnels
Maurice Daigle	Maison Beausoleil
Mike Atkinson	Northern Harvest Seafarms
Mike Breau	Ocean Pier
Nat Richard	Westmorland Fisheries
Paul Firminger	South Shore Trading Company / Little Shemogue Oyster Co
Rheal Savoie	Bouctouche Bay Industries
Robert Haché	Association des crabiers acadiens
Ron Cormier	Lobster Tails
Serge Haché	Lamèque Co-op
Skip Wolf	Wolfhead Smokers
Suju Mahendrappa	Maritime Seal Management
Thierry Chopin	UNBSJ
Tim Bentley	JDI
Tony Hooper	Connor's Bros. (Bumblebee)
Yvon Leblanc	
Debbie leblanc-leger	ACOA
Paul Lantienge	Construction navale
Julien Albert	ABC Fish Meal

GNB participants	
Premier Brian Gallant	Premier's Office
Minister Rick Doucet	Minister responsible for DAAF
Wilfred Rousell	MLA,
Cathy Larochelle	DAAF
Roger Robichaud	DAAF
Susan Holt	JBS
Marc King	DAAF
Alison Thomas	DAAF
Kathy Brewer-Dalton	DAAF
Brigette Julien	ONB
Irenia Roussel	ONB

## APPENDIX B: PARTICIPANT FEEDBACK

Surveys sent – 46

Responses received – 19 (41%)

### Preamble

Our objectives for the Aquaculture and Fisheries Opportunities Summit were:

#### Information Gathering

- Identify a long list of viable economic opportunities to explore
- Identify conditions for success in identified opportunities

#### Participant Experience

- Participants had a positive experience and their contribution mattered
- Participants felt heard

Given these objectives, we would greatly appreciate if you could answer a few questions on your Summit experience.

(Answers are presented in the language they were received)

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### **Q1. Which opportunity discussed most interested you?/ Quelle opportunité discuter vous intéresse le plus ?**

#### Theme – Workforce

- “Foreign worker”
- “workforce enhancement”
- “immigration changes, red tape easement, TFW program changes, PNP changes”
- “Disponibilité de la main d'oeuvre qualifié et concurrence à venir entre les employeurs”

#### Theme – Markets/Marketing

- “Foreign(Asian) markets”
- “The potential of regional seafood marketing.”
- “Travailler sur des liens interprovinciaux entre companies”

#### Theme – Economic Opportunities

- “Developement des ressources naturels”
- “identify a long list of viable economic opportunities to explore”
- “les technologies émergente comme le composites, les nouvelles sources de richesse naturel comme le gaz de schist”

#### Theme – Collaboration/Sharing of ideas

- “Le regroupement d'expertise et le partage d'information”
- “Sensibilisations locales, municipales et interprovinciales pour dégager des synergies entre les acteurs économiques”
- “Collection des idées”

#### Theme – Transportation

- “The need for more access to transportation from the atlantic provinces”
- “Air Cargo Operations in NB”

### **Q2. How do you feel that your contributions were heard?/ Comment pensez-vous que vos contributions ont été entendues ?**

Not at all / Pas du tout – 0%

A bit / Un peu – 28%

A lot / beaucoup – 56%

Completely / Complètement – 17%

### **Q3. L'élément le plus important que j'ai retenu suivant le sommet est : / My biggest take-away from the Summit was:**

#### Theme - Collaboration and cohesion

- “les entrepreneurs, dans leur ensemble, qui sont prêts à collaborer avec les représentants des”
- “Most of the participants had the same requirements in viable economic opportunities and the conditions for success were expanded to include labor, a brand name with a story, premium value added, automation, logistics from sea to plate , high quality, more secondary processing etc.”
- “Willingness of sector to work together and interest in each other's challenges.”
- “Les Entreprises semblent avoir les mêmes préoccupations”
- “le partage d'idées par des gens de divers milieu d'affaires, je trouve que cela permet de voir plusieurs facette et la complexité qu'est le développement économique”

#### Theme - Positive outlook

- “There is Govt. interest in developing this sector responsibly”
- “many people are interested in building a more science oriented commercial fishery, relying less on third party certifiers to set and regulate standards.”
- “How big the opportunity is in NB to increase seafood exports in the international market, aside from the US”
- “we felt it was very positive, and that we have your support to make real changes that will affect entrepreneurs in the seafood industry not only survive but thrive given the next steps with trade agreements. “
- “the interest people showed and how it was perceived”

## Theme - Challenges

- “the diversity in the NB fishing industry (need more collaboration)”
- “que les entreprise du NB ne se connaissent pas beaucoup”
- “le secteur manufacturier est en chute libre.”
- “Difficulté pour les entreprises de se projeter dans l'avenir”

## Other

- “Meeting the Premier”
- “Well organized”
- “"on est jamais prophet dans son pays" ce proverbe a resorti dans toutes les groupes de discussion... donc faut encourager l'innovation neo brunswickoise”

## Q4. S'il vous plaît évaluer les éléments suivants du sommet / Please rate the following elements of the summit:

	unsatisfactory / insatisfaisante	neutral / neutre	good / bon	great / excellente
Venue/ Lieu	0%	0%	32%	68%
Timing/Calendrier	0%	5%	37%	58%
Refreshments/Nourriture	0%	33%	33%	33%
Faciliator/Animateurs	0%	0%	32%	68%
Agenda/Ordre du jour	0%	0%	58%	42%

## Comments

- “I have heard a lot of what was said many times before. I was a bit disappointed not to hear more discussion about how to nurture the marine resource. “
- “let's sample value added seafood to proof the reason why we are attending the summit. Taste and sight is a thousand words. And, we should also be allowed to critic the seafood to help foster better value added. Who best but our peers !!”
- “A moderated panel discussion including a mix of government leadership, science and industry participants with Q&A session would have mixed things up and possibly yielded a different flow of thoughts/ideas.”
- “well organized and attention to schedule”
- “great initiative and confirms the importance of our industry to Government”
- “The initiative is excellent. I think the challenge will be to capture some momentum and choose some key actions to spearhead. All seafood stands to gain...salmon and lobster sectors bring the vast majority of the return to the province and as such the primary focus needs to be in those sectors. “



#### **Q5. The best part of the Summit was / La meilleure partie du sommet a été :**

##### Theme – Networking, Collaboration and Brainstorming

- “networking and outlining the challenges”
- “Seeing everyone come together - with concerns for our future”
- “discussion”
- “the brain storming”
- “opportunity to learn, network and explore collaboration.”
- “participation by everyone in the room”
- “The problems solving sessions at each table. It is clear that many people in the industry do not share ideas because when they did put their heads together there were some truly great conversations and value added solutions.”
- “l'échange d'opinion par des gens de divers milieu d'affaire »
- “la rencontre, l'identification et les échanges avec des entrepreneurs multisectoriels”
- “Having the opportunity to discuss the challenges and opportunities facing the sector with others.”
- “Que vous vous êtes assuré que le plus grand nombre de gens se rencontre et d'avoir réunis des gens de partout”
- “le resautage”

##### Other

- “Présentation de DC”

#### **Q6. The least valuable part of the Summit was / La partie la moins utile du sommet a été :**

##### Theme – Timing

- “Limited time to hear various different tables' comments.”
- “tight timing on open discussions.”

##### Theme – Stats

- “inaccurate information and old stats.”
- “les stats, la plupart d'entre nous savent quel sont les tendances économique de notre province”

##### Other

- “plus de chance de partager nos propre défis avec les gens du gouvernement "one on one"”
- “Projection en 2040 sans préparation adéquate du mind-set des participants.”
- “The missed discussion around responsible governance of the sector.”
- “to big of a group”
- N/A or it was all positive (x3)

**Q7. Où aimeriez-vous voir le gouvernement concentrer ses efforts pour appuyer la croissance du secteur marin / Where would you like to see government focus their efforts to help grow the marine economy in NB?**

Theme – Research

- “La R&D, l'innovation, et l'expansion commercial”
- “dans le financement de nouvelle technologie, la R&D et l'innovation.”
- “research and employment”
- “I feel that there is a great need for culinary research and development, especially since individuals indicated adding value added products to current portfolios will help encourage industry growth. In addition to this a great deal of market research needs to be conduct to ensure that there is a demand before someone goes down the road of developing a value added product only to find that it has no market. The government could aid in providing market research intelligence as well promote/encourage investment into a culinary R&D center.”

Theme – Market/Marketing

- “Marketing, promotion and perhaps working towards reducing red tape (including Federal requirements).”
- “favoriser le développement de produits et aider à l'ouvertures des marches”
- “supporting marine science and quality management management, and actively informing and helping to publicize these high standards to markets and the public in target markets.”
- “infra-structure to allow access to emerging markets such at cold storage capacity, freight terminals for air and sea shipments. Also, I fully support the NB working in collaboration with NS and PEI on promotion of our seafood products...seems to me that seafood from NB is the same as from NS & PEI but more importantly...targeting the same consumer!

Theme - Regulations

- “regulatory and employment issues”
- “I would like to see government focus on responsible governance. In salmon aquaculture the damage from bad governance has long since been done with the predictable results. The problem in the fisheries sector is that the resources -both fish and the marine environment are federally controlled. Still, the province needs to argue forceably for responsible use that ensures that we do not harvest the sector beyond its capacity to replenish itself.”
- “Oui, et aussi assurer que les produits de pointe deja fabriquer au NB soit specifier et prioriser dans leurs propre specification lors de soumission gouvernemental”

Theme Education

- “Education post secondaire métier”
- “Intégrer les collèges communautaires dans sa stratégie”

## Other

- “Have quarterly summits with a theme known in advance so participants can research and provide accurate info and ideas.”

## **Q8. What is something you can do to support the growth of the marine sector in NB?/ Que pouvez-vous faire pour aider à la croissance du secteur marin à Nouveau-Brunswick?**

### Theme – Growth, Support and Collaboration

- “Développer et préserver la fabrication locale”
- “Créer des emplois”
- “First, our company will continue to work to produce as good a product as it is possible to do and to promote that product, the name and the fact that it is a New Brunswick - Maritime - Canadian product. We have been doing that since we participated in the first Boston Seafood Show in 1984. Second, we will continue to participate in the discussion about how to strengthen and promote the industry.”
- “Place more effort on expanding own agenda...seek synergies within sector (other species, key suppliers, etc.)”
- “participate in opportunities to support sound and inclusive marine ecosystem management and help derive greater economic and social value from the region's seafood resources.”
- “Continuer d'exporter plus encore lorsque nous aurons finaliser nos démarches vers les marchés européens”
- “Créer un climat favorable au partage d'information et mettre en contact les entreprises pour favoriser leur développement”
- “Support the focus group”

### Theme – Innovation

- “acceptez de prendre des risques dans le développement de nouveaux produits, de nouvelles technologies et la formation de nouveaux emplois, moyennant un soutien de notre gouvernement lorsqu'il le faudra.”
- “Continue to innovate value added by-products and provide guidance to processors to treat waste with respect and incorporate the recovery of by-products with a QC program and earn additional revenues”
- “we are sourcing raw materials from new sources offshore to increase production (value-adding) in NB”

### Theme – Transportation

- “Continue developing and promoting the air cargo initiative here at the GMIA which provides a lower cost shorter transit time service for NB and Atlantic Canadian exporters.”
- “make transportation accessible to all”

## Other

- “Transformer les collèges communautaires en centre de développement socio-économiques”

## **Q9. Please share any other feedback you have on the Summit / Veuillez nous faire part d'autres commentaires que vous avez sur le sommet.**

### Theme – Positive Feedback

- “tres bonne initiative du gouvernement, Bravo!”
- “well done”
- “Once again, I applaud the initiative. Hopefully the momentum can build in the coming weeks, months. There are obviously other key stakeholders than need to join the discussion.”
- “I was very pleased with this working session and strongly believe that industry and government will greatly benefit from more frequent sessions like it.”
- “I felt it was a good first step and was impressed that the Premier took time to attend. Minister Doucet's commitment is well recognized but the summit proved that Fisheries is indeed viewed as having potential to positively impact the economy of NB”
- “J'ai bien aimé la vidéo d'ouverture, Cette vidéo devrait être vivante et un ajout continu devrait ce faire, il y a plusieurs autres entreprises qui méritent d'y figurer. il peut y avoir plusieurs montages de cette vidéo pour nous donner l'impression de jamais voir la même. Elle est très motivante!!!! Bravo!!!”
- “It was well worthwhile to participate. Valuable to exchange opportunities and ideas with others. Overall well worthwhile to participate, well organized and everything great. Letting participants know the Province's objectives (as are stated at the beginning of this survey) would likely have been helpful in advance of the Summit.”

## Other

- “Need one for temporary and immigration workers”
- “Invite entrepreneurs who have succeeded in value added to provide a quick overview of their success to upcoming summits”
- “I think the idea of a summit is a good one. I heard ideas this time that I have heard many times before - the need for branding, building on the "cold, pristine water" image. But new challenges and opportunities occur - the lack of labour, seasonality and supply, new markets. So it is a good idea to discuss new opportunities and challenges ever so often, to identify them and develop strategies to address them. It is too bad that we ran short of time and did not get to fully discuss all the ideas that came up.”
- “Je pense que les participants devraient être rencontrés individuellement dans leur entreprises afin d'avoir leur idées personnelles sur le sujet et du même temps voir ce qui se fait et peut être fait dans la province.”
- “Le discours du Premier Ministre est toujours aussi galvanisant, mais il serait bien également que les autres ministres concernés fassent montre également d'une implication aussi conséquente.”

- “J’ai aimé le fait que le groupe n’était pas trop gros, plus il y a de gens moins je crois il y a d’échange d’idées, je crois qu’il est sage de faire plusieurs séances dans divers régions plus tôt qu’un grand rassemblement.”

### Other Feedback

- “It was very productive to sit as groups and see other views. Overall it was a great experience. I found it difficult due to : so much discussion to gather the ideas to suit the questions asked in the time allowed- as we had so many lengthy discussions that seemed to side track. I believe we all have similar concerns - Labor seemed to be the hot topic. That the results of the labour market analysis we have done in the past 10 years for our industry be used to develop changes to the TFWP that achieve the goal of putting Canadians first, but recognize labour market conditions in “highly impacted areas.” We need labor first - to continue to take landings and grow our businesses in small communities - labor to take on new clients in business, labor to take advantage of the great opportunities ahead with CETA and trans agreements. recognize the impact of international competition on the seafood industry and the actual labour market conditions in the Maritimes. We need access to foreign workers and our critical labor shortage is not temporary. We need streams within the PNP program that addresses seasonal in critical areas. This is all possible, and other provinces do this already. Also to recognize that the seafood sector falls under “Agri-foods”. and it is part of the Agriculture and Agri-Food Workforce Action Plan. We need to find a way to segregate the NOC codes as part of the plan to make an exemption to the tfw program for seafood plants. This would be a way to not undermine the program currently- not affect the other changes implemented. 30-20-10 doesn't work. Look at the recruitment numbers we are sending in for our LMIA's- there is no labor pool in our areas that will fill the deficit created by the 30-20 -10. we talked about training and certification for plant workers - figure out how we can do that --- how do we ask our Canadian workers that have an average age of 59 to go to community college prior to the work season to take a course that will give them a certificate and possible increase in salary. We need it yes, we need a way to increase their skills for certification to MSC, SQF, and other certifications required for plants to export to the European union etc. However we need to develop this training and have it be something the plant itself can administer to ensure the employees attendance increases. training for hygiene, food safety, manufacturing practices, sanitization, cross contamination, HACCP practices, Quality assurance, general food safety. We need to address the big white elephant----why do we have such restricted access to workers in Canada, compare other countries? 4 years cumulative duration if an tfw does not have an opportunity to immigrate is not enough time. Taiwan for example is 12 years. Example- our company has a great reputation, retention of our foreign workers is excellent, we are able to train, and retain good workers who are happy in our industry and our community. Yet they must go home after 4 years---only to be approved for a new LMIA for New workers who we must train and try to retain again. What will happen? Employers will start to consider them short term, not worth the training investment, not worth the effort, and the worker will feel like a number - not a human. It doesn't make sense in so many ways. If they are truly temporary- give them the right to continue to work long term and transit back and forth with greater ease. they can keep ties here and in their home

country. If they are not to be treated as temporary - give them paths to better themselves and have an opportunity to immigrate. why is it that international students can work without permits - any employer but tfw workers can not continue education in some fashion. What if it were skills to help the industry? what about English or French? Also one more thing- the red tape. Canadian employers who have a LMIA - do not have any contact with a representative in CIC for work permit processing why? no phone, no email? we can help in a lot of cases with clarification but we have no access. We need a system that addresses employers compliance with LMIA applications- if an employer has used the program for 4 years - and has passed extreme compliance reviews - then the labor market opinion should be processed quicker- as the burden of proof has already been given- and if the Labor market data has not changed. Work permit processing centers CIC have their hands full---processing time for permits /visas etc 4 + months is unacceptable. This leaves too many people waiting in the system. the online application MY CIC is an amazing tool - but the system is overloaded. We need MOU's created in countries to excel processing time abroad for qualified applicants. We need support. We have million dollar plants with billions of dollars export - we are not representing our commodity for what it truly is. To be blunt - ask yourself- do you see Main opening plants as a strategic move that will help or hinder us? Do you see the marketing strategy they have developed to promote their lobster in their state? How many of our plants are engaging in critical plans for the day we do not have enough labor? take a look at what is really needed to be mechanized---lobster is not a widget- much of the machinery is not developed yet- and when it does get developed it is a limited number of units sold -which makes the possibility not lucrative for the inventor. Joint ventures for mechanization puts all plants on the same playing field - and it becomes hard to be competitive. Show us how we can do this better? Some product is shipped whole to Japan already and processed there- this does not promote high value product. some companies have offices in USA already, some have made partnerships with plants in the US already. Entrepreneurs in this industry will find a way to maintain viable- in or outside our provinces if we don't get the support we need for future economic growth and stability. We have had a strong working group with industry and government for the past 2 years- with very little movement. We are hoping to be heard."