



One of the characteristics of the fisheries and seafood industry is that it has been and continues to be a significant employer in rural coastal communities.

The special value of that employment, is it supports infrastructure that is critical to the viability of small coastal communities.

## The BC Seafood Story

### **Our marketing advantages:**

- Pristine and natural environment
- Strong conservation and stock management
- A diversity of high quality products
- Reliability, sustainability, traceability

### **Our marketing reality:**

- Global markets are changing and are demanding certification
- Competitors are more advanced in certification processes
- Our product mix is changing
- Need to add value to seafood
- Shift from homogenous commodities to specialized products
- Ensuring traceability and food safety

The media tends to portray the fisheries in British Columbia as an industry in decline, however, with the main exception of salmon most fisheries are stable or increasing in biomass, however, there has been a shift in focus.

## A Taste of the Pristine

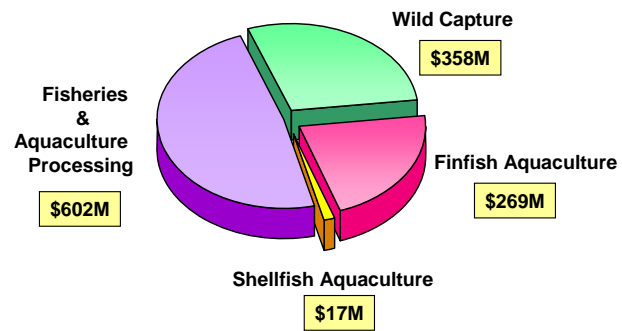


... from Canada's  
Pacific Coast

These are examples of the fish fact sheets that contain information on the fishery, the stock, product forms, nutritional benefits and recipes and are useful for generic promotion of the BC seafood

I was fortunate enough to be at the Boston Seafood show last year and one lasting impression is the critical need for product promotion that tell a good story i.e. wholesome product, consistent supply and quality, in a product form people want from a sustainable fishery

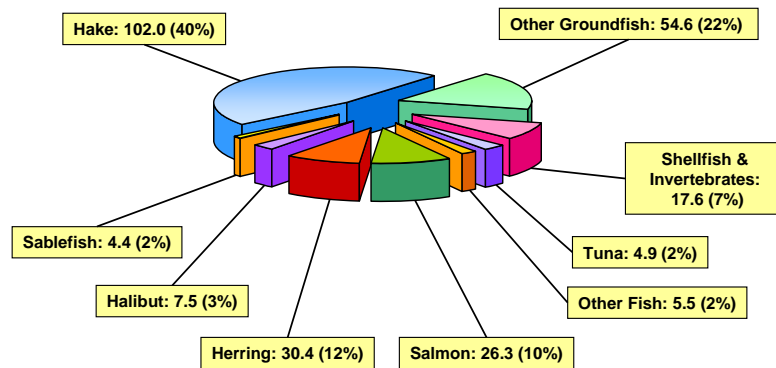
## Fisheries Sectors: Revenue



The main message from this slide is that the revenue from the Fisheries and aquaculture processing is about the same from the revenue from the landed product - processing adds value!

## Wild Capture

**B.C. Commercial Capture Fisheries Harvest - 2005**  
(Total 253,200 tonnes)

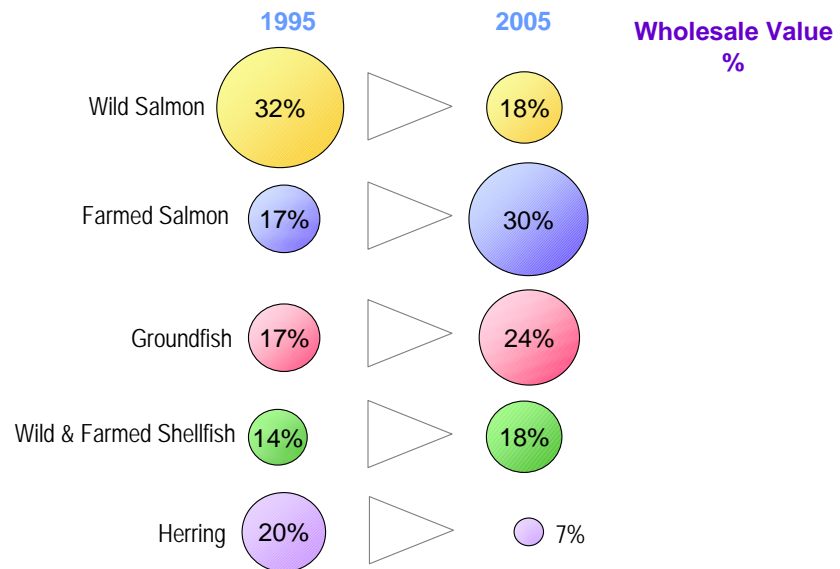


The salmon fishery is not the major fishery as it account for about 10% of the current landings

Groundfish comprise 67% of the total capture fisheries

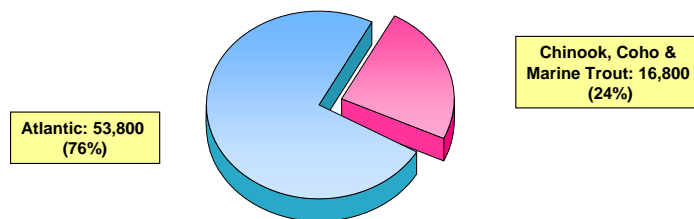
Groundfish fishery includes low volume high value fisheries such as Sablefish, and Halibut

## Changing Trends



## Aquaculture: Finfish

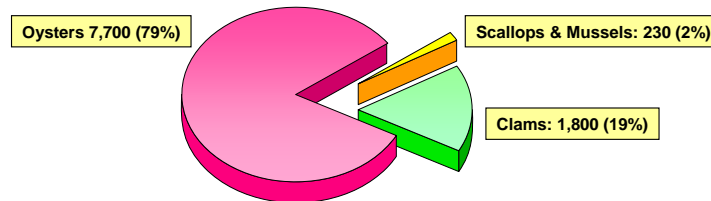
**B.C. Farmed Salmon Harvest  
(Round tonnes) 2005**



Major product is Atlantic salmon and most of this is exported to the States (i5 corridor).

## Aquaculture: Shellfish

**B.C. Farmed Shellfish Harvest  
(Round tonnes) 2005**



Trend is increasing production with increasing scallop and mussel production,

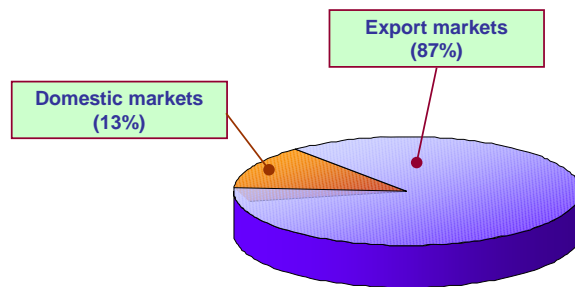
2006 figures should be very good as there was the best market demand in recent memory for BC product.

Increasing exchange rates continue to be an issue.



## BC's Seafood Exports

\$1.2B (2005 wholesale value)



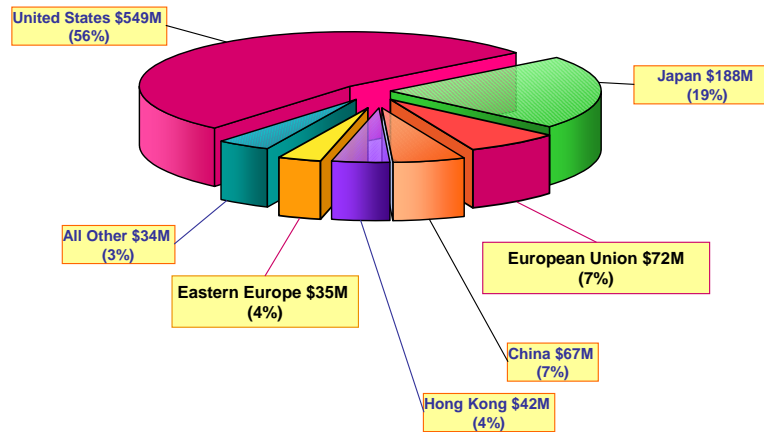
We are heavily dependant on exports

Therefore access to markets, market share and competitiveness are vital

And we need Canadians to eat more seafood !- Act now! Etc.

## BC Seafood Exports 2006

Total Export Value: \$987 Million



The US, UK(EU) and Japan equal 82% of our market and they are increasingly demand 3 rd party certification of fisheries

## Our Mandate

**“To lead the world in sustainable environmental management, with the best air and water quality, and the best fisheries management, bar none.”**

*GREAT GOALS FOR A GOLDEN DECADE  
B.C. Throne Speech  
February 8, 2005*

The Premiere set out the goal for BC fisheries in the throne speech,

## **Opportunities**

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- **Increasing domestic and global demand for seafood**
- **Diversification of markets**
- **New species/products**
- **Tell the British Columbia story**
- **Demonstrating sustainability**

## Challenges

*For Export*



- Growing and more stringent regulatory regime



- Transportation costs & carbon footprint



- The fluctuating value of the Canadian dollar



- Growing requirement for MSC certification



- 1) Weak stock and risk averse management
- 2) Increasing discussion the merit of consuming local products i.e. 100 mile diet
- 3) Exchange rates can remove markets or increase edge... market diversification is key to ability to adapt

## Pacific Fisheries and MSC

### *Fisheries Certification and Integrated Oceans Management*

- 3<sup>rd</sup> party certification provides an excellent means of demonstrating the sustainable use of fisheries resources in the context of integrated oceans management

### *Status of British Columbia Fisheries in Certification*

- Sockeye assessment is nearing completion, pink and chum entering certification.
- Halibut MSC assessment report nearing completion
- Hake has entered full assessment in cooperation with US fisheries
- Dogfish fishery has completed pre-assessment –certification urgent due to EU shark ban and possible CITES listing
- Urchin and prawn fisheries have begun pre-assessment process – urchin certification very urgent due to IUU fishery in NW Pacific
- Tuna and sablefish prime candidates for certification
- Other groundfish should likely wait until another year of integration
- Geoduck certification could also assist industry with expansion
- In total, BC has provided \$560K in direct funding and an additional \$150K in technical staff support for MSC processes

The certification process reviews ;

- 1) The status of the stocks – biomass OK
- 2) The impact on aquatic ecosystem – Not harming ecosystem
- 3) The governance Mechanism – enforceable regulations

## Pacific Fisheries and MSC

### *US Pacific Fisheries*

- Alaska halibut, cod, sablefish and pollock recently certified
- Washington and Oregon fisheries certified or under assessment; halibut, tuna, sablefish, dungeness crab, pink shrimp
- California chinook in assessment

### *Certification and Our Export Markets*

- BC's major export markets are moving heavily towards certification
- Drivers behind move towards MSC are major retailers in EU (i.e., UK, Germany, Switzerland) and in the US (i.e., Wal-Mart, Whole Foods) plus growing interest in Asia (i.e., Japan)
- Jan 2006 - Wal-Mart announced that 100% of its wild-caught fish will be sourced from MSC certified fisheries in future
- July 2006 - Japanese supermarket operator Aeon started offering MSC certified products in over 660 stores
- March 2007 – UK importers indicate clear preference for MSC certified salmon

## Lessons Learned

- Certification processes must be transparent and inclusive to ensure credibility
- Pacific Regional policy reforms such as the Wild Salmon Policy, Groundfish Integration, Pacific Fisheries Reform, are essential to successful certification
- Certification should be a collaborative process involving the fishing industry, the management agency, other orders of government, First Nations, communities and marine conservation organizations
- Parties engaged in certification should be clear on shared objectives for the process
- Management agencies, particularly those engaged in fisheries management and science need to play an active and supportive role
- Marine conservation organizations need to be effectively engaged in the process
- Success requires good communications and an ongoing commitment

What is the link with Ocean Governance?

Simply that demonstrating fisheries sustainability through certification is a good foundation for fisheries involvement in IOCM ( integrated Oceans and Coastal management )



## Pacific Region Sustainable Fisheries and Oceans Initiatives

DFO and BC are collaborating on several regional sustainable fisheries and oceans management initiatives, such as:

- **Integrated Groundfish Management**

*World-leading system to account for all bycatch*

*100% catch monitoring through either on-board observer or electronic*

- **Pacific Salmon Reform**

*Moving towards defined shares and a greater focus on the products from the fishery and market demands*

- **Wild Salmon Policy**

*Shift from aggregate to more weak stock management*

- **Marine Protected Area Development and Integrated Planning**

*Commitment to comprehensive MPA system development*

*164 Rockfish Conservation Areas approx 5,000 sq. km.*

*Close to 30% of shoreline in protected area status*

## The B.C. Seafood Story



A taste of the pristine....for a long time to come.