

2022 YEAR IN REVIEW



► IN NUMBERS



Canada ranks

2ND

in the world in rates of
Marine Stewardship Council
sustainability certifications



The Canadian seafood
industry supports

90,000

jobs in rural, coastal and
Indigenous communities



Seafood is one of the
lowest-carbon animal protein
sources, producing up to

250

times less carbon per
kilogram than red meat



Health Canada recommends
Canadians eat seafood

2

times per week

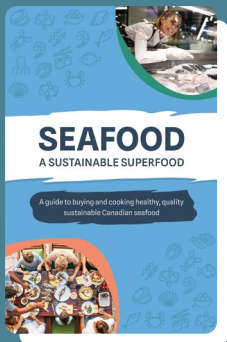
► ABOUT US



Our Vision

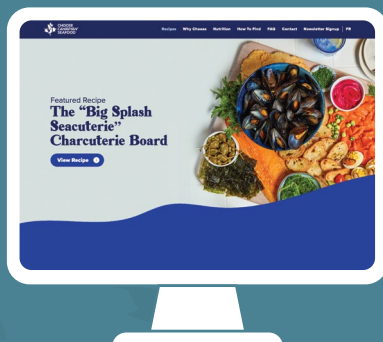
We are Canada's fish and
seafood voice, promoting a
healthy resource and prosperous
industry playing a vital role in the
Canadian economy.

► PROJECTS



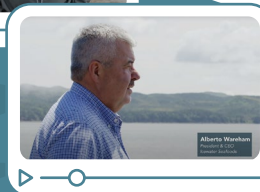
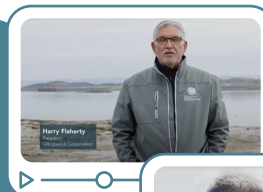
Consumer Guide

Explains how to find, buy
and cook sustainable
Canadian seafood.



Recipes

Choose Canadian Seafood recipes highlight
easy, affordable, delicious, family-friendly
meals using sustainable Canadian seafood.



Videos

Learn how Canadian fishing companies
are Fishing for the Future and thinking
about long-term sustainability.



Our 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.

Find them at fisheriescouncil.ca

fisheriescouncil.ca

[@fisherescanada](https://twitter.com/fisherescanada)

[/fisherescanada](https://www.linkedin.com/company/fisheriescouncil)



▶ WHAT WE'RE WORKING ON

Domestic Marketing



Increase consumption of Canadian seafood among Canadians to align with Health Canada recommendations of **2 portions per week**.

Traceability



Provide industry input on fair labelling requirements for Canadian seafood – **92% of seafood is labelled correctly**.

Marine Conservation



Advocate for sustainable use that balances marine conservation and food production.

Blue Economy



Capture Canada's seafood opportunity to sustainably **double the value of Canadian seafood** and encourage economic growth.

Trade



Ensure market access for Canadian seafood remains strong to support our economy.

Public Trust



Promote sustainable Canadian fisheries as an essential Canadian industry.

▶ MAJOR WINS



Record attendance at FCC's 2022 Annual Conference, including Fisheries and Oceans Canada Minister Joyce Murray.



Canadian seafood domestic marketing project reached 31.2 million impressions in the first six months.



Choose Canadian Seafood branding featured in 370 Sobeys locations.

▶ 2023 SNEAK PEEK

Make Canadian seafood a leader of the sustainable blue food movement!



Telling Our Sector's Story project successfully completed after three years – federal government has committed to an 18-month extension.



Fishing for the Future video campaign recognized by the World Ocean Council and FCC considered an Ocean Titan.



Reinstated in-person Future Leaders Canada curriculum with group of 9 participants.