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***Industry Creates Plan to Position Canada as Top
Fish and Seafood Producer, Boost Economy by 2040***
*National Wild-Capture and Farmed Seafood Associations
Partner to Create Vision and Action Plan for Blue Economy Strategy*

OTTAWA, ON: Following the commitment made by the Canadian federal government in the 2020 Speech from the Throne to develop a Blue Economy Strategy, the Fisheries Council of Canada (FCC) and the Canadian Aquaculture Industry Alliance (CAIA) are pleased to release, [Canada's Blue Economy Strategy 2040](#), joint vision and action plan to capture the untapped potential of our waters.

Representing the national wild-capture and farmed seafood industries respectively, FCC and CAIA understand the proud and central role fishing plays in Canada's identity. Recognizing the opportunity in the Blue Economy Strategy to continue to lift Canada to even greater heights and support economic recovery from the current COVID pandemic, the associations have developed a proposal to generate sustainable development through the fish and seafood industry.

"Canada is a water nation. With the longest coastline and among the most freshwater capacity in the world, communities and families across the country have built their lives and futures on capturing value from our precious waters," said Paul Lansbergen, President, FCC. "We are ready to work with the federal government to strengthen sustainable economic growth from these waters."

The proposal outlines a vision to position **Canada to be a global top three best sustainable fish and seafood producer by 2040**. FCC and CAIA are recommending the following sustainable growth targets:

1. Double the Value of Canadian Seafood
2. Double Economic Benefits
3. Double Domestic Consumption of Fish and Seafood

To achieve this, FCC and CAIA have included six required actions:

1. Identify federal department to drive sector economic development
2. Develop specific organization with mandate to grow the seafood sectors
3. Develop 5-year action plans for the seafood sector
4. By 2025, through marine-based planning, ensure seafood development areas are finalized
5. Expedite development of Aquaculture Act
6. Completion of the new regulations under the Fisheries Act

"Canada needs to regain pride in its seafood sector, and in doing so stimulate coastal community development and job creation, sustainable food production, and Indigenous reconciliation," said Timothy Kennedy, President & CEO, CAIA. "Our country needs improved economic opportunities as we begin to build back better from COVID-19, and we believe our industry can lead the way with a blue recovery."

The new path outlined in this proposal can help enable the industry towards innovation and development and support Canadian entrepreneurs to "seize the podium" to produce the best, most sustainable seafood in the world. Doing so will benefit coastal and Indigenous families and communities, our nation and human and planetary health. It's a vision worth realizing without further delay.



Fisheries Council of Canada
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L'AQUACULTURE

The Fisheries Council of Canada (FCC) is the voice of Canada's wild capture fish and seafood industry, promoting a healthy resource and prosperous industry playing a vital role in the Canadian economy. Our members include small, medium and larger-sized companies along with Indigenous enterprises that harvest and process fish from Canada's three oceans.

Canadian Aquaculture Industry Alliance (CAIA) is the national association that speaks for Canada's seafood farmers, representing their interests in Ottawa and internationally. CAIA members generate over \$6 billion in economic activity, \$2.45 billion in GDP, and employ over 25,000 Canadians delivering a healthy, growing and sustainable seafood farming sector in Canada.

For more information or to set up an interview please contact:

Kelly McCarthy
Manager, Communications
FCC
kmccarthy@fisheriescouncil.org
613-727-7450 ext. 2722

Sheri Beaulieu
Marketing & Communications Manager
CAIA
sheri.beaulieu@aquaculture.ca
613.853.0612