



2023 YEAR IN REVIEW

ABOUT FCC

NUMBERS

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.

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.

OUR MANDATE

FCC's principal mandate is to advocate on behalf of its members with the federal government. Our approach to advocacy strives to be non-partisan, proactive, and solutions-based. Public communications initiatives are geared to support advocacy priorities and earn the sector public trust of Canadians.



Canada ranks **TOP 5** globally in rates of Marine Stewardship Council sustainability certifications



92% of seafood sold at retailers in Canada is labelled correctly



Canadian fisheries and the jobs within them represent **\$9 BILLION**



The Canadian seafood industry supports **72,000** jobs in rural, coastal and Indigenous communities



95% of fisheries are harvested at sustainable levels, as reported by Fisheries and Oceans Canada



Seafood is a diverse protein category. Canada's oceans offer more than **200** species for harvesting



Health Canada recommends that Canadians consume seafood **2** times per week

PROJECTS & CAMPAIGNS



CHOOSE CANADIAN SEAFOOD

Coming off a very productive first year, renewed funding for Choose Canadian Seafood was secured, successfully leveraging FCC's contribution.



TELLING OUR SECTOR'S STORY

Secured renewed funding for Telling Our Sector's Story, successfully leveraging FCC's contribution.



"GOOD FOR YOU AND THE OCEAN TOO"

Partnered with the Marine Stewardship Council to develop the "Good For You and the Ocean Too" infographic, showcasing Canada's place as the second-highest holder of third-party sustainability certifications in the world.



ALL HANDS ON DECK

Developed the All Hands On Deck campaign to highlight the story of Canadian seafood through the diverse careers that drive the industry forward.



INNOVATION STORYBOARD

Published the Fisheries Council of Canada Innovation Storyboard, exploring the innovations led by FCC members in areas such as gear development, processing equipment upgrades and the integration of modern tech into fisheries.



CANADA BRAND PARTNERSHIP

Partnered with the Government of Canada's Canada Brand to promote Canadian seafood and public trust in Vietnam.



REELING IN SUCCESS: PROGRESS IN OUR STRATEGIC PLAN

In 2023, the second year of our **2022-2024 Strategic Plan**, we saw significant progress in our six key pillars. This is thanks, in part, to our **47 reportable lobby meetings and 58 non-reportable meetings** across our priorities.

1

REGULATIONS

Participated in frequent policy and regulatory consultations to protect our members' interests.

Continued advocacy on the blue economy, including launching the Seafood Innovation and Optimization initiative.

2

MARKET ACCESS

- Year-over-year increases in attendance at FCC's Annual Conference, with new DFO Minister Diane Lebouthillier giving remarks at the reception.
- Improved visibility and public trust of the sector through various social media campaigns and promotions.
- Released 2023 issue of CANFish magazine, a valuable tool for promotion of the fisheries industry and exclusive member referrals.

3

FOOD PRODUCTION

Fishing for the Future video campaign portraying fish and seafood workers in the supply chain earned World Ocean Council recognition and garnered positive sentiment for the industry.

Telling Our Sector's Story project extended to continue promoting Canadian food harvesting and processing.

Advocacy for better recognition of fish and seafood products in Canada's Food Guide has positioned seafood as a desirable superfood.

4

SUSTAINABILITY

- Highlighted Canada's sustainability performance through various campaigns.
- Active participants in global seafood tradeshows and conservation discussions, promoting increased domestic and international recognition of the sustainability of Canada's fisheries.

5

COMPETITION

Continued advocacy for the creation of stable and predictable access and allocation shares for Canadian fisheries to enable a competitive sector to foster investment and sustainable growth.

Showcased the inclusive nature of the sector, amplifying Indigenous voices in the Canadian seafood industry.

6

STRENGTH

Maintained strong government relations to stay in touch on issues, while developing issue briefs on various topics with focused messaging.

Presented to FOPQ four times, a Senate committee once, and met individually with key members of various committees.

Received positive feedback from Annual Conference, exceeding expectations in attendees and revenue generation.

ADVOCACY AND EXPOSURE

The Council strives to advocate on behalf of members to foster sustainable growth for our industry, and to improve brand recognition of Canadian seafood through education and awareness.

SOME OF THE ISSUES WE CONTRIBUTED OUR VOICE TO:

- Open and transparent marine conservation
- Moving towards a Blue Economy
- Regulatory proposal to prescribe stocks to the Fish Stock provisions in the Fisheries Act
- Boat-to-plate traceability
- Addressing labour policy issues, such as EI reform and TFW review

SOME OF THE PLACES WE REPRESENTED FCC'S WORK:

- North American Seafood Expo
- Seafood Expo Global
- Global Seafood Market Conference
- Northern Lights Conference
- Oceana Canada's Science Symposium
- IMPAC5 Leadership Forum