

FCC Strategic Plan 2025-2027

CELEBRATING 110 YEARS OF REPRESENTING CANADIAN FISHERIES:

Focusing on the foundation of the next 100 years





The Fisheries Council of Canada was first established as the Canadian Fisheries Association in 1915. Thirty years later it was reorganized in 1945 into the Fisheries Council of Canada. In 2025, the Council is celebrating 110 years in total and 80 years of its current incarnation. While this is only a fraction of the long-storied history of fishing in Canada, these milestones are worth celebrating!

Looking forward, FCC has an industry vision that by 2040 Canada will be in the top 3 global best quality and sustainable seafood producers. Canada ranks in the top 5 globally for its adoption of third-party certification of its sustainability practices. Canadian seafood is treasured by our worldwide customers for our quality and strong food safety system. It gives them confidence in buying from Canada.



The growth we aspire to achieve is based on creating more value – through product value appreciation, innovations and optimal utilization. We want to enhance our credentials while also providing great seafood products in formats that customers want as markets evolve.

Unfortunately, the sector's federal policy environment is holding us back from achieving our full potential. That has influenced our new Strategic Plan, as the rationale to focus on four key priorities of members. These priorities are fundamental to the success of the sector.



Fisheries Council of Canada
Conseil Canadien des Pêches

Over the next three years we are working towards outcomes so that:

- The federal policy environment is on an improved trajectory toward our vision;
- The sector enjoys advantageous access to international markets
- The sector has earned enhanced public trust among Canadians, and;
- Investment in the sector strengthens based on greater policy certainty.

Our Strategic Priorities are:



Regulations

Achieving a modern, effective, and efficient regulatory environment that supports a globally competitive, innovative, and sustainable sector



Market Access

Expanding market access to facilitate a robust export business for Canadian seafood



Sustainability

Increasing domestic and international recognition of the sustainability of Canada's fisheries



Stability of Access

Creating stable and predictable access and allocation shares for Canadian fisheries that adhere to Canada's leading sustainability requirements and foster investment and growth

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.

Values

FCC's members represent a range of diversity equal to that found within Canada's federation as a whole. Our membership's regional, historical and cultural ties are the heartbeat of our sector's strength.

Working together we share our values of sustainability, transparency, fairness, respect and equity to grow the sector both at home and abroad, ensuring it will be present in the fabric of Canadian lives for generations to come.

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.

