



FCC Strategic Plan 2022-2024

# CANADIAN FISH FOR THE WORLD'S DINNER: Driving Innovation & Sustainability for a Thriving Sector

Canada is a water nation. With three coasts, and amongst the most marine and freshwater resource capacity in the world, communities and families across Canada have built their lives and futures on capturing value from our precious waters. Our water is integral to our stories and identities as Canadians.

Canada's fish and seafood sector is the leading sector of Canada's blue economy with employment for 90,000 Canadians and contributing \$9 billion to our national GDP. But beyond the numbers, the sector is critical to feeding the world with healthy, nutritious seafood.

Global demand for seafood is increasing at a significant rate, amongst the most for all food sectors. Demand is projected to increase 7-9% per year according to the UN Food & Agriculture Organization. At present, only 3% of all human food comes from the oceans, while approximately 71% of the Earth's surface is covered by water.







**Our sector is poised to be an important part of Canada's economic recovery in the coastal, Indigenous and rural communities that depend on us. But we must embrace our seafood opportunity.** We can be a global top three best sustainable fish and seafood producer. At the same time, our sector can play a critical role in our national economic growth and recovery.

As the voice of Canada's fisheries sector, the Fisheries Council of Canada has renewed its strategic plan to advance the sector towards providing Canadian fish for the world's dinner, through driving innovation and sustainability for a thriving sector.



Fisheries Council of Canada  
Conseil Canadien des Pêches

## Our Strategic Priorities are:

 <p><b>Regulations</b></p>	<p>Achieving a modern, effective and efficient regulatory environment that supports a competitive, innovative and sustainable sector</p>
 <p><b>Market Access</b></p>	<p>Expanding market access to facilitate a robust export business for Canadian seafood</p>
 <p><b>Food Production</b></p>	<p>Positioning and promoting fishing as food harvest and processors as food producers</p>
 <p><b>Sustainability</b></p>	<p>Increasing domestic and international recognition of the sustainability of Canada's fisheries</p>
 <p><b>Competition</b></p>	<p>Creating stable and predictable access and allocation shares for Canadian fisheries that enable a competitive fisheries sector, fosters investment and sustainable growth</p>
 <p><b>Strength</b></p>	<p>Ensuring the continued growth of FCC by creating and showcasing value to members and excellence in internal governance</p>

Over the next three years we are working toward outcomes so that Canadian fisheries are:

- Thriving and growing to the benefit of all Canadians;
- Stewards of sustainable and healthy food for the globe;
- Proud leaders in our communities, across the country; and,
- Generating and adopting science-based innovation for a next-generation, resilient food source.

### Vision

We are Canada's fish and seafood voice, promoting a healthy resource and prosperous industry playing a vital role in the Canadian economy.

### Mission

To represent fisheries and seafood associations and companies engaged in harvesting, processing and marketing of fish and seafood. To influence government policy affecting sustainable seafood production and its members' prosperity in domestic and global markets.

### Values

FCC's members represent a range of diversity equal to that found within Canada's federation as a whole. Our membership's regional, historical and cultural ties are the heartbeat of our sector's strength.

Working together we share our values of sustainability, transparency, fairness, respect and equity to grow the sector both at home and abroad, ensuring it will be present in the fabric of Canadian lives for generations to come.

### Mandate

FCC's principal mandate is to advocate on behalf of its members with the federal government. Our approach to advocacy strives to be non-partisan, proactive, and solutions-based. Public communications initiatives are geared to support advocacy priorities and earn the sector public trust of Canadians.