

FISHERIES AND AQUACULTURE

NEWS

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In December, I had the pleasure of getting better acquainted with the men and women who daily contribute to the development of the commercial fisheries and aquaculture sector. It was a particularly fertile period of activities and enriching encounters; I learned a lot from our discussions and was delighted to do so!

It was important for me to go to the maritime regions to meet with industry people on the ground. So this is what I did – first, on the North Shore, at Sept-Îles and Chevery, where I met with representatives of the fishing and aquaculture industry. I took the opportunity to announce the Ministry's support for a

business rationalisation project. Thereafter, I went to the Gaspé Peninsula where I met with fish harvesters and processors. I notably announced two innovative projects designed to valorise shrimp processing waste implemented by Gaspé Peninsula companies. Finally, I finished my tour on the Magdalen Islands, where I attended the annual fisheries and aquaculture gathering, which was a great opportunity to exchange views with the fish harvesters, processors and mariculturists present at the event.

In Québec, I took part in the Gulf of St. Lawrence northern shrimp fishery conference and in the roundtable organised to help prepare the next action plan for the commercial fisheries and aquaculture sector. Finally, in late January, I spoke at the 35th annual meeting of the Association québécoise de l'industrie de la pêche. All these meetings were very productive.

While that latter part of 2012 was very busy, the new year will be equally significant for the sector since the new ministerial action plan for the commercial fisheries and aquaculture sector is to be introduced this spring. In addition, on March 8, I will attend the meeting of the Canadian Council of Fisheries and Aquaculture Ministers in Montreal. I will be co-chairing the meeting with my federal counterpart, the Honourable

Keith Ashfield, Minister of Fisheries and Oceans and I will have the opportunity to bring your demands to the attention of federal authorities. A few days later, I will go to Boston to visit the International Boston Seafood Show and will support the Québec companies that have joined forces at the Québec Pavilion to promote their marine products.

In closing, I want to report on the mandate entrusted to me by the Premier, namely to propose and implement a food sovereignty policy. I assure you that the Government of Québec intends to move quickly to take action in this matter which concerns you closely. We have in hand what it takes to build a serious and stimulating policy that will encourage us to take greater pride yet in fishing, cultivating, processing and consuming the foods of Québec.

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

POTENTIAL FOR SEAWEED EXPLOITATION ON THE NORTH SHORE

By Julie Boyer,

Gaspé Peninsula Regional Directorate

The harvesting and processing of marine macroalgae for food, nutraceuticals, cosmetics and agricultural markets could provide business opportunities. In the North Shore, Lower St. Lawrence, Gaspé Peninsula and Magdalen Islands regions, companies and research and development agencies are currently showing increased interest in seaweed exploitation. While the wild algal biomass inventory is neither complete nor up to date for the coastal waters of Québec, the latest data collected on the North Shore will help expand our knowledge of the biomass.

The findings of studies conducted by Agence Mamu Innu Kaikusseht (AMIK) in collaboration with the company Algoa have just been published. They concern three species of brown seaweed found in tidal zones, namely: *Ascophyllum nodosum*, *Fucus vesiculosus* and *Fucus evanescens*.

Using satellite images, nautical charts and field visits, AMIK representatives first selected 11 sites between Tadoussac and Havre-Saint-Pierre, each covering a surface area of more than 50,000 m². Then, for 60 days in 2011 and 2012, biologist Catherine Béland and the members of her team carried out a sampling protocol in the intertidal zone.

Algoa estimates the minimum yield required for the commercial exploitation of seaweed to be 25 tonnes annually for a site measuring 50,000 m², or 0.5 kg/m².

In total, the mean densities of the three species of seaweed ranged from 0.6 to 1.7 kg/m² at the 11 sites. All 11 sites provided the minimum yield required. Three sites in the Les Escoumins region and three others further east, namely, Battures aux Gibiers, Franquelin Ouest and Pointe-aux-Anglais, had densities of more than 1.4 kg/m². The sites with densities between 0.6 and 1.3 kg/m² were Les Goélands, near Port-Cartier, and, towards the west, Pointe-des-Monts, Franquelin Est, Baie-des-Bacon and Baie-des-Mille-Vaches. Note that the inventory also revealed the presence of eight other species of brown seaweed, two species of green seaweed and three species of red seaweed.

Carried out within the framework of the ACCORD (*Action concertée de coopération régionale de développement* – Concerted action for regional develop-

ment cooperation) niche of excellence in marine resources, sciences and technologies, the project confirmed the algal potential of numerous sites along the Upper and Middle North Shore coast. The data will facilitate decision-making by promoters, companies and government decision makers with respect to commercial exploitation. Lastly, it should be mentioned that the project was supported financially by the Ministry of Finance and the Economy (Ministère des Finances et de l'Économie) and the Ministry of Agriculture, Fisheries and Food (Ministère de l'Agriculture, des Pêcheries et de l'Alimentation – MAPAQ).

To find out more about this project or to obtain a copy of the AMIK report, contact Ms. Soazig Le Breton, biologist at AMIK, at 418 962-0134 or by email at s.lebreton@l-amik.ca.

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Québec

MINISTER'S TOUR OF THE REGIONS

On December 13 and 14, 2012, the Deputy Premier and Minister of Agriculture, Fisheries and Food, François Gendron, toured the maritime regions for the first time since his appointment last fall. He met with fisheries and aquaculture industry stakeholders on the North Shore, the Magdalen Islands and the Gaspé Peninsula.

On December 13, 2012, Mr. Gendron travelled to the North Shore to announce funding in the amount of \$3.7 million from the Ministry of Agriculture, Fisheries and Food (Ministère de l'Agriculture, des Pêcheries et de l'Alimentation – MAPAQ) to rationalise the Lower North Shore's commercial fishing fleet.

On December 14, 2012, Mr. Gendron visited the Magdalen Islands to attend the Magdalen Islands fisheries and mariculture industry gathering (*Rendez-vous de l'industrie de la pêche et de la mariculture des Îles-de-la-Madeleine*). He was accompanied by Jeannine Richard, MNA for Îles-de-la-Madeleine and parliamentary assistant (fisheries component) to the Minister of Agriculture, Fisheries and Food.



Photo: Francine Lefort, MAPAQ

From left to right, Jean-Richard Joncas, representing the Regroupement des pêcheurs polyvalents d'Old Fort-Blanc-Sablon, Darlene Rowsell, administrator from the Municipality of Côte-Nord-du-Golfe-du-Saint-Laurent, Paul Nadeau, Executive Director of the Association des pêcheurs de la Basse-Côte-Nord, François Gendron, Deputy Premier and Minister of Agriculture, Fisheries and Food, and Jeannine Richard, MNA for Îles-de-la-Madeleine and parliamentary assistant (fisheries component) to the Minister of Agriculture, Fisheries and Food.

On December 14, 2012, in the presence of Gaétan Lelièvre, MNA for Gaspé, Minister for Regions and Minister responsible for the Gaspésie – Îles-de-la-Madeleine region, François Gendron, Minister of Agriculture, Fisheries and Food announced more than \$2 million in financial support for five Gaspé Peninsula fisheries development projects.



Photo: Francine Lefort, MAPAQ

From left to right, Démétri Doroftei, political attaché to the Minister of Agriculture, Fisheries and Food, François Gendron, Deputy Premier and Minister of Agriculture, Fisheries and Food, and Jeannine Richard, MNA for Îles-de-la-Madeleine and parliamentary assistant (fisheries component) to the Minister of Agriculture, Fisheries and Food. Sitting opposite are representatives from the Magdalen Islands fisheries and mariculture sector.

APPOINTMENT AT THE COMMERCIAL FISHERIES AND AQUACULTURE GENERAL DIRECTORATE



Photo: Marc Lefebvre, photographe

From left to right, Gaétan Lelièvre, MNA for Gaspé, Minister for Regions and Minister responsible for the Gaspésie – Îles-de-la-Madeleine region, O'Neil Bond and Raymond Sheehan representing Pêcheries Marinard Ltée, Bastien and Gaétan Denis, from the company La Crevette du Nord Atlantique inc., François Gendron, Deputy Premier and Minister of Agriculture, Fisheries and Food, Jeannine Richard, MNA for Îles-de-la-Madeleine and parliamentary assistant (fisheries component) to the Minister of Agriculture, Fisheries and Food, Réal Bond, from Pêcheries Marinard Ltée, and Réginald Cotton, representing the Association des capitaines propriétaires de la Gaspésie.



Photo: Eric Labonté, MAPAQ

Since December 20, 2012, Abdoul Aziz Niang has held the position of Acting Assistant Deputy Minister at the Commercial Fisheries and Aquaculture General Directorate (Direction générale des pêches et de l'aquaculture commerciales – DGPAC) of the Ministry of Agriculture, Fisheries and Food (Ministère de l'Agriculture, des Pêcheries et de l'Alimentation – MAPAQ).

Mr. Niang has a long track record in the commercial fisheries and aquaculture sector. At the Ministry of Agriculture, Fisheries and Food, he served as development advisor for the fisheries sector, as regional director for the Magdalen Islands and, since 2001, has held the position of analyses and policies director at the Commercial Fisheries and Aquaculture Directorate.

Mr. Niang's extensive experience will undoubtedly be a valuable asset for the Commercial Fisheries and Aquaculture Directorate.

FISHERIES AND AQUACULTURE NEWS

ROUND TABLE ON THE COMMERCIAL FISHERIES AND AQUACULTURE SECTOR

By Rabia Siga Sow,

Analyses and Policies
Directorate

A round table on Québec's commercial fisheries and aquaculture sector was held in Québec City on December 18 last. An initiative of the Deputy Premier and Minister of Agriculture, Fisheries and Food, François Gendron, the meeting brought together representatives from the industry (capture, processing, aquaculture and marketing), sectoral tables, Merinov and the Société de recherche et de développement en aquaculture continentale (SORDAC). Industry partners, the relevant ministries, including Fisheries

and Oceans Canada, as well as other ministries with a socioeconomic vocation were also represented.

The main objectives of the round table were:

- to take stock of interventions carried out by the Ministry of Agriculture, Fisheries and Food (Ministère de l'Agriculture, des Pêcheries et de l'Alimentation – MAPAQ) to implement the *Ministerial action plan for the commercial fisheries and aquaculture sector*, which ends on March 31 next;
- to reach consensus on the main issues pertaining to the industry; and

- to determine the actions the ministry should prioritise to assist the industry in addressing the issues that have been identified.

Following this day of discussion and reflection, participants at the meeting identified a series of priority actions. The forty or so actions identified encompass all sectors of activity in the fisheries and aquaculture industry, that is, capture, aquaculture, processing, marketing and innovation. They also include collaborative actions.

For the Ministry, the next step will involve aligning the different actions put forward with ministerial orientations related to

Québec's food sovereignty policy. The Ministry will then present to industry a new action plan and the main orientations of the programs that will be developed and implemented, taking into account the priority actions identified in the new plan. In this respect, the Minister of Agriculture, Fisheries and Food would like to announce the new ministerial action plan for the industry as early as this coming spring.

In closing, it should be noted that the December 18 meeting owes its success to the participation of all interested parties in the day's discussions. All agreed that it is an event worth repeating.



Photo: Eric Labonté, MAPAQ

FOR THE ASSOCIATION QUÉBÉCOISE DE L'INDUSTRIE DE LA PÊCHE (AQIP), A 35TH ANNIVERSARY ON THE THEME "INCREASING RECOGNITION OF OUR PRODUCTS"

By Françoise Nicol,

Analyses and Policies
Directorate

The Association québécoise de l'industrie de la pêche (AQIP) conference was held in Québec City on January 29, 30 and 31, 2013 on the theme "Increasing recognition of our products" and, once again, participants had many interesting activities to choose from.

For the third consecutive year, AQIP took advantage of its conference to welcome 17 buyers from Ontario (4), the United States (4), Europe (5) and Asia (4). These special guests attended a day of private business meetings based on the B2B (business-to-business) formula. AQIP's initiative was implemented in collaboration with the Ministry of Agriculture, Fisheries and Food (Ministère de l'Agriculture, des Pêcheries et de l'Alimentation – MAPAQ) and was supported by Québec delegations abroad and Canadian

embassies. The activity was a resounding success again this year.

These potential business partners began their stay in Québec's capital with a visit to the Grizzly Smokehouse inc. processing plant. This was followed by a visit to a Loblaw supermarket in the area, where they learned how fish and seafood are marketed in Québec and about the purchasing policy adopted by Loblaw with respect to sustainable fishing products.

Three presentations given during the AQIP conference drew participants' attention. The first speaker, Philippe Desmarais, from the company EZI Évolution, presented "The strategic plan for marketing Québec's seafood products on the domestic market." Specially prepared for AQIP, the plan calls for food chains to join forces and develop a joint marketing strategy. Identifying and showcasing Québec's range of aquatic

products is at the heart of the strategy. The products in question are fished here, farmed here, smoked here, salted here, etc. The efforts undertaken will allow consumers to easily recognise products from Québec at points of sale.

Participants at AQIP's annual gathering also attended a presentation entitled "Food certification", given by Katherine Morissette, general manager of AgroExpert. This presentation was particularly appreciated by participants, since, in order to gain access to lucrative markets, processing companies are increasingly required to meet new specifications of buyers and distributors from various countries. These requirements are part of the Global Food Safety Initiative. Companies such as AgroExpert, supported by specialists, assist in implementing and verifying the various certifications required, such as BRC Global Standards, Safe Quality Foods, etc.

Lastly, a third presentation addressed the conference theme directly: "How can we increase recognition of Québec fish and seafood?" was the title of the presentation given by Jacques Pomerleau, president of Canada Pork International. The guest speaker gave his main recommendations in regard to trade matters: raise awareness of one's sector of activity, adapt one's product and position it well in target markets, join forces to promote the product based on its origin and communicate information effectively, be it on a website or in specialised media.

In short, the 35th conference proved very fruitful for AQIP members with respect to information on how to increase recognition of our products and on business relations. This major gathering also allowed company representatives to establish new trade relations and create valuable sales opportunities.

TRADE SHOW CALENDAR

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

A number of food industry trade fairs and shows slated to be held over the course of the next few months could be of interest to businesses in the fisheries and aquaculture sector.

FISH AND SEAFOOD SHOWS

INTERNATIONAL BOSTON SEAFOOD SHOW

Boston, Massachusetts, United States – March 10, 11 and 12, 2013
www.bostonseafood.com

The International Boston Seafood Show (IBSS) is North America's largest international fish and seafood trade show. At the IBSS, exhibitors can present their range of seafood products or their latest range of services or equipment to potential buyers. Every year, this event gives Québec companies an opportunity to showcase their fish and seafood and to enjoy excellent visibility with existing or potential buyers at the Québec Pavilion.

EUROPEAN SEAFOOD EXHIBITION

Brussels, Belgium – April 23, 24 and 25, 2013
www.euroseafood.com

The European Seafood Exhibition is the largest seafood trade fair in the European Union. The event attracts numerous companies from every continent. Québec companies that wish to participate exhibit their products at the Canada Pavilion.

CONXEMAR

Vigo, Spain – October 1, 2 and 3, 2013
www.conxemar.com

This event is in its fifteenth year. It draws participants and visitors from the fisheries and aquaculture production and marketing sectors. It brings together industry stakeholders: wholesalers, importers, exporters, processors, producers, distributors, manufacturers of refrigerating systems or equipment, etc.

BARCELONA SEAFOOD EXHIBITION

Barcelona, Spain – October 22, 23 and 24, 2013
www.seafoodbarcelona.com

This is the second edition of this exhibition, which is held in the Catalanian capital. It allows companies to tap into Southern European markets, considered a vast consumer base for fish, crustaceans and molluscs.

CHINA FISHERIES & SEAFOOD EXPO

Dalian, China – November 5, 6 and 7, 2013
www.chinaseafoodexpo.com

The China Fisheries & Seafood Expo is a meeting place for buyers and sellers from various spheres of activity related to fishing and aquaculture: the preparation, sale or distribution of fresh, frozen, canned or prepared seafood products, processing material and equipment, storage services, import-export services for the industry, etc.

The Chinese market is one of the most dynamic fish and seafood markets in the world at present. Consumption of seafood products continues to grow and could reach nearly 30.9 kilograms per capita by 2020. It offers genuine business opportunities given the strong growth in demand on the domestic market.

OTHER SHOWS IN THE BIOFOOD SECTOR

FOODEX JAPAN

Tokyo, Japan – March 5, 6, 7 and 8, 2013
www3.jma.or.jp/foodex

Foodex Japan offer visitors and exhibitors access to Japanese and Asian food and beverage markets. While not devoted exclusively to seafood products, the latter are an important component of the event.

SIAL CANADA

Toronto, Ontario, Canada – April 30, May 1 and 2, 2013
www.sialcanada.com

Canada's International Food Salon (Salon international de l'alimentation – SIAL Canada) is an important event in Canada's agrifood sector. SIAL Canada is held alternately in Montréal and Toronto. It is an excellent platform for developing business relations in other provincial markets and in Ontario in particular.



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