

FISHERIES AND AQUACULTURE

NEWS

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Just recently, it was my great pleasure to make public Québec's food sovereignty policy and announce the *2013-2018 Action plan. Building our commercial fisheries and aquaculture industry*.

Both government initiatives are designed to make Québec's agrifood, fisheries and aquaculture a source of wealth and pride for our producers, farmers, fish harvesters and processors as well as for consumers in Québec. They are intended not only to encourage the development of joint projects involving the promotion of our food products on the domestic market, but also to increase the notoriety and the presence of these products on foreign markets. The food sovereignty

policy seeks to encourage Quebecers to choose Québec-produced foods for at least 50% of their diet.

The fisheries and aquaculture sector has just taken a first step in this direction, introducing a first generic campaign to promote Québec seafood at home. I was there this past May, when the campaign – prepared by the Association québécoise de l'industrie de la pêche, with the collaboration of Aliments du Québec – was launched. These efforts will encourage Quebecers to eat more of our own fish and seafood, spur the industry's growth and stimulate the economy in our maritime regions.

Still on the subject of marketing, the presence of our fish and seafood on foreign markets is a challenge of the first order in the food sovereignty policy as it is in the *2013-2018 Action plan*. Québec fish and seafood exports total some \$258 million. Consequently, we fully understand how important it is for our processors to diversify their markets and to woo domestic and foreign buyers. The various major trade fairs in which they participate, examples include SIAL Canada and the European Seafood Exhibition, are opportunities to build business relations and keep abreast of the latest trends in the food sector. I was

able to measure the scope of SIAL Canada for myself during my visit to the show in Toronto in May. I also saw just how many different food products the participating Québec companies have to offer and I can assure you they are able to hold their own against the competition.

In conclusion, I wish to salute the fine contribution of our biofood industry partners to the development of the action plan for the fisheries and aquaculture sector and the biofood sovereignty policy. These two key policies will guide the Ministry's actions in the coming years and it was crucial for the industry to be involved from their inception.

Finally, now that fishing, aquaculture and processing activities are in full swing, I would like to wish each and every one of you an excellent season.

François Gendron
Deputy Premier,
Minister of Agriculture,
Fisheries and Food

LAUNCH OF THE 2013-2018 ACTION PLAN: *Building our commercial fisheries and aquaculture industry*



François Gendron, Deputy Premier and Minister of Agriculture, Fisheries and Food, spoke to the commercial fisheries and aquaculture partners.



Representatives of the commercial fisheries and aquaculture industry got together at the performance venue, Les Pas perdus, on the Magdalen Islands to participate in the official launch of the new action plan.



François Gendron, Deputy Premier and Minister of Agriculture, Fisheries and Food, met people participating in the activity. From left to right: Christian Arseneau, Centre local de développement des Îles-de-la-Madeleine manager; Mario Déraspe, Association des pêcheurs propriétaires des Îles-de-la-Madeleine president; François Gendron and Jeannine Richard, the minister's parliamentary assistant (fisheries component) and MNA for Îles-de-la-Madeleine.

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UN
QUÉBEC
POUR TOUS

Québec

PORTRAIT STATISTIQUE ÉDITION 2012

The Ministry of Agriculture, Fisheries and Food has just posted the document *Pêches et aquaculture commerciales en un coup d'œil. Portrait statistique. Édition 2012* [Commercial fisheries and aquaculture review. Statistical portrait. 2012 edition. [Not translated]] on its website.

The document, published every year, provides information of a statistical nature on the commercial saltwater and freshwater fisheries, on commercial aquaculture, on seafood processing and on the areas of the international trade in fish and seafood in which Québec participates.

The tables and graphs in the document present a portrait of commercial fisheries and aquaculture activities in the different regions of Québec in 2011. In addition, the section dealing with fish and seafood trade shows the evolution

in exports and imports, average annual prices on the American market, and exchange rates. Readers will also find information on the apparent Canadian consumption of fish and seafood as well as recent indicators about the population of Québec, in particular that of its maritime regions.

To consult the document, see the *Publications* section of the Ministry's website at www.mapaq.gouv.qc.ca/fr/peche.



QUÉBEC PRESENTS ITS PRODUCTS AT SIAL CANADA 2013 AND AT THE EUROPEAN SEAFOOD EXPOSITION



By **Simon Mercille**,
Analyses and Policies
Directorate

The international food & beverage tradeshow in North America, Salon international de l'alimentation – SIAL Canada was held on April 30, May 1 and 2. This major international food show takes place every year, alternating between Montréal and Toronto. The 2013 edition took place in the Queen City at the Direct Energy Center. This does not mean that Québec businesses did not attend! On the contrary, a delegation of more than 80 enterprises was at the venue to tickle the taste buds of the nearly 13,000 visitors – agrifood industry specialists and professionals.

Deputy Premier and Minister of Agriculture, Fisheries and Food, François Gendron, was also in Toronto. He notably addressed participants during the ceremony to inaugurate the 2013 edition of SIAL Canada and took advantage of the tribune to vaunt the merits of Québec's food products. His counterparts from Ontario, elsewhere in Canada, and Morocco – this year's featured country – also spoke before the latest edition of the trade show was declared officially open. Later, Mr. Gendron toured the stands of Québec enterprises where he had the opportunity to speak with the exhibitors.

As for the fish and seafood sector, four enterprises from Québec participated in the show: Aliments Prolimer inc., Fumoir Grizzly inc., Fumoir La Fée des grèves and Groupe Alimentaire Nordique inc. The excellent quality and freshness of the products they presented were appreciated by the visitors who stopped in to check out their stands.

Next year, SIAL Canada will move back to Montréal. It will be a particularly ideal opportunity to step up promotion of Québec's fish and seafood products!



By **Françoise Nicol**,
Analyses and Policies
Directorate

The European Seafood Exposition (ESE) was held in Brussels, Belgium, from April 23 to 25. This major international gathering is considered one of the most important shows in the field of fish and seafood commerce. For the eighth consecutive year, the Québec-Canada Agri-Food Export Group, working with the Ministry of Agriculture, Fisheries and Food, coordinated the areas reserved for Québec enterprises at Canada's Pavilion.

Gaspé Peninsula lobster, a star at the show

For the second year, Gimxport showcased Gaspé Peninsula processing enterprises that are seeking to broaden the market for their lobster products. Delegates representing Gaspé Cured enr., Unipêche MDM ltée, Dégust-Mer inc. and La Crevette du Nord Atlantique inc. were also present to showcase their products. In addition, Crustacés des Monts and Cusimer were represented at the show by Great Northern Products. Sogelco International inc. was also present again at ESE this year.

Presentations on the specificities of the European market

Industry members were invited to attend a breakfast round table organised with funding received from the Canadian provinces, including Québec. They also heard a number of presentations on the status of trade negotiations between Canada and the European Union, on commercial opportunities for value-added products, on ways to do business in Europe and on the evolving European fish and seafood market.

To round out the experience for enterprises participating in ESE, the Québec Delegation in Brussels and the Canadian Embassy in Belgium organised a tour of retail stores in the region.

2013-2018 ACTION PLAN

BUILDING OUR COMMERCIAL FISHERIES AND AQUACULTURE INDUSTRY

The Ministry of Agriculture, Fisheries and Food has just posted a new section on its website. It is dedicated to the new five-year plan for the commercial fisheries and aquaculture industry: www.mapaq.gouv.qc.ca/pechesaquaculture.

This section features the document *2013-2018 Action plan. Building our commercial fisheries and aquaculture industry*. There is also an easy-to-consult table providing an overview of the actions that will be implemented to attain the plan's six thrusts: Catch, aquaculture, processing, marketing, networking and innovation. Finally, there is a video clip showing the new action plan's presentation by François Gendron, Deputy Premier and Minister of Agriculture, Fisheries and Food.

The *2013-2018 Action plan. Building our commercial fisheries and aquaculture industry* was officially announced on April 26, 2013 on the Magdalen Islands. It is the outcome of discussions and work conducted by the round table on commercial fisheries and aquaculture that gathered in Québec City on December 18, 2012.



LAUNCH OF A GENERIC CAMPAIGN TO PROMOTE QUÉBEC FISH AND SEAFOOD

By **Françoise Nicol,**

Analyses and Policies
Directorate

In Boucherville, on May 9, under the honorary chairmanship of François Gendron, Deputy Premier and Minister of Agriculture, Fisheries and Food, and in the presence of delegates representing Aliments du Québec and the biofood distribution and food services sectors, the Association québécoise de l'industrie de la pêche (AQIP) proceeded to launch its generic campaign to promote Québec's fish and seafood on the home market. Through this campaign which seeks to increase the awareness of Québec consumers as to the freshness of our fish and seafood, the Association hopes to significantly increase the industry's domestic sales.

To implement the campaign, AQIP has joined forces with distributor Les Pêcheries Norref Québec inc. and, for the retail sector, with grocery stores under the IGA banner. AQIP hopes this partnership agreement will have a ripple effect and that it will encourage new collaborative efforts with other distributors or grocery store chains.

In addition to promotional efforts in the media and food stores, AQIP has also joined forces with Aliments du Québec

and the Association des restaurateurs du Québec (ARQ) with an eye to further promote Québec products by introducing PMQ (Québec seafood product) certification to hotels and restaurants.

It is important to point out that the Government of Québec participates in these efforts by means of a \$109,600 grant, \$68,750 coming from Ministry of Agriculture, Fisheries and Food coffers, with the remaining \$37,790 being contributed by the Ministry of Finance and the Economy. The campaign also enjoys an additional \$7,000 in funding from the Office des pêcheurs de flétan du Groenland du Québec, the Office des pêcheurs de crevette de la ville de Gaspé and the Fédération des pêcheurs semi-hauturiers du Québec.

During the campaign launching event, Yan Garzon, Chef at Hôtel Mortagne in Boucherville, and his brigade of cooks prepared and presented a savoury variety of foods and preparations featuring Québec seafood, courtesy of processing companies and mariculturiers located in the maritime regions. The products and foods enjoyed by participants were at their most flavourful and much appreciated!



The Deputy Premier and Minister of Agriculture, Fisheries and Food speaks with participants at the promotional campaign launch.



For the food services sector, the project calls for implementation of *Produits de la mer du Québec* (PMQ) certification.

ST. LAWRENCE GLOBAL OBSERVATORY: AN EXCELLENT SOURCE OF SCIENTIFIC DATA

By Julie Boyer,

Gaspé Peninsula
Regional Directorate

For most Quebecers, the St. Lawrence is the heart of Québec. This giant 1,200-km river has contributed to the economic, social and cultural development of many regions. The Gulf of St. Lawrence, a vast inland sea occupying 250,000 km², is just as important, notably for the fisheries industry, shipping and tourism, but also in terms of history.

Numerous ministries and departments, universities, research centres and organisations manage and use data on oceanographic conditions, marine habitats and the species inhabiting the river and gulf. The St. Lawrence Global Observatory (SLGO) was created to faci-

litate access to these data. Backed by a network connecting the various organisations that gather or maintain data, the Observatory sees to posting this information on line in a way that meets the needs of its many users.

In addition, SLGO offers a range of tools – such as software that can be used to view data, information management tools and modelling components – that have proven to be useful in various fields of study or intervention, including public safety, climate change, aquatic resource management, biodiversity conservation, etc.

The www.ogsl.ca website is the most complete source of scientific data on the St. Lawrence ecosystem today. In terms of the environment, for instance, the Observatory website provides access to data on currents, ice, tides and water levels as well as on water temperature and salinity. In the area of marine resources, the website features a guide to the marine species of the St. Lawrence, the results of the sentinel fisheries program, data on the biodiversity of freshwater and marine finfish as well as the annual surveys on toxic phytoplankton species. Finally, as an aid to navigation, the website posts infor-

mation about marine and ocean weather forecasts and observations, data on tides, currents and ice movement, and shipping traffic details.

MAPAQ has a seat on the OGSL Board of Directors and is an active member that contributes to its projects.

Visit www.slgo.ca.



By Julie Boyer,

Gaspé Peninsula
Regional Directorate

EL HADJI BEYDI DIENG, RECIPIENT OF THE MINISTRY OF AGRICULTURE, FISHERIES AND FOOD MARINE RESOURCE MANAGEMENT SCHOLARSHIP

Last March 20, the Université du Québec à Rimouski (UQAR) held a ceremony to honour the students who received scholarships for academic excellence and perseverance and to thank UQAR's many patrons and donors. One of the laureates, El Hadji Beydi Dieng, a Master's student in Marine Resource Management and a permanent resident of Canada, received the \$5,000 scholarship for academic excellence offered by the Ministry of Agriculture, Fisheries and Food.

In 2001, Mr. Dieng, originally from Senegal, obtained a superior technician's diploma in Oceanography, Fisheries and Aquaculture from the National Fisheries and Aquaculture Technicians' Training Centre in Dakar. Thereafter, he headed the regional fisheries and oversight branch of Senegal's Ministry of Marine Economy. He later worked in the private sector for four years, notably as quality assurance manager for the firm Senepesca. He also completed internships in China and Egypt in the aquaculture field.

We wish Mr. Dieng all the best in the future!



From left to right, Claude Rioux, Director of the Committee for Higher Education Programs in Marine Resource Management, and Florence Boucher Boisclair (Estelle Laberge Scholarship, MRM component), Jean-François Gagnon (Groupe Desgagnés Scholarship), Olivia Lacasse (MRM Professors' Scholarship), Gabrielle Laura Onorato (FTQ MRM Scholarship) and El Hadji Beydi Dieng (MAPAQ Scholarship).

