Vol. 1, no 5, May 2014

Intell-Écho

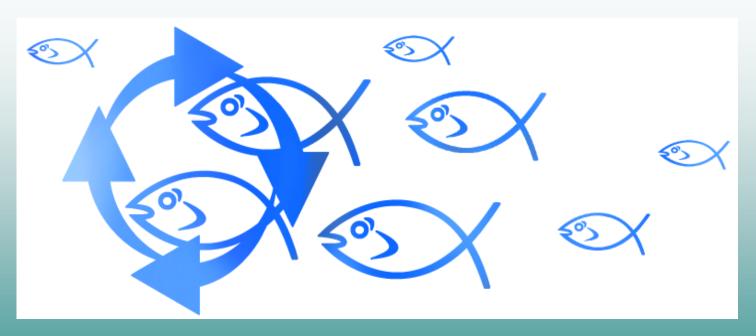
Thematic Information Bulletin

Publication of the Economic Information Observatory (EIO) for Regional Cooperation between Atlantic Canada and Saint-Pierre and Miquelon, France





The Fishery Sector



Saint-Pierre and Miquelon: p. 1

Atlantic Canada: p. 5





Intell-Écho, vol. 1, n°5, 2014 ISSN 2272-0219

In this issue:

The fisheries sector in France	
and in Saint-Pierre et Miquelon	
is	

Key figures 2

Experts' corner 3

Useful information 4

The Economic Information **Observatory** is a regional cooperation project established between Atlantic Canada and Saint-Pierre and Miquelon. The publication of this information bulletin is made possible through the sponsorship of the Atlantic Canada Opportunities Agency and its various programs supporting research initiatives, linguistic minorities and business development, and the Province of New Brunswick as well as the Université de Moncton, Shippagan Campus, and the Prefecture and Territorial Council of Saint-Pierre and Miquelon.

Editorial Production:

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The Economic Information Observatory (EIO) for Regional Cooperation between Atlantic Canada and Saint Pierre and Miguelon

Intell-Écho: Thematic Information Bulletin

Are you looking for business opportunities in this sector?

CACIMA and FCCC-AN can facilitate your exploration and partnership initiatives.

(see contact details on page 8)

The fisheries sector in France and in Saint-Pierre and Miguelon is...



- Production of **670000 tons** with a value of **1,7 billion Euros** in 2012.
- 7000 boats including 4600 in metropolitan France.
- Landings of 310000 tons of fresh fish.
- 154000 tons of frozen fish, for a value of 940 million Euros
- **22000** direct jobs, including 19000 in metropolitan France.
- France, with its overseas colonies and territories, is 2nd in the world in terms of maritime area.

Source: INSEE



Fishing fleet in Saint-Pierre et Miguelon

Inshore fishery

10 boats-10 meters;

- 9 boats between 10 and 12 meters;
- 5 boats between 12 and 24 meters.

Commercial fishery

The Beothuk, a 35 meters trawler, primarly catches the cod quotas from the 3PS zone for the Miquelon fishery.

The Atlantic Odyssey, a longliner and crab boat (30,25 meters) lands tuna (red and albacore), swordfish, halibut and whelk for the company Propêche.

Saint Pierre and Miquelon quotas for 2013-2014

EEZ quotas

Species	Quota
Precaution: Whelk	500 tons
Precaution: Sea Cucumber	1000 tons
Snow Crab	348 tons
Precaution: Halibut	150 tons
Precaution: Lobster	30 tons

The quotas for the EEZ are precautionary quotas created by France at the end of 2012. These quotas are used to set limits until an accurate assessment of the status of stocks has been made. The snow crab quota was set by France following scientific advice issued annually.

International quotas

	Zone	Species	Quota
		Cod	1793 tons
		American Plaice	Moratorium
	3Ps	Witch Flounder	73 tons
		Redfish	306 tons
Canada-		Scallops	1155 tons
France	4RS3Pn	Cod	127 tons (moratorium in
agree-	4Tvn	Cod	4 TVn)
ments	30	Redfish	900 tons
	2J	Greenland Halibut	140 tons
	4VWX	Silver Hake	300 tons
	0	Grenadier	Moratorium
	3 et 4	Squid	510 tons
	3M	Redfish	69 tons
	3LNO	Yellowtail Flounder	340 tons
	3LMNO	Greenland Halibut	187 tons
NAFO	3L	Shrimp	48 tons
	3M	Shrimp	Moratorium
	21F3K	Redfish	385 tons
	3LNO	Skate	444 tons
	3NO	White Hake	353 tons
		Swordfish	80 tons
ICCAT		Albacore Tuna	200 tons
ICCAI		Bigeye Tuna	
		Bluefin Tuna	4 tons



Page 2 Intell-Écho, 1, 5, 2014

Les atouts du secteur

High-quality resources that are available and exploitable

A market that is in **constant growth**

Consumers who are more and more conscious of « terroir », of the sustainability of the methods that are used and of **the identification of local products.**

An informative and comprehensive industry guide.

Custom exemptions

To take into account the interests of the archipelago, local products have access to 0% customs duty in the European market. These exemptions also apply to foreign raw materials that are imported and then processed in the archipelago, in order to be then exported to Europe: this is the principle of derogation from the rule of origin.

The establishment of **small local facilities** must be encouraged; such facilities will focus on processing the raw material **to give it a higher value added upon export.** This represents development opportunities that are likely to bring benefits to the territory **in terms of revenue and jobs.**

The Professional Organization of Inshore Fishermen (OPAP)

Established in 2012, OPAP brings together the majority of the inshore fishermen and/or owners of inshore fishing vessels. OPAP attempts to find solutions internationally and to organize links with the major processors in the neighbouring region of Newfoundland and Labrador, in order to enable its members to continue to market the products of their fisheries and to find investors interested in setting up business on the islands. In order to explore the opportunities of the French and European markets, OPAP participated in a trade mission organized in April 2013 to visit the Brussels Seafood Show, and the infrastructures in Rungis and Boulogne-sur-Mer .

Support the competitiveness of the interests of the fishermen in the management of resources Participate in the development of professional training Participate in action Participate in the management and monitoring of quotas and the drafting of regulations

Key figures

With 5,061 tons of products imported in 2012 for a value of 54. 2 million Euros, Canada is only the 26th supplier of seafood to France.

The amount of these imports declined by 14% in value between 2011 and 2012. 74% of the seafood imported from Canadian sources into France is lobster and scallops.

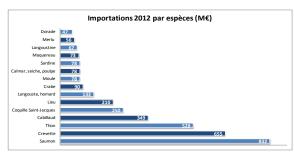
It is therefore clear that Canadian suppliers can gain a share of this market..

Consumption of seafood in France

- Average annual consumption per capita : **36kg** (2011).
- Slight decrease in consumption in 2013
- (-3,6%) due to anincrease of prices (+2,4%);
- contrasting trends for fresh food:
- -salmon (-16%), cod (+14,4%).
- The others segments of the market are impacted by decline in volume :
- 3,6 % for deli products,
- 4,5 % for frozen products,
- 3 % for canned.

However, the market remained generally stable in value.

Foreign Trade



Foreign trade for aquatic products in 2012 (in millions of euros)						
	Exports	Imports	Balance			
Marine Fish	715	2164	-1449			
Amphibiotics and freshwater Fish	206	938	-732			
Sellfish et cephalopods	219	539	-320			
Crustaceans	149	977	-828			
Other	130	152	-22			
TOTAL	1419	4770	-3351			

France imports large quantities of seafood products.

Landings have decreased by 25 % in ten years while imports have increased by 50%

The balance of supply and demand is therefore largely in favour of foreign suppliers.



Page 3 Intell-Écho, 1, 5, 2014

Experts' Corner



Interview with Bruno Le Fur, Manager of the "Technology & Analysis" Department in

the Innovation Platform Nouvelles Vagues (New Waves).

Located in the heart of the port of Boulogne sur mer, PFI NOUVELLES VAGUES offers a wide variety of services to busines in the fisheries and aquaculture sector:

- Physicochemical, microbiological and sensory analysis laboratory
- Technical support to companies regarding maximizing the value of seafood products and byproducts, as well as optimizing manufacturing processes
- · Applied research
- Training

PFI Nouvelles Vagues also has a department that is dedicated to expertise and R&D in the field of aquaculture

15 rue de Magenta

62200 BOULOGNE SUR MER Tél : 03 21 83 91 31



For further information:

http://pfinouvellesvagues.com/



How are innovation and technological progress key issues for the future of the fishing industry?

Innovation is a requirement in staying competitive. In France, 50% of the food products on the shelves in 2013 did not exist 5 years ago, and it is believed that 50% of the products that will be sold in 2018 have yet to be created (source: XTC world Innovation).

Seafood products generally have a very positive image in the minds of consumers (naturalness, symbolic of the ocean, rich in fatty acids, a pleasure to eat ...), but some factors are still considered obstacles to consumption (presence of bones, difficulty of preparation and cooking, too short shelf life, high purchase price, risk of allergy or contamination by organic pollutants, uncertainties relating to the availability of resources ...). It is important to continue our efforts in innovation and technological progress in order to overcome these difficulties.

The development of the products and processes of tomorrow will require that the resource be sustainable (aquaculture development, effective use of discards or by -catches ...), that there is perfect control of health safety, that research of new sources of value added is carried out, and that there is an overall improvement in the efficiency of processes in businesses, (energy efficiency, reduced environmental impact, automation / mechanization of certain operations ...), that there is exploration of new technologies, and the creation of comprehensive and sustainable productivity in businesses ("lean management").

Is France an important player in these fields? If so, why?

France is a major player in these fields. 2,205 new food concepts were launched in 2013 in France (source: XTC World Innovation). France has a rich culinary heritage, and a wide variety of products and regions that undoubtedly show its great strength in this field.

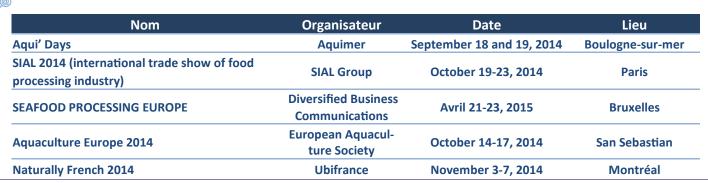
In addition to the retail fish markets (2,500-3,000 in the country), France has about 300 fish trading companies and 300 seafood processing companies with extensive expertise. The vast majority of these companies are SOHO / SMEs, which have a high degree of flexibility and creativity.

France also has programs to support innovation, as well as competitiveness clusters, and a wide network of Agrifoods Technical Institutes, which can assist businesses to develop new products or optimize their processes. A structure such as the Nouvelles Vagues Innovation Platform, based in Boulogne-sur-Mer, France, can assist businesses in the seafood sector (fishermen, farmers, wholesale fish marketers, processors...), by helping them to enhance and ensure the quality of their products.

Finally, do you think that there are potential opportunities for R&D/innovation in the fishing industry in the archipelago of Saint Pierre and Miquelon?

The islands of St. Pierre and Miquelon have a very interesting resource that is abundant and consists of prime species. In 2012, during an assessment mission carried out in the archipelago, we were able to ascertain that the available biomass (then estimated at 6,780 tons, of which 2,700 tons came from the EEZ) suggested a very interesting potential, with species that are commercially worthy of interest . We were able to conclude that several species could potentially be enhanced by cutting / freezing (halibut, cod), by cooking / freezing (snow crab, whelk, lobster, or sea cucumber and hagfish), or even by salting / drying (cod, haddock or hake), by smoking or canning. A better use of this resource could require increased activity by existing businesses (SNPM, PECHERIES PATUREL, MAISON AUDOUZE, LA FERME de L'OUEST) or the creation of new infrastructures that are small and flexible in operation. Products originating in "France" are today becoming more and more popular: the establishment of distinctive signs of quality would undoubtedly be a plus in marketing the products of the archipelago, especially in France.

Upcoming events





Intell-Écho, 1, 5, 2014 Page 4

Useful information



Organisations that are a driving force in innovation in the fishing and aquaculture industries

In France, l'IFREMER and the competitiveness clusters Mer Bretagne, Qualitropic and Aquimer or PFI Nouvelles Vagues have a central role in the evolution of fishing and aquaculture techniques and in the enhancement of seafood products.

The objective is to develop innovations that will make a real contribution, either directly or indirectly, to a more sustainable fishery as well as to the competitiveness of the processing industry. For example, here are several

ORCASAV: new technique for fishing toothfish, to the benefit of the environment and of the fishing fleet (Qualitropic et Mer bretagne).

Arpege: development, construction and experimentation of fishing from a 24 metre diesel-electric trawler (Aquimer).



You wil find examples of trends and innovations sur for processed seafood by following this link and more AQUIMER's market watch center.

Sustainable Fishery

Motivated by a constant concern of being in line with current economic, environmental and nutritional challenges, the French maritime and fisheries sector, in conjunction with researchers and community and national authorities, endeavours daily to reconcile a growing demand and improved production techniques, with a respect for sustainable production.

Benefits and economic opportunities of sustainable fishery

- Access to new markets (international)
- Preservation or expansion of market shares in growing sectors
- Greater credibility with buyers
- · Potential of differenciation and increased added value (high quality products)
- · Reduction of risk of decreased activity through better management of stocks

Several ecolabels



Marine Stewardship Council: the MSC label complies with the principles of sustainable fisheries as defined by the FAO: taking into account the available stocks when establishing harvest levels, taking into account the impact of fishing on

the marine ecosystem, managing the fishery while taking into account the long-term interests of communities that are dependent on fishing for their livelihood or income.



Pavillon France: In 2013, the France Fishing Sector created PAVILLON FRANCE the Pavillon France brand, which is based on very specific specifications: the products must be derived from the

French maritime fishery; the focus is on the traceability, quality and origin of the products.



rriends of the sea: this is currently one of the main projects of international certification for products coming from sustainable fisheries and aquaculture. Products and their origins are verified on

site by independent international certification agencies, using the strict criteria defined by the label.



Links and contacts of Potential Interest

Export in France

- CACIMA: jeannette.boiret@cacima.fr
- **Invest in France Agency**
- **CCI France International**
- Canadian Trade Commissioner Service

Acquire French products or services

- Association Nationale des Industries Agroalimentaires (ANIA)
- France Agroalimentaire
- The Professional Organization of Inshore Fishermen: oppeche@cheznoo.net (tel. 41-05-45)

Principal sources of information utilized in this bulletin:

France Agrimer, INSEE, Ministère de l'Ecologie, du Développement durable et de l'Energie, Centre de veille du pôle Aquimer



4 boulevard Constant Colmay

BP: 4207

97500 Saint-Pierre & Miguelon Du Canada: Tél: 0 11 508 41 05 30 Tél: 05 08 41 05 30 De France : Courriel: contact@cacima.fr

If you are seeking

business opportunities in this sector,

CACIMA and **FCCC-AN**

can facilitate

your business prospection and Help with establishing new partnerships.



CHAMBRE DE COMMERCE FRANÇAISE AU CANADA

FRENCH CHAMBER

333, avenue Acadie Avenue Dieppe (NB) E1A 1G9 Du Canada: 1 506 877 5014 De France: 00 1 506 877 5014 Courriel: direction@ccfcra.ca

Site: www.ccfcra.ca



Atlantic Canada – 4 provinces: Prince Edward Island (PEI), New Brunswick (NB), Nova Scotia (NS), Newfoundland and Labrador (NL)

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In this issue:

The Fishery Sector: Key Figures	6
Sustainable Fishing and Advances	7
Map: The Atlantic Canadian Fishery	8

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Are you looking for business opportunities in the region? FCCC-AN and CACIMA can facilitate your exploration and partnership initiatives. (see contact details on page 8)

Sustainable Fishing in Atlantic Canada

Long considered inexhaustible, marine resources have been decreasing globally, one of the causes cited by the Food and Agriculture Organization of the United Nations (FAO) being overfishing, which is thought to affect more than 30% of the world's fish stocks. New fishing techniques also create challenges due to a high proportion of incidental catches and the impact of trawling and dredging, which involve literally scraping the seafloor. Aware of the gravity of the situation, governments are seeking to counteract this oceanic version of clearcutting by enacting legislation and guidelines to more effectively govern the fishery.



Most economically valuable commercial fishery products in Atlantic

Canada: lobster, crab, shrimp, scallops

- ► More than 70% of the total catch of the commercial fishery in Canada comes from the Atlantic Provinces
- ▶ Nearly 80% of fishery products come from commercial fishing
- ► Atlantic Canada boasts more than 40 000 km of coastline
- ► Atlantic Canada is the country's largest aquaculture producer with production of 85 584 tonnes in 2012
- ► National Standard for Organic Aguaculture CAN/CGSB-32.312-201

			Commercial fishery		Freshwater fishery	Maritime fishery
Fishery sector	K				Finfish aquaculture	Salmon aquaculture
		Aqu	ıaculture		Shellfish and algal culture	Oyster, mussel culture

Developed starting in the mid-1990s, sustainable fishing had its origins in social marketing.

The fishery sector and environmental organizations recognize the importance of offering consumers options that promote the preservation of marine biodiversity.

The objectives of sustainable fishing include protecting our marine ecosystems.

▶ In the sustainable fishery, an **ECOLABEL** guarantees the **traceability** of a product and provides information concerning the environmental claims of sustainable fishery products, thereby creating **added value** in the fishery and food production sectors. Insofar as all fishery products are subject to various environmental constraints, an ecolabel helps consumers to identify more environmentally friendly products, providing them additional incentive to choose certain products.

Ecolabels: Marine Stewardship Council; Friend of the Sea; Ocean Wise; Global Aquaculture Alliance; Seachoice; Aquaculture Stewardship Council; Naturland

Sustainable fishing is founded on 7 principles as follows:

- 1. Protecting threatened species and sensitive areas
- 2. Fishing without jeopardizing the survival of marine species
- 3. Assessing the impact of fishing on the ecosystem as a whole
- **4.** Complying with laws, regulations and recommendations from experts and scientists
- 5. Rejecting fishing methods that affect protected marine species
- 6. Abandoning fishing methods that are destructive to the seafloor
- 7. Making marine products traceable up to the point of sale



Page 6 Intell-Écho, 1, 5, 2014

The Fishery Sector in Atlantic Canada: Key Figures

The commercial fishery sector is vital not only to Atlantic Canada's economy but also to the social fabric of coastal rural communities throughout the region. Comprised of some 15,000 vessels, the fishing fleet in the Atlantic Provinces brought in total landings of 673 923 tonnes of fish and seafood in 2012 valued at \$1.7 billion. Lobster, snow crab and shrimp accounted for 75% of revenue from landings in 2012. Nova Scotia and New Brunswick are the country's largest seafood exporters, with exports exceeding \$2 billion in 2013.

Commercial fishery	Atlantic Canada
Groundfish	79 865 t
Pelagic fish	157 622 t
Molluscs and crustaceans	419 689 t
Other	16 747 t
Total in tonnes	673 923 t

Number of fishing vessels

NB

1,306 2,239 4,071 7,301

Number of fishing licences

NB

NS

NS

2,878 5,704 4,330

NL

NL

PEI

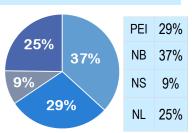
PEI

2,581

Aquaculture production by province in Atlantic Canada in 2012

in tonnes	Aquaculture total	Fish	Seafood
PEI	24 637	-	24 637
NB	31 481	30 359	1 122
NS	8 238	6 087	2 151
NL	21 228	16 831	4 397
Total CA	85 584	53 227	32 307

in CAD \$000s	Aquaculture total	Fish	Seafood
PEI	38,494	3,656	34,838
NB	191,615	186,386	5,229
NS	52,234	41,905	10,329
NL	112,804	99,286	13,518
Total CA	395,147	331,233	63,914



	Employers	Micro (1-4)	Small (5-99)	Medium (100-499)	Large (500+)
PEI	36	14	22	-	-
NB	46	31	13	2	-
NS	24	14	10	-	-
NL	12	1	10	1	-

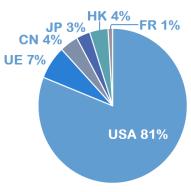
Revenue from commercial fishery in Atlantic Canada

in CAD \$000s	Fish	Molluscs and crustaceans	Marine algae	Other
PEI	11,296	131,390	546	
NB	20,143	179,978	654	
NS	132,679	635,622	143	6
NL	89,754	530,938		12,252
Total CA	253,872	1,477,928	1,343	12,258

Value of commercial fishery exports in Atlantic Canada



Seafood exports (fishing and aquaculture)							
(in CAD \$000s)	PEI	NB	NS	NL	Total CA		
USA	53,083	272,395	368,354	20,419	714,251		
EU	1,363	5,004	49,565	75	56,007		
China	1,231	1,713	35,156	214	38,314		
Japan	389	90	27,535		28,014		
Hong Kong	1,539	11,277	25,073	266	38,155		
France	26	4,122	4,415	1	8,564		
Tot. province	57,631	294,601	510,098	20,975	883,305		





Advances in Sustainable Fishing

R & D centres in the fishery sector

Centre for Marine Biodiversity. www.marinebiodiversity.ca
Fisheries and Marine Institute. www.mi.mun.ca
Fishermen & Scientists Research Society. www.fsrs.ns.ca
Huntsman Marine Science Centre. www.huntsmanmarine.ca
Bedford Institute of Oceanography. www.bio-iob.gc.ca
Institute for Ocean Research Enterprise. www.iore.ca
St. Andrews Biological Station. www.mar.dfo-mpo.gc.ca/sabs
More than 200 companies working in ocean technology
More than 450 PhDs specializing in ocean studies

Primary aquaculture zones in Atlantic Canada		
PEI	Murray River	Mussels
	New London Bay	Mussels
	Malpeque Bay	Oysters, mussels
NB	Bay of Fundy	Salmon, cod, mussels
	Northumberland Strait	Oysters, mussels
	Acadian Peninsula	Oysters, mussels
NS	Bras d'Or Lake	Salmon, trout, oysters
	Mahone Bay	Mussels
NL	Baie d'Espoir	Salmon, trout, cod
	Notre Dame Bay	Mussels
	Trinity Bay	Mussels
	Fortune Bay	Salmon

Focus on the Coastal Zones Research Institute in Shippagan, New Brunswick

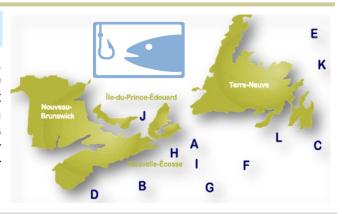
Founded in 2002 and located in Shippagan, NB, the **CZRI** is a private, not-for-profit, multidisciplinary research institute specializing in the study of **aquaculture**, **fishery and marine products**, peat and peatlands and sustainable development of coastal zones. As a hub of excellence in applied scientific research, the CZRI also provides laboratory analysis and environmental expertise services to local and international partners in the public, academic and industry sectors.

The CZRI's mission is to:

Promote the viable development of coastal zone resources; implement joint R&D initiatives with businesses and other stakeholders; support and promote research and innovation; support businesses, governments and the community at large in developing valued-added products; gather and make available to industry the latest information on technologies, new products and markets; support businesses with their own R&D efforts.

Fisheries certified by the Marine Stewardship Council (MSC) in Atlantic Canada

The MSC is currently the most visible **ecolabel** in the fishery sector, with 206 fisheries certified as sustainable and 98 undergoing the assessment process. The MSC program is reviewed by independent certification agencies to guarantee its impartiality. The certification program is based on international standards including the FAO's Code of Conduct for Responsible Fisheries, the FAO's Guidelines for Ecolabelling and the ISEAL Alliance's Codes of Good Practice for Setting Social and Environmental Standards.

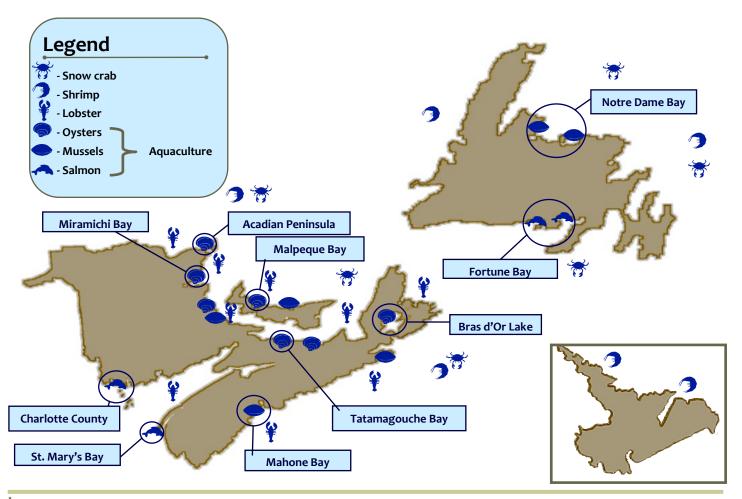


- ► A. March 2010: the **scallop fishery** in Atlantic Canada becomes the first in North America certified as sustainable by the Marine Stewardship Council (MSC) for the fishing region extending from Georges Bank south of Nova Scotia to St. Pierre Bank south of St-Pierre-et-Miquelon.
- ► B. June 2010: the lobster fishery in area 41 (LFA 41).
- ► C. October 2010: the **flounder fishery** in areas 3L, 3N and 3O on the Grand Banks of Newfoundland.
- ▶ D. October 2010: the **haddock fishery** in the Scotia-Fundy region extending from the northern tip of Cape Breton Island to the United States border in southwestern New Brunswick.
- ► E. June 2011: the **shrimp fishery** in areas 1 to 7 (SFA) in the inshore waters of Newfoundland.
- ► F. June 2011: the shrimp fishery in areas 13, 14 and 15 (SFA) in northeastern Nova Scotia.
- ► G. April 2012: Canada becomes the first country in the world to earn MSC certification for all swordfish catches.
- ► H. July 2012: the snow crab fishery in southern Nova Scotia becomes the first in North America to be awarded MSC certification.
- ▶ I. July 2012: the Stimpson's **surf clam fishery** in Canadian waters on Banquereau Bank off of Nova Scotia.
- ▶ J. September 2012: the snow crab fishery in the southern Gulf of St. Lawrence.
- ► K. April 2013: the snow crab fishery in Newfoundland (200th fishery certified as sustainable by the MSC).
- L. May 2013: the Atlantic halibut fishery off of Nova Scotia and Newfoundland in areas 3NOPs, 4VWX and 5Zc.



Intell-Écho, 1, 5, 2014 Page 8

Map: The Atlantic Canadian Fishery





The following links may interest you if you are seeking to do business in this industry in Atlantic Canada

Fisheries and Oceans Canada. www.dfo-mpo.gc.ca NB Agriculture, Aquaculture & Fisheries. www.gnb.ca/0027/index-e.asp NS Fisheries & Aquaculture. www.novascotia.ca/fish

PEI Fisheries, Aquaculture & Rural Development. www.gov.pe.ca/fard NL Fisheries and Aquaculture. www.fishaq.gov.nl.ca

Aquaculture Association of Nova Scotia. www.aansonline.ca Atlantic Canada Fish Farmers Association.

www.atlanticfishfarmers.com

Féd. régionale acadienne des pêcheurs professionnels. www.frapp.org Newfoundland Aquaculture Industry Association. www.naia.ca Prince Edward Island Aquaculture Alliance. www.aquaculturepei.com

Principal sources of information utilized in this bulletin:

Fisheries and Oceans Canada; Industry Canada; professional assoc.; Progress Magazine; NB, NS, NL, PEI websites; Statistics Canada



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Web: www.cacima.fr

If you are seeking business opportunities in this region, CACIMA and FCCC-AN can facilitate your business prospection process and help with establishing new partnerships



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Intell-Echo

Thematic Information Bulletin

Publication of the Economic Information Observatory (EIO) for Regional Cooperation between Atlantic Canada and Saint-Pierre and Miquelon, France





The Fishery Sector

