

# FISHERIES AND AQUACULTURE

## news



## Minister's message

It was with enthusiasm that I accepted the mandate to direct the Ministry of Agriculture, Fisheries and Food, entrusted to me by Premier Jean Charest. There are similarities, in several aspects, between the particular issues associated with these three major sectors of activity, particularly because of spiralling foreign competition that poses a double challenge in the areas of competitiveness and market penetration.

Indeed, globalisation is a formidable challenge for our industry, one that is both demanding and stimulating; this challenge was central to discussions at the latest edition of Québec's fisheries industry partners' forum. Collectively, we are seeking solutions to meet this challenge. In the short term, we are naturally exploring ways to reduce production costs and improve our productivity; this is the demanding aspect of the challenge.

But there is another aspect that stimulates our creativity and obliges us to step off the beaten track to discover new possibilities. As the new minister, I am most enthusiastic about this particular aspect since it holds great hope. It is clear that the last Forum was a source of hope, as it encouraged members to step up marketing, show boldness and imagination in order to



The Minister of Agriculture, Fisheries and Food, Laurent Lessard

spot new business opportunities and successfully position themselves in the new niche markets resulting from globalisation.

In the coming months, the Ministry will translate Forum consensus into action. In the short term, we must without fail make rapid progress in terms of competitiveness. For the future, the priority is to improve our collective effectiveness in innovation and marketing. The Government is committed to this and, in the last budget, earmarked \$10 million over five years to support implementation of Forum resolutions. We now have the means to build up speed again and set a course for the future. I invite all

sector companies to come aboard with us.

Laurent Lessard  
Minister of Agriculture, Fisheries and Food,  
Minister responsible for the Chaudière-Appalaches  
and Centre-du-Québec regions  
and MNA for Frontenac

## CONTENTS

- 2** MAPAQ interventions in the commercial fisheries and aquaculture sector in 2006-2007
- 3** Service technologique en pêches (STEP): A new step forward to efficient and sustainable catch technologies
- Québec stand at the European Seafood Exposition
- Floating longline technology transfer workshop
- 4** Creation of the Aquaculture and Sustainable Development Directorate
- Seafood Value Chain Roundtable: Québec seeks another seat
- Appointment at the Innovation and Technologies Directorate
- Just published!
- Upcoming events

## Minister Laurent Lessard visits the Madgalen Islands

By  
Diane Tremblay,  
Communications Directorate

The Minister of Agriculture, Fisheries and Food, Laurent Lessard, was proud to join Magdalen Islanders last May 5 and 6 to take part in the inauguration of the 132nd lobster fishing season. A variety of activities were organised to mark this event, which is both a tradition and a festive occasion.



Minister Laurent Lessard speaking with lobster licence holder and captain, Donald Cyr of Grande-Entrée



During his visit to the Magdalen Islands, the minister met with community stakeholders to discuss means of maximising the economic benefits of the fisheries and aquaculture industry. From left to right, we see Christopher Clarke, lobsterman and Mayor of the Municipality of Grosse-Île, Jonathan Lapierre, councillor for the village of Grande-Entrée, Rosaire Arseneau, councillor for the village of Cap-aux-Meules, Minister Laurent Lessard, Joël Arseneau, Mayor of the Municipality of Îles-de-la-Madeleine, and Gérard Verdier, councillor for the village of Havre-Aubert.

This was the minister's first visit to the Magdalen Islands; he was delighted to meet Islanders and more particularly, to be able to speak with the people who work on the water and who owe their livelihood to this crustacean.

"I realise how important lobster is for the Magdalen Islands, since it provides employment to over 800 fishers and 200 processing plant workers," said Minister Laurent Lessard. In 2006, over 70 percent of Québec lobster was landed on the Magdalen Islands.

Published by:  
**Ministère de l'Agriculture,  
des Pêcheries et de l'Alimentation  
Communications Directorate**

96 Montée de Sandy Beach, Suite 2.05  
Gaspé, Québec G4X 2V6  
www.mapaq.gouv.qc.ca

**Editor-in-Chief:** Diane Tremblay  
**Coordination team:** Julie Boyer, Yvon Forest, Frédéric Legendre, Micheline Côté

**FISHERIES AND AQUACULTURE NEWS**

is published bimonthly as an insert in *Pêche Impact*.

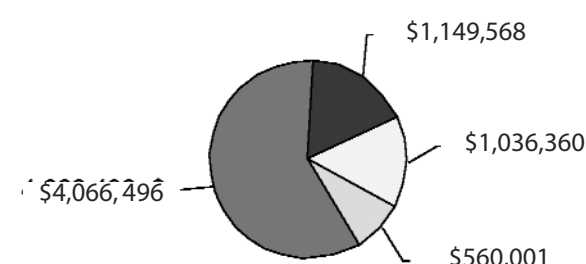
Québec

## MAPAQ interventions in the commercial fisheries and aquaculture sector in 2006-2007

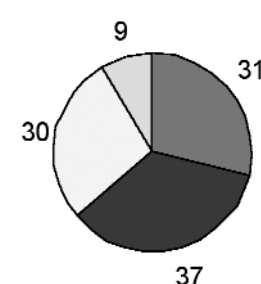
Principal MAPAQ interventions by region				
2006-2007	Gaspé Peninsula	North Shore	Magdalen Islands	Other regions
<b>Commercial fisheries</b>				
Number of loan guarantees	15	1	35	1
Value of loans guaranteed by MAPAQ	\$2,095,279	\$479,755	\$6,354,759	\$19,450
Other measures	\$1,690,000	\$488,341	\$372,712	\$0
<b>Aquaculture and processing</b>				
Number of projects	22	11	18	15
Subsidies granted	\$2,376,496	\$661,227	\$663,648	\$560,001
Total cost of projects	\$7,652,012	\$2,038,123	\$1,984,358	\$959,732
<b>Research and development</b>				
Number of projects	12	2	4	6
Subsidies granted	\$381,404	\$47,028	\$50,032	\$946,500
Total cost of projects	\$866,051	\$364,924	\$123,234	\$6,842,398

■ Gaspé Peninsula ■ North Shore ■ Magdalen Islands ■ Other regions

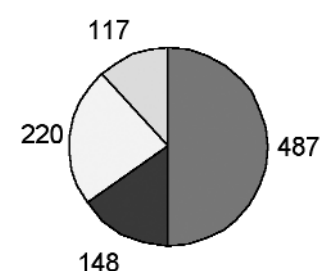
Direct aid to the industry



Jobs created



Jobs consolidated



### Examples of interventions in 2006-2007

#### Gaspé Peninsula

- Support provided to ABK-Gaspésie inc. to improve productivity, develop new products and implement a marketing strategy in the biotechnologies sector
- Assistance provided to Crevette du Nord Atlantique inc. and Pêcheries Marinard Ltée to modernise shrimp processing equipment in order to improve their productivity
- Support provided to Poisson salé Gaspésien Ltée and Lelièvre, Lelièvre et Lemoignan Ltée to process pollock and thus, provide an additional 10 weeks of employment per year for 40 people

#### Magdalen Islands

- Support provided to Le Fumoir d'antan to expand its smoked herring production
- Support provided to Grande-Entrée Aquaculture inc. to expand its mussel production
- Support provided to Madelimer inc. to improve its lobster processing processes
- Support provided to Les Moules de culture des Îles inc. to carry out an experimental project to produce potted smoked herring

- Inauguration of a service centre adapted to research and development in aquaculture that also fosters an integrated approach in the professional and technical services provided to clientele
- Support provided to expand mussel production to open water areas

#### North Shore

- Support provided to purchase equipment to process pelagic fish at the I & S Seafood plant in Middle Bay.
- Financial support provided to Les Crabiers du Nord to acquire equipment to can Stimpson's surfclams and eventually, other marine products
- Assistance provided to Pêcheries Supérieures inc. for its project to expand and modernise its softshell clam depuration plant in Escoumins – the only plant of this kind in Québec – damaged in a fire in 2005
- Financial support provided to Pêcherie Manicouagan, of Escoumins, to purchase equipment used to produce marine-product-based prepared dishes.

#### Other regions

- Support provided to Suggestions! to implement a marketing plan for its pasteurised and frozen products and to conduct a diagnosis on how to improve productivity
- Support provided to Simmer International inc. to process and market commercially fished freshwater products and products made using trout farmed in Québec
- Support provided to Les Pêcheries Ouellet inc. for the acquisition of an experimental kitchen to create new products using freshwater fish
- Assistance provided to Cultures aquaponiques (ML) inc. to complete the second phase of a rainbow trout farming pilot project that combines aquaculture and hydroponic market gardening
- Support provided for the organisation of the Trans-Atlantic Fisheries Technology Conference, which drew 180 processing specialists from 22 countries
- Support provided to the Centre de recherche sur les biotechnologies marines to conduct research and development activities and provide services to companies involved in valorisation

## Service technologique en pêches (STEP):

### A new step forward to efficient and sustainable catch technologies

By  
Francis Coulombe,  
Aquatic Products Technology Centre

Faced with increased competition, which causes Québec fishers to daily compare themselves to their counterparts outside Québec, and the marked increase in the operating costs of businesses, it seems evident today that solutions of a technological nature could help lighten the burden on the shoulders of operators in Québec.

It is in this context that the Centre collégial de transfert de technologie des pêches (CCTTP), a college-level technology transfer centre affiliated with the Centre spécialisé des pêches in Grande-Rivière, recently received \$896,000 in financial support from the Ministry of Agriculture, Fisheries and Food (Ministère de l'Agriculture, des Pêcheries et de l'Alimentation - MAPAQ) and Canada Economic Development to set up and operate for three years a new

technical assistance service for the fishing industry in the maritime regions.

It is important to point out that since the federal Trials and Experimentation Program ended in the early 1990s, little work has been done to improve fishing performances, facilitate on-deck labour or develop the selectivity of fishing gear, and even less was done at the time from the then-unfamiliar perspective of sustainable development.

CCTTP is currently in the process of hiring a coordinator, a project head and a technologist. Their work will take place in the same collaborative spirit as that done by MAPAQ specialists at the Aquatic Products Technology Centre. Particularly noteworthy are two projects; the Pandalus project that aims to reduce the operating costs of northern shrimp trawlers and the impact assessment that led to two exploratory fishing licences being issued for the sea cucumber dredge fishery along the north shore of the Gaspé Peninsula.

CCTTP and its partners have undertaken efforts to create a steering committee whose members will include delegates representing most fishers involved in a variety of fisheries, managers representing relevant federal and provincial departments and ministries, and of course, CCTTP representatives. The task of all these people will be to determine a three-year guideline for STEP and regularly report on progress.

In the coming weeks, CCTTP will also undertake a vast consultation of fishers to find out what issues are most troublesome and find means to improve the profitability of their activities while ensuring that the resource is exploited in a sound manner. Other plans include setting up a scientific committee - formed of specialists from a variety of fields - that will analyse the merits of projects and the approaches they intend to take.

This is definitely an initiative that merits our continued attention!

## Québec stand at the European Seafood Exposition

By  
Françoise Nicol,  
Analyses and Policies Directorate

In 2007, Québec was counted present at the European Seafood Exposition (ESE) in Brussels. It occupied a stand at this prestigious trade show which is gaining notoriety throughout Europe and is the European counterpart of the Boston Seafood Show, better known here in Québec. The Québec-Canada Agrifood Export Group and the Commercial Fisheries and Aquaculture General Directorate took this initiative, giving companies the opportunity to present their products, and have access to logistical services and advice in order to organise meetings with their usual buyers and recruit new ones.

By way of example, two Pêcheries Marinard ltée representatives, Jules Pépin and Jean-Sébastien Joannette, took advantage of the opportunity to promote and have visitors sample Québec shrimp. Their efforts allowed them to approach potential buyers from Denmark, Switzerland and the Baltic countries. Mexican and Asian buyers also expressed an interest in importing this "small coldwater shrimp", with its distinctly different flavour from that of warmwater shrimp. Martin Lapierre, of Crevette du Nord

Atlantique inc., and Suzanne Morin, Robert Langlois and Roch Lelièvre, of Gaspé Cured also used the stand to organise their business meetings. Jean-Yves Ouellet and René Raby of Poissonnerie Fortier et Frères inc., established on the North Shore, were also present at the trade show.

Stand activities were organised by Karine Champagne, international coordinator for the Québec-Canada Agrifood Export Group and by Françoise Nicol, of the Commercial Fisheries and Aquaculture General Directorate, a branch of the Ministry of Agriculture, Fisheries and Food. They helped participating businesses and informed visitors about the species and products marketed by Québec businesses.

The Brussels ESE has expanded steadily since its creation in 1993; in fact, an exhibit hall was added this year to the existing eight pavilions to meet the growing number of registrations. The 2007 edition boasted 1,400 exhibitors and drew over 17,000 buyers from some one hundred countries.

Awards are also presented each year at the ESE to promote the best products exhibited there. The new shrimp-based preparations were of manifest interest for Québec and the efforts of Royal Greenland particularly drew attention. Remember that this business based in Denmark owns several shrimp processing plants, including the Fruits de mer de l'est

du Québec plant in Matane. Although Royal Greenland did not win an award in 2007, the company did earn an honourable mention for its range of three marinated northern shrimp preparations - seasoned with chilli, lemon-lime and wild garlic seasonings, a fine inspiration for other companies willing to innovate and develop new products that make use of Québec shrimp!



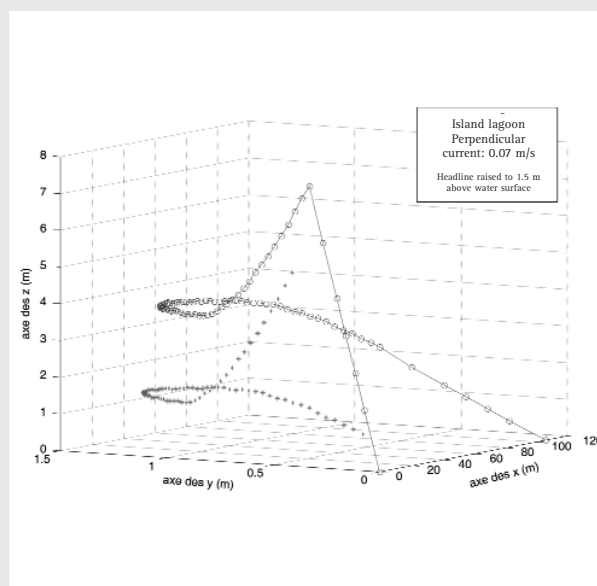
Innovative shrimp-based prepared products garnered manifest interest for Québec at the European Seafood Exposition, held in Brussels last March. In the photo, a marinated, seasoned northern shrimp preparation.

## Floating longline technology transfer workshop

By  
François Bourque,  
Magdalen Islands Mariculture Centre

The floating longline is the foundation for mollusc rearing in our northern climate. In essence, it is the support which holds the growing organisms suspended in the water column. Since 2001, a variety of studies have been done to learn more about how these structures behave in the water. With the financial support of the Ministry of Agriculture, Fisheries and Food (Ministère de l'Agriculture, des Pêcheries et de l'Alimentation du Québec - MAPAQ) and the mariculture industry development corporation (Société de développement de l'industrie maricole - SODIM), the firm Biorex inc. conducted studies on mooring, ropes, buoys and rearing support structures to make it easier to design and manage floating longlines.

Québec's mariculture industry was invited to take part in a technology transfer workshop on floating longlines held in Gaspé last March 21. Most companies involved in rearing mussels, scallops, and softshell clams sent delegates to the event; other participants included new mariculturists and resource people specialised in providing assistance to businesses.



The above figure shows a mussel longline subjected to a continuous current, with one end raised above the surface of the water. The blue line corresponds to the headline while the red dots represent the lowest reach of the mussel-rearing socks.

The purpose of the day-long activity was to transfer to Québec mariculturists information about floating longlines and their primary components, and also to share knowledge so as to help businesses optimise their production.

Damaged or shifted rearing structures can lead to heavy losses for mariculture companies. This explains why some recent efforts have been dedicated to creating a simulation instrument that can be used for floating longlines. To this end, and working in cooperation with the Ocean Technologies Institute attached to the National Research Centre of Canada unit based in Newfoundland, Biorex has developed software that helps improve our understanding of the movement and reactions of underwater structures subjected to a variety of current and swell conditions based on the depth of the water column at the rearing site.

Special training on how to use this simulation software was offered to people responsible for providing technical assistance so they will be able to appropriately advise mariculture businesses as they make decisions regarding floating longline designs.

Pierre Bergeron, of Biorex inc., was the resource for this workshop that was organised as a technical aid service for mussel and scallop producers by MAPAQ. SODIM also provided funding to organise the activity.

## Creation of the Aquaculture and Sustainable Development Directorate

By  
Paul Morin,  
Director of Aquaculture and Sustainable Development

Last January 29, the Commercial Fisheries and Aquaculture General Directorate of the Ministry of Agriculture, Fisheries and Food announced the creation of the Aquaculture and Sustainable Development Directorate (Direction de l'aquaculture et du développement durable - DADD). From now on, this directorate will carry out the mandates of the Office of the Aquaculture Coordinator and the Freshwater Fishfarming Technology Station and house the staff of those two agencies.

Not only will this new directorate bring together specialists involved in the aquaculture sector - who will thus be able to offer a more effective service that even more closely addresses the needs of fish farmers, it will also optimise inter-ministerial and governmental relations dealing with aquaculture and sustainable development.

Moreover, DADD must precisely determine the issues by conducting sector analyses and help to define what solutions are to be implemented. It also participates in industry development by creating and implementing special measures like aquaculture regulation. The team of biologists, engineers and aquaculture technicians now working together at the new directorate provides technical, professional and scientific support to foster the development of fishfarming production, in complementarity to the regional directorates.

Finally, to fulfill its responsibilities pertaining to sustainable development, DADD coordinates the implementation of Québec's freshwater aquaculture development strategy (Stratégie de développement durable en aquaculture d'eau douce au Québec - STRADDAQ) and it is responsible for coordinating the drafting of notices regarding any project likely to have an incidence on the sustainable development of the aquaculture and commercial fisheries industry.

## Seafood Value Chain Roundtable: Québec seeks another seat

By  
Frédéric Legendre,  
Analyses and Policies Directorate

Québec has officially asked for a second seat at the Seafood Value Chain Roundtable. Created in June 2003 by Agriculture and Agrifood Canada (AAC), this organisation brings together Canada's principal fishing industry leaders. Its purpose is to facilitate networking by its members so they can define and promote a common strategic vision for the future of this sector in Canada. The advancement and quality of work done by the Table are responsible for its growing credibility with ministries and departments. Fisheries and Oceans Canada, in particular, considers it to be a leading actor in the promotion and implementation of its new "ocean-to-plate" development strategy.

At present, Québec has only one seat at the table, occupied by a delegate representing Québec's processors. The Ministry of Agriculture, Fisheries and Food has asked for a second seat so Québec's fisheries and aquaculture network (Réseau pêches et aquaculture Québec) can also participate regularly in the work of this group whose influence is growing steadily.

Chaired by Ken Hirtle, a retired former director of Heritage Salmon, Roundtable members include a certain number of representatives chosen from the largest industrial and professional groups in the fishing, processing, aquaculture and marketing sectors. To date, the Roundtable has set up four working groups that examined in detail the development issues and prospects of the following species: farmed mussels and salmon; Fraser River sockeye; sea urchins; and Canadian lobster. Each working group presented a preliminary report and made recommendations on the subjects covered. For instance, the working group dealing with lobster proposed organising a summit meeting on the lobster industry in Atlantic Canada; this recommendation was accepted by the Roundtable, and a summit will be held next October in Halifax.

In its composition and mandate, this group is not unlike Québec's fisheries and aquaculture network. In fact, AAC took the Québec experience in networking tables as its model to create a certain number of roundtables dealing with strategic agrifood sectors like beef, pork, cereal crops and oil crops, in addition to the seafood product roundtable discussed in this article.

## Appointment at the Innovation and Technologies Directorate

Photo: Marc Lajoie, MAPAQ



Ginette Levesque, Director of Innovation and Technologies

Last April, Ginette Levesque was named as Director of Innovation and Technologies at the Ministry of Agriculture, Fisheries and Food. She takes over from Lucien Poirier, who retired last November.

Levesque's mandate consists of working to develop the industry by directing a team responsible for implementing research and development programs and technical assistance programs in the areas of the fishery, mariculture, and processing. She also directs the endeavours of the Aquatic Products Technology Centre in Gaspé, the Grande-Rivière Marine Aquaculture Centre and the Magdalen Islands Mariculture Centre.

Since August 2005, Levesque has held the position of assistant director at the Innovation and Technologies Directorate.

## Just published!

These publications are available at the Ministry of Agriculture, Fisheries and Food  
Web site at: [www.mapaq.gouv.qc.ca/Fr/Peche/md/Publications/](http://www.mapaq.gouv.qc.ca/Fr/Peche/md/Publications/)

### Research and development report No. 156

Pernet, Fabrice, Réjean Tremblay, Edwin Bourget, Marcel Roussy. 2007. *Optimisation de la diète et de la fixation des larves de pétoncle géant*, *Placopecten magellanicus* - Phase 1, R&D report No. 156, 18 pages.

This document reports on an experimental study on the incidence the biochemical composition of algae has on gonad maturation in the sea scallop, the quality of eggs produced by mollusc broodstock, the survival, mass, growth rate and metamorphic success of larvae and the development of a biochemical indicator of larva quality that can be used by the industry.

### Research and development report No. 158

Tita, Guglielmo, François Bourque. *Évaluation environnementale d'un site mytilicole expérimental dans la baie de Plaisance*, Îles-de-la-Madeleine. MAPAQ, DIT. R&D report No. 158. Gaspé, 8 pages.

Since mussel farming began on the Magdalen Islands in the mid 1980s, it has exclusively taken place in the lagoons. However, the future development of this industry is limited by the size of these habitats. A pilot project underway since 2002 has shown that mussel farming in open water is possible and viable. To this end, after undergoing an environmental characterisation, a mussel rearing site was developed in Baie de Plaisance. The purpose of this study by Guglielmo Tita and François Bourque was to assess the environmental impacts associated with a small-scale experimental activity. The study compared the values of certain environmental variables identified in 2002 to those observed for the same variables in 2005, three years after the beginning of the experimental mussel rearing activity.

## Upcoming events

- Workshop to establish partnerships connecting poles of competitiveness in France and niches of excellence in Québec in the marine field, September 26 to 28, 2007. For information, contact:  
julie.boyer@mapaq.gouv.qc.ca ou  
denis.goulet@mdeie.gouv.qc.ca
- Québec mission to France to explore the valorisation of active biomolecules drawn from the marine biomass, October 1 to 5, 2007. For information, contact:  
line.methot@cqv.qc.ca
- Sixth marine crossroads (*Carrefour maritime*) in Grande-Rivière from October 3 to 5, 2007. This is a major event intended to promote careers and trades associated with marine sciences and technologies that aims to bring together a large number of stakeholders. The event program includes presentations by speakers, workshop-debates, reviews of innovative projects, open-door activities, sea cruises, stands, an inauguration and an anniversary! The event is being organised by the Technopole maritime du Québec and the Carrefour national de l'aquaculture et des pêches, in cooperation with a number of first-line stakeholders, including the Ministry of Agriculture, Fisheries and Food, the Centre spécialisé des pêches de Grande-Rivière and the town of Grande-Rivière. For information, contact: rlopez@tmq.ca
- Canadian lobster industry summit, October 15 and 16, 2007 at the Halifax Holiday Inn Select. For information :  
Tel.: 902 742-6167  
ritc@klis.com  
www.ccfi.ca