

# 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 2023 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 2023 Program will kick off with an orientation breakfast in Boston during the Seafood Expo North America; and 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 St. John's, NL, 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 \$4,120 CAD/\$3,100 US in their future leadership. The investment fee for non-FCC Members is \$6,120 CAD/\$4,500 US. 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 27 January 2023. There will be no refunds after attending the first session.
5. If you are selected to be in the Future Leaders Canada Class of 2023, you will be notified no later than 31 January 2023.

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## Dates and Preliminary Curriculum

### **OPTIONAL NETWORKING BREAKFAST: BOSTON, 13 March 2023**

Join the Class of 2023 for a Networking Breakfast on 13 March during the Expo.

Note: Not required for those not attending SENA.

### **SESSION I OTTAWA, ON**

30 April -3 May 2023

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

11-14 July 2023

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, including 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, NL

21-24 August 2023

3 nights/3 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 Tours:* 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
- *The Marine Institute:* Considered the most comprehensive institution of its kind in North America, with unique facilities such as two full ships bridge simulators and the world's largest flume tank



For questions, contact NFI's Gerrie Thomas, Director (1-703-752-8888, [gthomas@nfi.org](mailto:gthomas@nfi.org)) or FCC's Paul Lansbergen, President (1-613-727-7450, [plansbergen@fisheriescouncil.ca](mailto:plansbergen@fisheriescouncil.ca))

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## 2023 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.*

### **7 November 2022**

Application Process Opens

### **27 January 2023**

Application and Payment Deadline

### **31 January 2023**

2023 Future Leaders Canada Class Announced

### **13 March 2023**

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

### **30 April–3 May 2023**

Future Leaders Canada Session I Ottawa, Ontario

### **11-14 July 2023**

Future Leaders Canada Session II Chicago, Illinois

### **21-24 August 2023**

Future Leaders Canada Session III St. John's, Newfoundland and Labrador

### **5 October 2023**

A graduation and recognition ceremony will be part of the 2023 Fisheries Council of Canada Annual Conference in Ottawa

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## Future Leaders Canada Class of 2023 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 2023, 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  
1544 Spring Hill Road, #10763, McLean, VA 22102