



## FUTURE LEADERS CANADA



Fisheries Council of Canada  
Conseil Canadien des Pêches

In partnership with National Fisheries Institute

Fisheries Council of Canada (FCC) is pleased to announce the 2024 Future Leaders Canada Program with support from the National Fisheries Institute.

Seafood and its sustainability are essential to Canada. 90,000 Canadians earn their living directly from the seafood sector. The Future Leaders Canada curriculum will help develop the emerging leaders in the Canadian seafood industry through networking, programming and unique experiences along the supply chain.

The 2024 Program will kick off with an optional Networking reception taking place before the start of the Seafood Expo North America. The Program includes three three-day sessions, from May through August, with graduation taking place at the Fisheries Council of Canada Annual Conference in October. Each FCC Future Leaders Canada session is designed to enhance industry knowledge and leadership skills in the areas of government relations, production, sales, marketing and the seafood community broadly. The Future Leaders Canada participants will visit Ottawa, ON, Chicago, IL, and Saint John, NB, and their surrounding areas.

### **What a Future Leader Should Expect**

The Canadian seafood industry is diverse in geography, in harvest type, and in size of company. This program seeks to expose Future Leaders Canada participants to the various aspects of the seafood industry and allow ample opportunities for networking with classmates. In addition to facility tours, each class is shown several one-of-a-kind experiences on Parliament Hill and with retailers and restaurants (their customers' customers). Be prepared for a challenging and rewarding experience with a full and engaging agenda.

### **What is Expected of a Future Leader**

A Future Leader should conduct themselves professionally and with integrity at all times when traveling, including after-hours social outings. Participants are held to the highest standards and are expected to treat each other and all others with respect and



consideration. A successful Future Leader will be prepared, on-time, and professional throughout each session.

## **Tuition**

FCC Members will invest \$4,400 CAD/\$3,214 USD in their future leadership. The investment fee for non-FCC Members is \$6,400 CAD/\$4,675 USD. The tuition includes all sessions. Participants are responsible for hotel, travel, and some meal expenses.

To apply to be a Future Leader of the Canadian seafood community:

1. Complete the attached application form.
2. Attach a one-page written bio of yourself, your seafood experience, and why you would like to be a Future Leader.
3. Include tuition payment made payable to National Fisheries Institute. (Please note there is a 5% surcharge for credit cards and will be processed in US dollars)
4. The deadline for applications is 26 January 2024. There will be no refunds after attending the first session.
5. If you are selected to be in the Future Leaders Canada Class of 2024, you will be notified no later than 31 January 2024.



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### Dates and Preliminary Curriculum

#### **OPTIONAL NETWORKING RECEPTION: BOSTON, 9 March 2024**

Join the Class of 2024 and other Future Leaders Canada Alumni for a Networking Reception on 9 March before the start of the Expo.

*Note: Not required for those not attending SENA.*

#### **SESSION I OTTAWA, ON/MONTREAL, QC**

28 April -1 May 2024

3 nights/3 days

- *Networking:* Meet your fellow leaders
- *Government Relations:* Understand how Parliament and governments impact the fishing community
- *Communications Training:* Learn “hands-on” how to handle the tough media questions and how to meet with government officials
- *Fisheries Council of Canada Leadership:* Understand how your company’s investment in FCC helps your company and the seafood community
- *Embassy Visit(s):* Understand how Canada’s export strategies benefit the seafood industry
- *Government regulations:* Briefings on regulations that govern fisheries, aquaculture, and food safety
- *Indigenous Culture Awareness:* A session that fosters Indigenous culture appreciation over appropriation
- *Port of Entry Tour:* Meet with Canadian government officials to learn the evolving regulations to get Canadian seafood into the U.S. market





## SESSION II CHICAGO, IL

9-12 July 2024

3 nights/3 days (*Note: Valid passport required*)

- *Culinary Event:* So you caught fish. And you can decently fillet it. Now test if you can actually cook it with the sizzle that makes a restaurant guest want to pay top dollar for that Canadian seafood
- *Cold Storage Tour:* Gain an appreciation for the logistics challenges once seafood leaves the dock and Canadian processing plant
- *Broadline Distributors:* Understand the expectations of large broadline distributors of the seafood supply chain, inducing Canadian harvesters
- *Seafood Specialty Distributors:* Gain an appreciation for how specialty distributors differentiate themselves from broadliners, and how Canadian seafood companies can gain access to these niche marketers
- *Chef Discussion:* Discuss with chefs their evolving demands of suppliers, from an expectation of documented sustainability through to help with identifying new species to serve guests
- *National Retailer Visit:* Learn from a major retailer how they seek to make seafood simpler and easier for U.S. consumers to enjoy in home



## SESSION III St. Johns, NB

13-15 August 2024

2 nights/2 days

- *Salmon Hatchery:* Seafood is an evolving industry, with new technologies. Leaders need an appreciation for how other aspects of the seafood supply chain operate.
- *Salmon Farm:* Learn about the challenges and opportunities in the aquaculture production of salmon
- *Processing Plant Tour:* Each packing plant brings its own experiences and insights in getting Canadian seafood from the boat to a form the North American and global consumer wants.
- *Marine Research Facility:* Atlantic Canada's oldest permanent marine research facility. Station scientists conduct ecosystem science in support of the Fisheries and Oceans Canada departmental mandate to manage, regulate and support human activities in Canadian waters.





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### 2024 Key Dates

Prior to applying to the program, please make sure you are available to attend all sessions. *The key to your success will be full participation in the program.*

**23 October 2023**

Application Process Opens

**26 January 2024**

Application and Payment Deadline

**31 January 2024**

2023 Future Leaders Canada Class  
Announced

**9 March 2024**

Networking Reception Boston, MA at  
Seafood Expo North America  
(optional)

**28 April-1 May 2024**

Future Leaders Canada Session I  
Ottawa, Ontario/Montreal, QC

**9-12 July 2024**

Future Leaders Canada Session II  
Chicago, Illinois

**13-15 August 2024**

Future Leaders Canada Session III St.  
John, New Brunswick

**October 2023**

A graduation and recognition  
ceremony on October 3<sup>rd</sup> will be part  
of the 2024 FCC Annual Conference at  
the Fairmont Chateau Laurier in  
Ottawa

For questions, contact NFI's Gerrie Thomas, Vice President (1-703-752-8888, [gthomas@nfi.org](mailto:gthomas@nfi.org)) or FCC's Paul Lansbergen, President (1-613-291-5817, [plansbergen@fisheriescouncil.ca](mailto:plansbergen@fisheriescouncil.ca))



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### Future Leaders Canada Class of 2024 Application

Name \_\_\_\_\_

Company \_\_\_\_\_

Position/Title \_\_\_\_\_

Years in the Seafood Industry \_\_\_\_\_

Business Mailing Address \_\_\_\_\_

Cell Phone \_\_\_\_\_

Email Address \_\_\_\_\_

Sponsoring Member  
*(for Non-FCC Members)* \_\_\_\_\_

Emergency Contact and Phone \_\_\_\_\_

If accepted into the Future Leader Canada Class of 2024, I agree to attend and actively participate in each session. I commit to conduct myself professionally and with integrity, treat all with respect and consideration, and be prompt. I agree to FCC/NFI taking photos to use for promotional purposes.

Applicant's Signature/Date \_\_\_\_\_

Supervisor's Signature/Date \_\_\_\_\_

Send Application, Biography, and Payment to:  
National Fisheries Institute  
Attention: Gerrie Thomas  
1900 Campus Commons Drive, Suite 160, Reston, VA 20191