



Oct. 26, 2021

## ***Canadian Seafood Industry Welcomes Honourable Joyce Murray as Minister of Fisheries and Oceans***

Along with our members in the Canadian fish and seafood industry, the Fisheries Council of Canada would like to welcome the Honourable Joyce Murray as the new Minister of Fisheries, Oceans and Canadian Coast Guard. We look forward to working closely together as we continue our close relationship with the department.

Canada is poised on the edge of a seafood opportunity. Demand for seafood has only grown in the last two years as Canadians explored more options for cooking and eating at home. Coupled with the government's mandate to create a productive and sustainable Blue Economy Strategy, there has never been a better time to realize the potential of our sector. It is time to reclaim Canada's global reputation as a sustainable seafood powerhouse.

"The Canadian seafood industry has a plan to double the value of Canadian seafood, double the economic benefits and double the domestic consumption of fish and seafood by 2040," said Paul Lansbergen, President, FCC. "Our industry has the capacity for significant sustainable growth. We just need the right support."

The fish and seafood industry supports Canadians through 90,000 jobs in rural, coastal and Indigenous communities. We provide stable livelihoods in harvesting, processing and other supply chain linkages that have been the cornerstones of the Canadian economy for decades. We generate \$9 billion in economic activity per year, and our members regularly invest in improving economic capacity and returns to our communities.

On behalf of our members, FCC will continue to advocate for the sustainable growth of the seafood industry. We will also place significant focus in improving public trust of the industry by promoting good-news stories and facts that demonstrate our country's world-class sustainability and health protocols.

"Minister Murray is joining Fisheries and Oceans Canada at an exciting time for the sector, one full of possibilities," Lansbergen said. "We look forward to working with you and all elected Members of Parliament to realize those opportunities."

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*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.*

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