

# FISHERIES AND AQUACULTURE

NEWS

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It was with enthusiasm that I accepted the mandate to head the Ministry of Agriculture, Fisheries and Food entrusted to me by Premier Philippe Couillard.

In May, together with the Premier, I took part in activities on the Magdalen Islands to salute lobster trap setting day. For us, this visit was unmissable given the economic and social significance of the fisheries sector for the Islands, as it is for the other regions in maritime Québec.

Like the biofood industry, this sector must also meet the challenge of the

competition. It must be creative, and outdo itself in order to make a place of choice for itself on increasingly competitive markets. With this in mind, three initiatives were introduced this spring so Quebecers can easily tell our products apart from foreign products.

The lobster harvesters in the Gaspésie et des Îles-de-la-Madeleine administrative region have completed their branding project; all the lobster harvested in their region are now being identified. I would like to congratulate them for this effort, initiated in 2010, which guarantees the origin of their product by means of an *Aliments du Québec* tag attached to a claw of each crustacean they catch. Building on this, a promotional campaign was introduced by the Ministry and the industry, inviting Quebecers to choose *Aliments du Québec* lobster. In addition, last May 26, the Ministry invited delegates representing fishers, aquaculturers and processors to the first Marine Québec business meeting, which also drew buyers, restaurant operators and journalists. The outcome of a concerted effort involving the Ministry and the industry, these initiatives will certainly have raised the profile of Québec's fish and seafood, increased their visibility

and notoriety on markets, and encouraged the various actors to build ties.

In the coming months, the Government of Québec will introduce its new maritime strategy, which will set out specific actions to ensure the longevity of the fisheries and aquaculture. My colleague, Germain Chevarie, MNA for Îles-de-la-Madeleine and parliamentary assistant (fisheries and aquaculture), and I will no doubt have the opportunity to meet with you and discuss the implementation of this major measure.

In conclusion, now that the fishing season is fully underway, I would like to take this opportunity to thank everyone working on the water for their day-to-day efforts and for their significant contribution to the economic development of their communities.

**Pierre Paradis**  
Minister of Agriculture,  
Fisheries and Food



## SYMPOSIUM ON SUSTAINABLE FISHING IN THE ST. LAWRENCE: A MUST-ATTEND EVENT!

By **Meggie Desnoyers,**

Fisheries and Aquaculture Analyses  
and Policies Directorate

From August 17 to 24, Québec City will host the annual meeting of the American Fisheries Society (AFS). This major international scientific conference dedicated to the fisheries – this year's edition is its 144th – is being held in the Old Capital for the first time in more than ten years. For the event, stakeholders in Québec's fisheries sector have taken the initiative to organise a symposium that

will bring together processors, representatives of Aboriginal communities, fishery resource managers and scientists. Thirty speakers have been invited to prepare presentations exploring the following theme: *Research and innovation for sustainable fishing in the St. Lawrence Estuary and Gulf.*

The presentations will notably cover such topics as the status of the St. Lawrence Estuary and Gulf, environmental and ecosystemic challenges, and the sustainable harvest and conservation of aquatic resources. Case studies will

be presented to illustrate Québec's success stories, particularly in the areas of marine stock management, new fisheries, and market adaptation. This scientific meeting aims to draw a current portrait of the St. Lawrence and gain recognition for some of the solutions that have been identified recently to manage, harvest and protect it in harmony with fishing activities. The enhancement of this unique ecosystem involves challenges that will undoubtedly speak to fisheries managers and scientists in other countries. The symposium will be an opportunity to

discover the achievements in this field in Québec.

It is important to point out that the symposium will be held on August 18 and 19 at the Québec City Convention Centre with discussions taking place primarily in French, although simultaneous translation will be provided to accommodate foreign guests and visitors. For more information about the American Fisheries Society annual meeting or to see the symposium program, please visit <http://afs2014.org/fr/>.

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Québec

## FISHERIES AND AQUACULTURE NEWS

# LOBSTER TRAP SETTING DAY ON THE MAGDALEN ISLANDS

By Karine Villemaire,  
Magdalen Islands Regional Directorate

Although the frenzy was palpable on all Magdalen Islands wharves as lobster harvesters got ready to set their traps for the first time of the season, it was at Grande-Entrée on May 8 and 9 that the lobster season officially kicked off for the 139th time. Québec Premier Philippe Couillard, and the Minister of Agriculture, Fisheries and Food, Pierre Paradis, joined Germain Chevarie, MNA for Îles-de-la-Madeleine and parliamentary assistant to the Minister (fisheries and aquaculture component) to perpetuate this Magdalen Islands tradition.

The *Rendez-vous des travailleurs de la mer* – a gathering for people who work on the water and their industry partners as well as the general public – was held the day before the boats set out to sea, the goal being to highlight just how important the fisheries are to the community. Inspired by the theme, *Braving winds and tides, steady as she goes*, the meeting sought to send a message about the perseverance of those who work on the water who, despite diffi-

culties, contribute to the sector's longevity. The guests wished fishers and assistant fishers an excellent season and invited them to be careful while on the water. Then, in keeping with tradition, a floral wreath was cast on the water in memory of those lost at sea.

On Friday, May 9, beginning at 4 am, the bustle on the wharves reached its peak. Couillard and Paradis joined family members who had come to see off the harvesters about to take to the water. At 5 am, the signal was given and the some 115 Grande-Entrée lobster boats set out on a sea of glass. In all, 325 lobster boats left the Islands' wharves to set their traps.

The next day, the lobster harvesters returned to sea to raise the traps, the true start of the fishing season for lobster, which Philippe Mollé, chef and columnist at *Le Devoir* calls the "cardinal of the sea". This year again, buyers will be able to see where the lobster they're purchasing comes from by checking the *Aliments du Québec* tag. Also, this will be the first season that Magdalen Islands lobster will be identified as coming from a *Certified sustainable fishery*. Area 22 lobster was ecocertified by the Marine



Photo: Fondation Willie-Deraspe

Stewardship Council (MSC) in July 2013, thanks to the efforts of the Association des pêcheurs propriétaires des Îles-de-la-Madeleine.

The Grande-Entrée setting day event was organised by the Fondation Willie-Deraspe, an organisation that has taken on the mission of raising awareness

about marine resources and seafarers' trades while promoting the maritime lifestyle. The Ministry of Agriculture, Fisheries and Food provided financial support for the activity which once again, was a great success this year.

## MAPAQ BURSARY GRANTED TO OLIVIA LACASSE

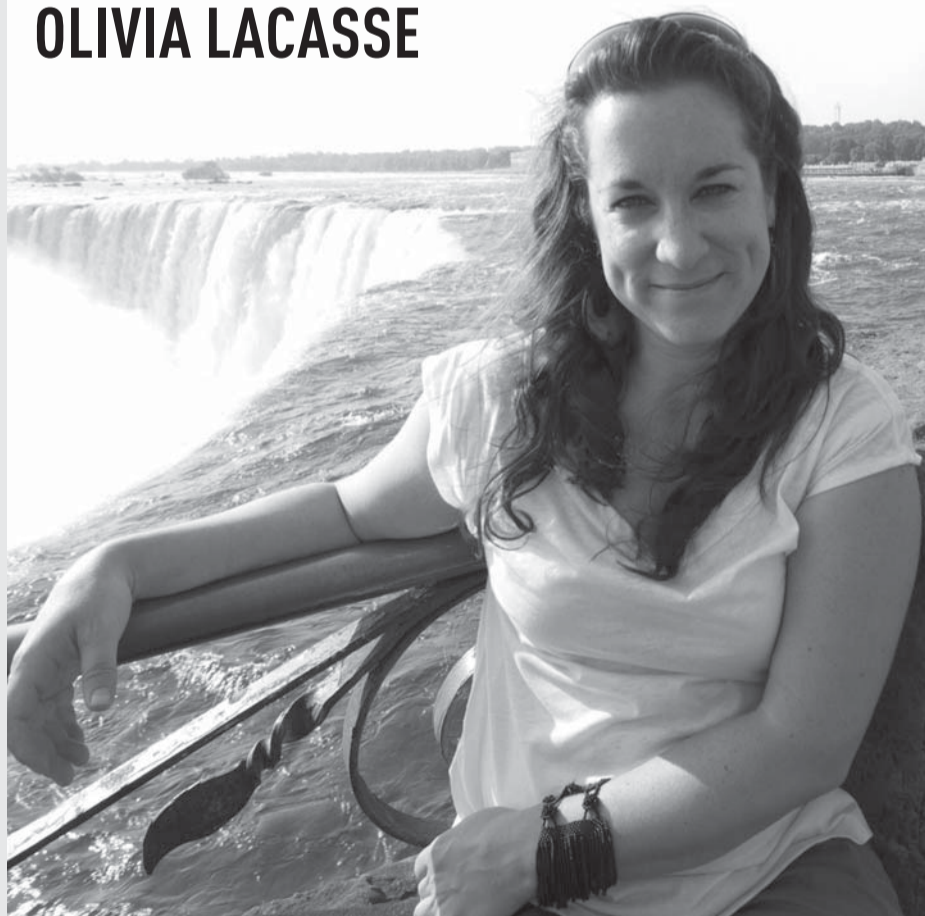


Photo: Olivia Lacasse

By Julie Boyer,  
Gaspé Peninsula  
Regional Directorate

Every year, via the Fondation de l'Université du Québec à Rimouski (UQAR), the Ministry of Agriculture, Fisheries and Food presents a \$5,000 bursary for excellence to a student enrolled in the Master's program in Marine Resource Management. This year's bursary was presented to Olivia Lacasse.

Before undertaking her Master's-level studies in Marine Resource Management, Lacasse obtained a Master's degree in Oceanography and Bachelor's degree in Biology, both from UQAR. The Gaspesian has a dozen years' experience in the fields of marine biology and oceanography. She has contributed to the advancement of a number of studies in Québec, but also in New Brunswick and Nova Scotia. Her work notably dealt with oyster and mussel farming, lobster larva culture for seabed enhancement, and aquatic invasive species.

This summer, Olivia Lacasse will be doing an internship at the MAPAQ's Gaspé Peninsula Regional Directorate dealing with financial incentives to support research and innovation. This fall she'll be volunteering in marine conservation on Mafia Island in Tanzania with the British organisation, Frontier.

It is important to point out that for 28 years, UQAR has offered a post-graduate program in marine resource management. The institution has thus contributed to the training of more than 400 professionals and managers, many of whom work in Québec or elsewhere in the world with various fisheries and aquaculture-related organisations.

For more information about the marine resource management program, please contact Claude Rioux by phone at 418-723-1986, ext. 1564, or by e-mail at [clauder\\_rioux@uqar.ca](mailto:clauder_rioux@uqar.ca).

# PROMOTING QUÉBEC FISH AND SEAFOOD

By Françoise Nicol,

Fisheries and Aquaculture Analyses  
and Policies Directorate

## HOMARD DU QUÉBEC : SACHEZ LE REPÉRER!

On May 8, building on the fact that all lobster harvested in Québec now bear the *Aliments du Québec* tag, the Ministry of Agriculture, Fisheries and Food simultaneously inaugurated its [www.sachezleterer.com](http://www.sachezleterer.com) website – on line until July 31 – and kicked off a television ad campaign that ran until May 25.

Consumers can visit the website to find information about the qualities and origin of the *Aliments du Québec* tag-bearing lobster they've purchased. The website also provides tips on how to cook and shell the crustacean and recipes for preparing it. In addition, they can enter the alphanumeric code on the lobster tag to get additional details about each lobster, including the name of the harvester who caught it, the name of his or her boat and the fishing area where the crustacean was caught.

The highly dynamic television ad, starring *Aliments du Québec* spokesperson Chantal Fontaine, invites consumers to *Buy an Aliments du Québec lobster, it's always the right choice! Know how to spot it!*

## CAP SUR LE QUÉBEC MARIN

Backed by its theme, *Cap sur le Québec marin* (setting a course for maritime Québec), the generic fish and seafood promotion campaign was kicked off last May 26 in the presence of the Minister of Agriculture, Fisheries and Food, Pierre Paradis, and Îles-de-la-Madeleine MNA, Germain Chevarie.

Held at Bota Bota, an on-the-water spa in Montréal's Old Port, the launch event brought together fish harvesters, aquaculturers, processors, representatives of the retail and distribution sectors, chefs and other key actors in Québec's fisheries and aquaculture industry. It was also an opportunity for participants to build new business ties and strengthen existing ones.

The campaign, set to run until mid-June, seeks to encourage consumers to buy Québec fish and seafood at stores and restaurants.



Chantal Fontaine, spokesperson for the *Aliments du Québec: toujours le bon choix!* campaign and Germain Chevarie, MNA for Îles-de-la-Madeleine and parliamentary assistant to the Minister of Agriculture, Fisheries and Food (fisheries and aquaculture component), with industry representatives Jean Côté, Léonard Poirier and Jean-Paul Gagné

# QUÉBEC ENTERPRISES PARTICIPATE IN BRUSSELS' SEAFOOD EXPO GLOBAL

By Françoise Nicol,

Fisheries and Aquaculture Analyses  
and Policies Directorate

Seafood Expo Global (SEG) was held last May 6, 7 and 8 in Brussels, Belgium. This international gathering is considered the world's largest in the fish and seafood trade. For the ninth consecutive year, the Agri-food Export Group Québec-Canada, working with the Ministry of Agriculture, Fisheries and Food, coordinated the spaces reserved for Québec enterprises at Canada's pavilion.

## GASPÉ PENINSULA ENTERPRISES IN THE SPOTLIGHT

For a third year, GÎMEXPORT showcased the products offered by Gaspé Peninsula processing enterprises, which are looking for ways to extend their market for lobster products. Dégust-Mer inc. and La Crevette du Nord Atlantique inc. representatives were also present to promote their products. In addition, the firms Crustacés des Monts and Cusimer were represented by Great Northern Products. As for Sogelco International inc., it also participated in SEG again this year.

## PRESENTATIONS ON THE PARTICULARITIES OF EUROPEAN MARKETS

Industry members were invited to a round table breakfast, sponsored by the Canadian provinces, including Québec. They heard a number of presentations dealing with trade negotiations between Canada and the European Union, commercial prospects for value-added products, the best way to conduct business in Europe and the evolving European fish and seafood market.

The Québec Office in Brussels and the Embassy of Canada to Belgium also organised a visit of the Port of Antwerp – one of Europe's largest – for enterprises participating in SEG. Also, Caroline Émond, Québec's Delegate General in Brussels, hosted a cocktail reception for the representatives of Québec enterprises present in Brussels and invited European buyers. The Québec products served at the reception – snow crab, northern shrimp, salt-cured cod, whelks, etc. – were prepared by Québec Office in Brussels chef, Samuel Aubry-Gagnon.

# GASPÉSIE-ÎLES-DE-LA-MADELEINE SEEKS SOLUTIONS!

By Julie Boyer,

Gaspé Peninsula Regional Directorate

More than 150 people pooled their ideas for the *Gaspésie-Îles-de-la-Madeleine seeks solutions* day held in Carleton last April 24. This meeting, focused on open innovation and resolving problems, invited businesses of all sizes and in all fields of endeavour to submit problems of a technical or socio-economic nature to a community of experts from a range of disciplines in order to accelerate and facilitate resolution.

Last fall, a call for problems was issued, inviting all enterprises located in the Gaspésie-Îles-de-la-Madeleine administrative region to submit problems they encountered in such areas as product development and the adoption or use of technologies; any other problem for which they had not been able to find a satisfactory solution could also be submitted. The call particularly caught the attention of members of the ACCORD resource, science and technology industrial cluster. Of the ten problems ultimately selected, five were put forward by enterprises in the fisheries and aquaculture sector.

The Association des chasseurs de phoques des Îles-de-la-Madeleine sought to determine the best ways to use and valorise the marine resource. The discussions in Carleton led to suggestions involving new means of public communication and new partnerships.

Les Pêcheries Guy Leblanc was looking for the best way to commercialise a patented innovation in the fisheries field. Its discussions with participants have helped the company identify partners with whom it can join forces to conduct the technical validation of its codend, and market the technology it has developed.

An Arctic char farming enterprise, Raymer Aquaculture, was seeking a way to valorise the 60 tonnes of effluent it has to eliminate every year. The Carleton meeting identified options that could be explored in tandem with the Union des producteurs agricoles, the Centre de développement des bioproduits Biopterre and Premier Tech.

Les Pêcheries Gaspésiennes came seeking a type of packaging for their hot-smoked fish that meets highly precise specifications. A packaging concept was defined during the day and further discussion helped lay down the foundation for a project that is likely to be initiated within the next few months in partnership with the Institut de technologie des emballages et du génie alimentaire and Merinov.

E. Gagnon et Fils and the Regroupement des employeurs du secteur bioalimentaire 2011 inc. expressed a need on the part of four crab and lobster processing enterprises to find a way to valorise co-products resulting from in-plant crustacean-shelling operations. Building on ideas suggested by research and development centres and by technology transfer organisations, the enterprise and the Regroupement were able to identify a process they can use to analyse the options available to them and choose the appropriate technology. This process will get underway in the near future with the assistance of R&D centres and should help the company find a solution in the short term. It will also serve as a framework that can be used in the long term to develop derivative products with higher added value.

*The Gaspésie-Îles-de-la-Madeleine seeks solutions* activity was organised under the auspices of the Conférence régionale des élus de la Gaspésie et des Îles-de-la-Madeleine and the Chambre de commerce Baie-des-Chaleurs, in partnership with the administrative region's

innovation committee. The unique expertise of the Québec firm, En mode solutions, recognised in Québec and elsewhere, contributed to the event and its organisation. It is important to point out that the event received financial support from the Ministère des Affaires municipales et de l'Occupation du territoire, Canada Economic Development, the Conférence régionale des élus, the Ministère de l'Économie, de l'Innovation et des Exportations, the region's local development centres, the Ministère de l'Agriculture, des Pêcheries et de l'Alimentation, the Table de concertation Bonaventure-Avignon, Emploi-Québec and the Natural Sciences and Engineering Research Council of Canada.

## JUST PUBLISHED

**The Ministry of Agriculture, Fisheries and Food has just posted its annual overview of the commercial fisheries and aquaculture on its website, *Pêches et aquaculture commerciales en un coup d'oeil – Portrait statistique – Édition 2013*.**



This document provides information of a statistical nature on the marine fisheries, fish and seafood processing and the commercial freshwater fishery, as well as on commercial aquaculture and trade. A look at the tables and charts in the document will inform readers about just how important the commercial fisheries and aquaculture are to Québec's maritime regions.

The section dealing with fish and seafood trade shows the evolution in the value of exports and imports, average annual prices on the American market and exchange rates. Readers will also find recent

data on the population of Québec and its maritime regions.

To consult the document (in French), visit the *Quoi de neuf?* section of the Ministry's website at [www.mapaq.gouv.qc.ca/fr/peche](http://www.mapaq.gouv.qc.ca/fr/peche).