



Fisheries Council of Canada  
Conseil Canadien des Pêches

# BLUE ECONOMY

## Overview

Canada is a water nation, with the longest coastline in the world and among the most freshwater resources. As a cornerstone of the Canadian economy and the largest ocean-based jobs provider, supporting rural, coastal and Indigenous communities, the seafood industry is the logical foundation of a federal Blue Economy. By investing in and supporting the Canadian seafood industry, the federal government can create a prosperous domestic blue-foods movement that restores Canada as a top three global producer of sustainable fish and seafood.

The Fisheries Council of Canada and the Canadian Aquaculture Industry Alliance, representing wild and farmed seafood respectively, have joined together to create a Blue Economy Vision to capture the potential of the Canadian seafood industry. Our vision outlines a path towards doubling the value of Canadian seafood, doubling its economic benefits and doubling domestic consumption of Canadian seafood to align with Health Canada recommendations, with the goal of Canada landing in the top 3 global best quality and sustainable seafood producers by 2040. This vision requires federal support but has the potential to deliver value from the ground up, building our coastal communities and providing more jobs from a sustainable seafood industry.

## Objective

**Secure investment and support for the Canadian seafood industry as the foundation of a prosperous Blue Economy.**

### Key Messages

1. Seafood is a cornerstone Canadian industry and the largest ocean-based jobs provider, supporting rural, coastal and Indigenous communities, and is the logical foundation of a prosperous Blue Economy.
2. The Canadian seafood industry has the potential to sustainably double its value and its economic benefits.
3. Capturing the potential of Canadian waters can restore Canada as a top three global producer of sustainable seafood.



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## Background & Facts

The federal government has committed to developing a sustainable Blue Economy within Canada to amplify prosperity and take advantage of our plentiful water resources. The Fisheries Council of Canada and the Canadian Aquaculture Industry Alliance believe seafood has a significant role to play in lifting Canada back to its former position of leadership as a global sustainable seafood producer, and that this restoration would have a ripple effect of benefits throughout the economy.

Canadian fisheries' partners are leading the charge in creating more value for the industry. FCC's *Innovation Storyboard* highlights the ongoing innovations being explored in Canada that are moving the sector towards its Blue Economy growth vision. Innovations include updated fishing vessels, advanced precision harvesting technologies and practices, improved processing equipment, and more, all contributing value to the sector by improving sustainability, efficiency and accuracy measures. Technological advancement in these areas, among others, assists in providing the information and knowledge needed to improve decision-making and create a responsible policy environment.

The United Nations' High-Level Panel for a Sustainable Ocean Economy has made three important conclusions. Oceans can sustainably provide six times more food than they do today. With a lower carbon intensity, increasing the fraction of ocean-based food in the global diet, and reducing the share of animal-based foods, can contribute significantly to climate change mitigation. Every dollar invested in increasing production of sustainably sourced ocean-based protein is estimated to yield \$10 in health, environment and economic benefits.

Our vision, Canada's Blue Economy Strategy 2040, captures the potential of the Canadian seafood industry by maximizing sustainable use and value from seafood products. This involves doubling the value of Canadian seafood, doubling its economic benefits and doubling domestic consumption of seafood.