



Fisheries Council of Canada
Conseil Canadien des Pêches



2021 ANNUAL REPORT

**CHARTING A COURSE
FOR CANADIAN SEAFOOD**

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► About the Fisheries Council of Canada

Established in 1915, 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. FCC members take pride in being key employers in their communities, providing jobs and creating an economic base for other local businesses.



90,000

JOB



\$8.8B

IN EXPORTS



\$9B

IN GDP

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.

94%

of Canadian fisheries are harvested at sustainable levels

#2

Among the largest countries, Canada ranks second in percentage certified for sustainability by the Marine Stewardship Council

61%

of Canadian seafood landings are certified for sustainability by the Marine Stewardship Council

➤ Message from the Chair



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As the unified voice for the Canadian fisheries industry, FCC's core purpose is to determine a roadmap to bring members from the status of today to the dreams of tomorrow.

Lise Després

Chair, FCC Board of Directors

With another unprecedented year of the COVID-19 pandemic and all of the challenges that came along with it under our belts, it is very clear that unity is of ever-growing importance for the Canadian fisheries industry. By coming together as a collective force, the industry is better able to identify priorities, overcome obstacles and seize opportunities. We're stronger together, and the momentum of acting as a unit is only just beginning.

In 2021, the Fisheries Council of Canada wrapped up its 2019-2021 Strategic Plan in a world that is very different than the one it was created for. The association, with the guidance of members, has been able to deliver on the priorities of the past while also pivoting to provide much-needed support for the present. Having a robust Strategic Plan, built by members for members, was key to navigating the waters of such a changing landscape.

Through FCC, the Canadian fisheries industry has made significant progress over the last three years towards minimizing regulatory burden, expanding market access for Canadian seafood, positioning

the industry as stewards of sustainability, creating a stable supply environment and growing the association to maximize bandwidth. But in a more tangible sense, FCC has solidified itself as a valuable asset for members as an ally fighting behind the scenes for a better future for fisheries.

It's fitting that FCC's 2021 Annual Conference theme was "Charting a Course for Canadian Seafood". As the unified voice for the Canadian fisheries industry, FCC's core purpose is to determine a roadmap to bring members from the status of today to the dreams of tomorrow. As members, we have an opportunity to provide direction to that roadmap by sharing our individual objectives in growth and sustainability, but it's FCC's job to develop actionable strategies to make them a reality for the industry as a whole.

Now, FCC is embarking on the next era of priorities with its new 2022-2024 Strategic Plan, which aims to expand the horizons of Canadian seafood with its theme "Canadian Fish for the World's Dinner". The new strategic plan refocuses the priorities of FCC to align with the new challenges facing members, as well as to capture opportunities – like the federal Blue Economy Strategy – that remain untapped.

I know that FCC will continue to deliver the value we've come to expect as we embark on the next Strategic Plan phase. With a little luck, we'll find ourselves in a different – and better – world by the end of this one as well.

Lise Després

Comeau Sea Foods Limited

2021-2022 Chair, FCC Board of Directors



► Message from the President



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The Canadian fisheries industry is on a cusp right now, ready to realize its potential as a sustainable economic powerhouse.

Paul Lansbergen
President, FCC

We want Canadian fish on the world's dinner plate, and we have a plan to get there.

After a whirlwind of challenges over the past couple of years, FCC has completed its 2019-2021 Strategic Plan. It required flexibility and guidance from members as we moved to pivot our priorities in the face of the COVID-19 pandemic, but with the resiliency of the industry we were able to make progress towards a stronger Canadian fisheries industry together. Now, we're embarking on a new Strategic Plan that will take us through 2022 to 2024 – and we couldn't be more excited.

The Canadian fisheries industry is on a cusp right now, ready to realize its potential as a sustainable economic powerhouse. A perfect mix of opportunities is swirling around our industry, ready to be seized and turned into explosive growth. The development of a Blue Economy Strategy continues to be prioritized at the federal level, promising support for ocean-based economies to help Canada level up in the potential it achieves from its coastline. FCC believes that

the fisheries industry is the logical leader of such a movement as the largest provider of ocean-based jobs with the capacity to sustainably double the value of seafood from its waters.

But support for fisheries is coming from more than just government. Consumers in Canada and around the world are waking up to the sustainable superfood that is seafood, buying more of it from retail locations during the pandemic than anyone expected. FCC is working to make sure consumers understand the benefits of eating more seafood – like taking advantage of a sustainable, healthy, low-carbon protein – to continue this upward momentum.

Our 2022-2024 Strategic Plan kicks off with a robust domestic consumer marketing program aimed at building public trust and increasing consumption of seafood. Funded by the Canadian Fish and Seafood Opportunities Fund, this is one of the largest projects FCC has led and provides one of the best member-dollar-amplifications yet.

And it only gets better from there. FCC is building upon the momentum of opportunities to capture the untapped potential of the Canadian fisheries industry and restore it to a place of global leadership. Our new Strategic Plan combines the input of members to create a roadmap toward objectives that will make it easier and more valuable to produce the stellar sustainable Canadian seafood we've always produced.

FCC's mandate is to ensure prosperity for members of the Canadian fisheries industry, but with this Strategic Plan, we're daring to dream bigger. Let's work together to create a future for Canadian seafood that is better than anything we saw coming.

Paul Lansbergen
President, FCC

► Progress on Strategic Goals

ACHIEVING A REGULATORY ENVIRONMENT THAT FACILITATES COMPLIANCE AND MINIMIZES REGULATORY BURDEN

As the united voice for the national wild-capture fisheries industry, FCC understands how important it is that our members have the freedom to operate without unnecessary regulation or burden. Advocacy on behalf of members that helps shape a favorable regulatory environment is one of FCC's core functions.

FCC works hard to maintain favourable relationships with decision makers at all levels of government, and to position the association as the go-to authority on the Canadian fisheries industry to provide direction on regulations.

TRACEABILITY

Traceability is sweeping the agri-food industry across the globe as a public-trust factor for the rise of the conscious consumer. FCC understands the importance of managing both the reputation and regulatory risks of this file, and works closely on advocating on behalf of members as meetings are held.

FCC participated in the Canadian Food Inspection Agency's consultation on Boat-to-Plate traceability by submitting a formal letter, as well as attending and speaking at several CFIA meetings on the topic. We also consulted with Agriculture and Agri-Food Canada and the National Fisheries Institute in the United States on their Federal Department of Agriculture's proposed traceability rules and submitted a letter stating the position of the Canadian fisheries industry. We continue to work on this issue under our new Strategic Plan.



29

MEETINGS WITH PUBLIC
OFFICE HOLDERS



4

APPEARANCES BEFORE
PARLIAMENTARY COMMITTEES



568,000+

BLUE ECONOMY
VIDEO VIEWS



12,900+

SEAFOOD OPPORTUNITY WEBSITE
VIEWS (DURING CAMPAIGN)

SPECIES AT RISK

FCC monitors the work of many agencies working to protect species at risk to represent our members interests and actions as stewards of the ocean. In 2021, FCC applied to be a part of the Nature Advisory Committee, which would give our industry a voice in important discussions and decisions on the topic.

BLUE ECONOMY STRATEGY

Even with the introduction of a (slightly) new government in late 2021, the federal commitment to developing a sustainable Blue Economy strategy has remained a key focus of Fisheries and Oceans Canada. As such, FCC, in partnership with the Canadian Aquaculture Industry Alliance, continues to highlight the significance of Canada's seafood opportunity and position the seafood industry as the natural leaders of growing an ocean-based economy.

In 2021, FCC and CAIA launched the SeafoodOpportunity.ca microsite to showcase the industry-created plan, Canada's Blue Economy Strategy 2040, which outlines a roadmap to doubling the value of Canadian seafood, doubling the economic benefits and doubling the domestic consumption of seafood over the next two decades. The microsite also acts as a hub for the What Does the Blue Economy Mean to You series of 15 videos featuring 10 voices from the Canadian seafood industry discussing the opportunities of a stronger ocean-based economy.

EXPANDING MARKET ACCESS AND GROW CANADA'S FISHERIES EXPORTS

Market access continues to be an important focus for the Canadian fisheries industry, as export-related COVID-19 regulations remain unpredictable and the sector works to build security in new and existing markets. Canadian seafood is in high demand across the globe, but FCC understands the challenges that come along with market expansion. We work with international trade authorities and Canadian departments, such as the Canadian Food Inspection Agency, Agriculture and Agri-Food Canada and Fisheries and Oceans Canada, to ensure our members can export their stellar products to consumers in desirable markets.

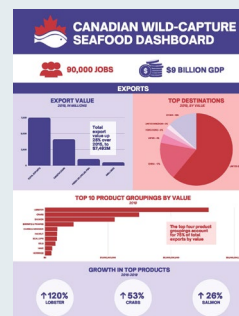
MARINE MAMMAL PROTECTION ACT

FCC has been actively involved in Canada's compliance with the Marine Mammal Protection Act, an American regulation that requires importing countries to have similar protections and regulations in place regarding marine mammals like right whales.

Canada has sent their comparability finding application to the United States under the MMPA Import Provisions and the National Oceanic and Atmospheric Administration is scheduled to release their results in November 2022.

CANADA-CHINA TRADE

Exports to China have been complicated throughout the pandemic as China developed and implemented new controls on imported food, particularly cold storage products like fish and seafood. FCC was deeply involved with CFIA and AAFC Market Access Secretariat officials to resolve the seemingly forever changing challenges. The key challenges addressed were vague requirements under the new controls and slow and lacking feedback/clarity from China. Unfortunately, Canada continues to face significant lags in China updating its lists of approved export establishments in our fisheries sector.



CANADIAN WILD-CAPTURE SEAFOOD DASHBOARD

The Canadian fisheries industry is vast, with numerous product categories and provincial interests. In order to provide a bird's-eye-view of the production and trade of seafood products in Canada to decision makers and trade authorities, FCC created the Canadian Wild-Capture Seafood Dashboard. This document provides a snapshot of import and export data, top product categories and provincial information and will be updated on a regular basis for use in FCC and member initiatives.

CANFISH 2021

CANfish magazine is FCC's proprietary magazine offering an opportunity to highlight the topics that make the fish and seafood industry one of the cornerstones of Canadian life.

The 2021 edition of CANfish magazine explores the opportunities ahead of the Canadian seafood industry through the ever-present lens of COVID-19, including the Blue Economy, a surprising uptick in retail seafood sales during the pandemic and the importance of a diverse export market for seafood.

A digital version of the magazine was distributed to fish and seafood industry members and stakeholders, trade commissioners, Canadian Parliamentarians and other key decision makers. We are proud to be able to offer in-depth features on relevant industry topics as a supplement to our member and product directory. This directory is circulated to stakeholders and buyers in key markets to provide them with access to source products directly and exclusively from FCC members.



POSITIONING FISHING AS FOOD HARVEST AND PROCESSORS AS FOOD PRODUCERS

Alongside farmers, fishers are food harvesters who produce healthy, safe and sustainable food from the stellar resources of Canada and along our three coasts. FCC works to align fishers with farmers as reputable members of the agri-food community, who are stewards of the oceans just like farmers are stewards of the land. This is a public-trust exercise that can help position seafood as a sustainable and trustworthy industry that supports Canada as a valuable industry.

FISH FRAUD

Fish fraud continues to be a key message that FCC is working to manage. In 2021, we leveraged the study conducted by the Canadian Food Inspection Agency that found 92 per cent of seafood sold in Canadian retailers is labelled correctly. We used this message to reassure consumers across Canada that they can be confident when buying seafood.

SEAFOOD IS AN ESSENTIAL SERVICE

As the COVID-19 pandemic stretched on through 2021, FCC continued to remind decision makers about the essential nature of the seafood industry alongside other food producers keeping the food supply chain healthy for Canadians and consumers around the world.

FCC remained committed to supporting members as the industry navigated changing health guidance, employee standards, labour issues, trade barriers and more. The sector demonstrated its true resilience and innovation as it continued to grow under uncertainty and proved its value as a staple Canadian industry.



92%

OF SEAFOOD SOLD IN CANADIAN RETAILERS
IS LABELLED CORRECTLY

INCREASING DOMESTIC AND INTERNATIONAL RECOGNITION OF THE SUSTAINABILITY OF CANADA'S FISHERIES

With the rise of the conscious consumer comes an increasing need to demonstrate the sustainability of the Canadian fisheries industry. One of our priorities at FCC is to maintain a strong reputation and improve recognition of that brand among domestic and international audiences alike.

This involves communicating messages of the industry's world-leading sustainability compliance, corporate social responsibility and stewardship action with stakeholders, provincial/territorial, federal and international governments, trading partners, environmental groups and consumers all over the world.

CERTIFICATION RATES

As part of our efforts to reassure consumers of the trustworthiness of Canadian fisheries, harvesters and producers, FCC works to promote the rate of third-party sustainability certifications held by the industry. This is difficult to measure, but in 2021 we were able to ascertain that the majority of Canadian fisheries are certified for sustainability by a third-party, and that Canadian rates are multiple times higher than the global average. This is good but expected news, as Canadian fisheries are some of the best-managed in the world.

TELLING OUR SECTOR'S STORY

Year two of the three-year Telling Our Sector's Story project, funded by the Canadian Fish and Seafood Opportunity Fund, was focused on educating the public about seafood, sustainability and stewardship. FCC launched several key campaigns under this project, aimed at promoting the industry, combating misinformation and improving public trust, including a World Water Day campaign to promote the Blue Economy opportunity, a Canadian Fisheries Facts social campaign and a Seafood Supports Canada campaign that highlighted the ways the industry provides value for Canadians.



8.9M+

SOCIAL REACH IN 2021



247M+

MEDIA REACH IN 2021



CANADIAN FISHERIES FACTS

The Canadian fisheries industry has a lot to be proud of: we're one of the most sustainable protein industries in the world, with some of the highest rates of third-party certifications and a long history of supporting our nation's economy. FCC helped consumers celebrate our industry by sharing some of the best Canadian Fisheries Facts through a social campaign including an infographic and 15 data-based facts, including individual social-media shareables.



1.75M+

SEAFOOD SUPPORTS
CANADA REACH

SEAFOOD SUPPORTS CANADA

FCC's Seafood Supports Canada campaign was designed to showcase the Canadian seafood industry's integral role as a cornerstone of the sustainable economy. It was launched and ran during National Fishing Month in August 2021. The objective was to educate audiences on the value the fish and seafood industry brings to Canada and why it is necessary to continue to grow the industry's sustainable economic potential, especially as a Blue Economy is developed. The campaign included an infographic, eight supporting social shareables and a feature in the Global Heroes publication in the National Post and Globe & Mail.

#2

Among the largest countries, Canada ranks second in percentage certified for sustainability by the Marine Stewardship Council

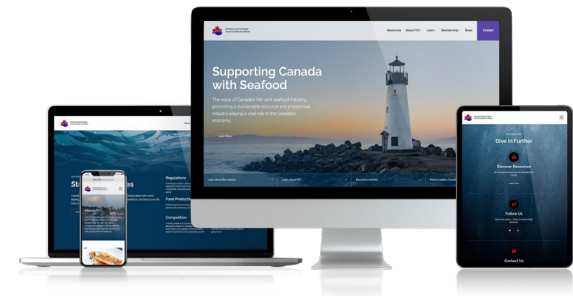
NEW FCC WEBSITE

The Fisheries Council of Canada has launched a new website, which makes it easier to connect with the Canadian seafood industry and learn more about what the sector is doing to help Canada achieve its economic, environmental and social goals. The website improves the functionality of FCC's online presence by creating a platform to showcase projects, industry initiatives, statistics and more.

The new website enhances our ability to tell our sector's story. It will act as a one-stop-shop for audiences looking to better understand the Canadian seafood industry, where we can highlight good news and combat misinformation.

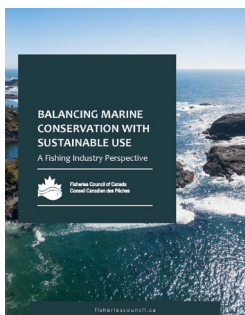
The new website is broken down into four easy-to-navigate categories to serve public, government and industry audiences:

- **Resources:** A library of all resources created by FCC, including press releases, reports, infographics and more.
- **About FCC:** A hub of information on FCC, from our strategic priorities and governance to our mandate and members.
- **Learn:** The most public-facing section of our website acts as a landing page for promoting the Canadian seafood industry and all the good work it is doing to support Canada sustainably.
- **Membership:** This section of the website makes it easy for current and prospective members to learn everything they need to know about being an FCC member.
- **News:** The latest from FCC and the Canadian seafood industry.



CREATING A STABLE AND PREDICTABLE SUPPLY ENVIRONMENT FOR CANADIAN FISHERIES THAT ENABLES A COMPETITIVE FISHERIES SECTOR, FOSTERS INVESTMENT AND SUSTAINABLE GROWTH

Stability is critical to continued growth for the Canadian fish and seafood industry. FCC advocates for opportunities for the industry to expand sustainable economic potential. Fishing is one of Canada's oldest industries for a reason, because it supports not only the food supply chain but also local, coastal and Indigenous communities. It is a core focus of FCC to make sure it remains available to Canadians for generations to come.



MARINE CONSERVATION

Marine conservation is one of the biggest advocacy files that FCC manages on behalf of members. The federal government has committed to conserving 30 per cent of our oceans by 2030, so FCC advocates to make sure decisions are science-based and made with a long-term vision.

FCC participates in Fisheries and Oceans Canada's consultations on fisheries rebuilding plans as well as consultations on the Post-2020 Global Biodiversity Framework notifications under the Convention on Biological Diversity. We also participated in Wave One of the Fish and Fish Habitat Protection Plan.

Furthermore, with the assistance of our Marine Conservation Working Group, FCC published a paper on marine conservation and the fisheries industry to share as a position paper with government.

STABILITY OF ACCESS TO THE RESOURCE

The sector is constantly adapting to the uncertainties of a natural resource and ecosystem. When it comes to government policy it is paramount that it does not add to that uncertainty. Transparent and predictable policies and outcomes are critical to facilitated continued investment and innovation in the sector. FCC has been a strong voice in advocating stability and has made progress. It has received assurances from Fisheries and Oceans Canada that any relinquishment of commercial licences must be voluntary. This will remain an issue and FCC will continue to be engaged.



ENSURING THE CONTINUED GROWTH OF FCC THROUGH INCREASED MEMBERSHIP AND EXCELLENCE IN INTERNAL GOVERNANCE

As the national voice representing the Canadian fish and seafood industry, FCC is the go-to organization for government officials, Parliamentarians and media. Our presence and profile with our key audiences are at their highest in recent memory. But our association is only as strong as our membership. In order to act as a unified voice for the sector, FCC is always striving to support our current members and recruit new members who can help shape the future of the industry. The value of membership is multi-faceted: power in information, influence with government, assistance with member-specific issues and, much, much more.

VIRTUAL ANNUAL CONFERENCE

The Fisheries Council of Canada 2021 Virtual Annual Conference, with its theme, Charting a Course for Canadian Seafood, covered important topics of today and tomorrow – such as: food from the sea, seafood market trends, traceability, alternative seafood products, strategic communications and more. It was the premier online event for the Canadian fisheries sector.

In 2021, we hosted our Annual Conference in a virtual format featuring more live sessions and more opportunities for audience engagement. In recognition of busy schedules and online fatigue, the Conference was spread out in digestible segments over three weeks in October. This resonated as we had record registration of 125 people from the industry, government, associations, academia and more. We were also able to host two live virtual receptions.

The virtual format of the Annual Conference allowed FCC to book a wider ranger of speakers from across the world, including renowned seafood scientist Ray Hilborn.

**161+**

MEMOS TO
MEMBERS

**12**

VIRTUAL CONFERENCE
SESSIONS

**17%**

INCREASE IN ATTENDANCE
OVER 2019

FUTURE LEADERS CANADA

For the first time, Future Leaders Canada was hosted virtually in 2021. This allowed for a larger class size than ever, and a more robust schedule of sessions between April and October. The 2020/2021 FLC class of 15 students participated in even more lessons than ever before (one every two weeks), with speakers and sessions from a huge variety of experts, such as:

- Leadership and Skills Needed to be a Successful Leader;
- Understanding Sustainable Seafood Certifications and Oversight Programs from speaker Herman Wisse, Managing Director At Global Sustainable Seafood Initiative (GSSI);
- A virtual tour of Ocean Choice International's newest vessel, The Calvert;
- The full schedule of Global Seafood Market Conference; and,
- Two Seafood School programs!



NEW STRATEGIC PLAN

FCC is guided by a strategic plan that is developed by members to provide guidance to the association and determine our areas of focus. We renew it every three years to ensure we are always working on the most important issues to create the most value for the industry.



FCC's previous strategic plan expired in 2021, and so the association developed a new one for 2022-2024.

The new plan, Canadian Fish for the World's Dinner: Driving Innovation & Sustainability for a Thriving Sector, outlines a path to success where we embrace our current seafood opportunity to become a global top three best quality and sustainable seafood producer and play an integral role in economic recovery for Canada. It is broken down into six main strategic priorities:

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

LEADING THE FOOD AND BEVERAGE SECTOR

FCC President Paul Lansbergen was named one of 2021's Top 100 Food & Beverage Leaders by the Global Summit on All-Things Food (GSAF), which took place in Las Vegas. Paul was ranked against other industry leaders by a panel of judges and was recognized for FCC's accomplishments in promoting and telling the sector's story. This included initiatives such as FCC's national brand brochure in 2018, launching the CANfish magazine and Future Leaders Canada in 2019, co-development of the Blue Economy Strategy vision and action plan in 2020, and creating a greater digital presence with Future of Fisheries Spotlight (2019), Webinar Series (2020), and social media campaigns.

In his virtual thank you, Paul thanked FCC members and staff, saying the accomplishments are the results of teamwork and collaboration, not the work of one person. He also used the opportunity to promote sustainable fish and seafood.

The Global Summit on All-Things Food (GSAF) is a three-day international conference that primarily comprises achievers from the industry who are recognized for their contributions and provide a platform for networking and knowledge sharing amongst this elite group of high performing individuals and companies. It fosters communication among food professionals, technologists, agriculturists, and entrepreneurs who seek to learn about the latest disruptions in the food industry.



► Leadership & Staff

STAFF

Paul Lansbergen

President

Sharon Leslie

Executive Assistant, Office and Conference Coordinator

Kate Docking

Manager, Policy and Regulatory Affairs

Kelly McCarthy

Manager, Communications

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Shannon Mann, Osprey Marine Ltd.

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Blaine Sullivan, Ocean Choice International

Martin Sullivan, Ocean Choice International

Jerry Ward, Qikiqtaaluk Corporation

Keith Watts, Torngat Fish Producers Co-operative Society Ltd.

Phil Young, Canadian Fishing Company (Canfisco)

☎ (613) 727-7450

🐦 @FisheriesCA

✉ info@fisheriescouncil.ca

🌐 fisheriescouncil.ca