



# THE FISHERY

# STRATEGIC GROWTH SECTOR

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RICK WILLIAMS PRESENTATION

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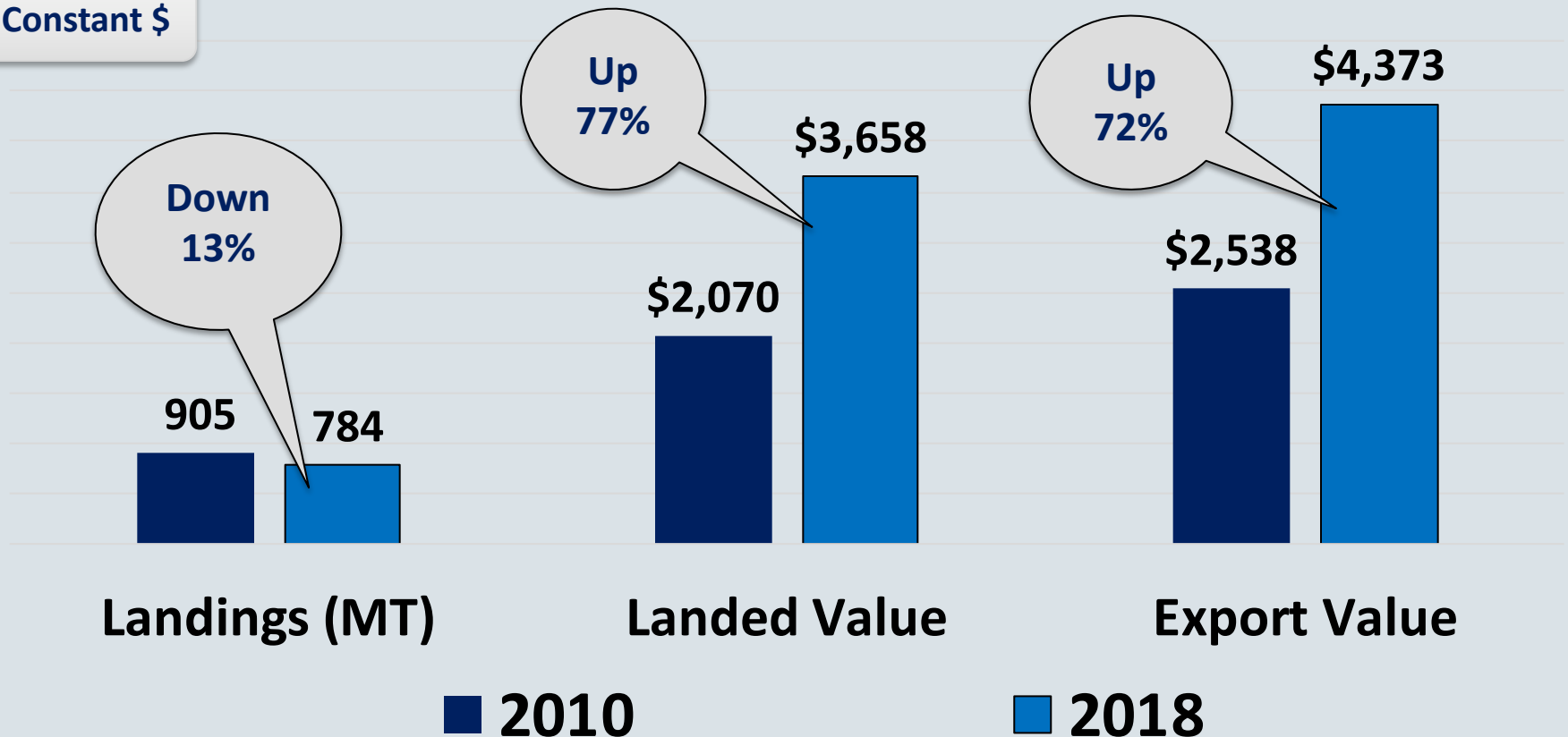
# What is the seafood industry in Atlantic Canada?

- \$3.7 billion in landed value (2018)
- \$4.7 billion in export earnings (2019)
- 60,000 jobs and \$1.6 billion in employment income to rural coastal communities
  - 31,000 jobs in fish harvesting and \$1 billion in harvester incomes (2017)
  - 29,000 jobs in fish processing and \$565 million in workers' incomes (2017)



# Unique growth performance

Constant \$



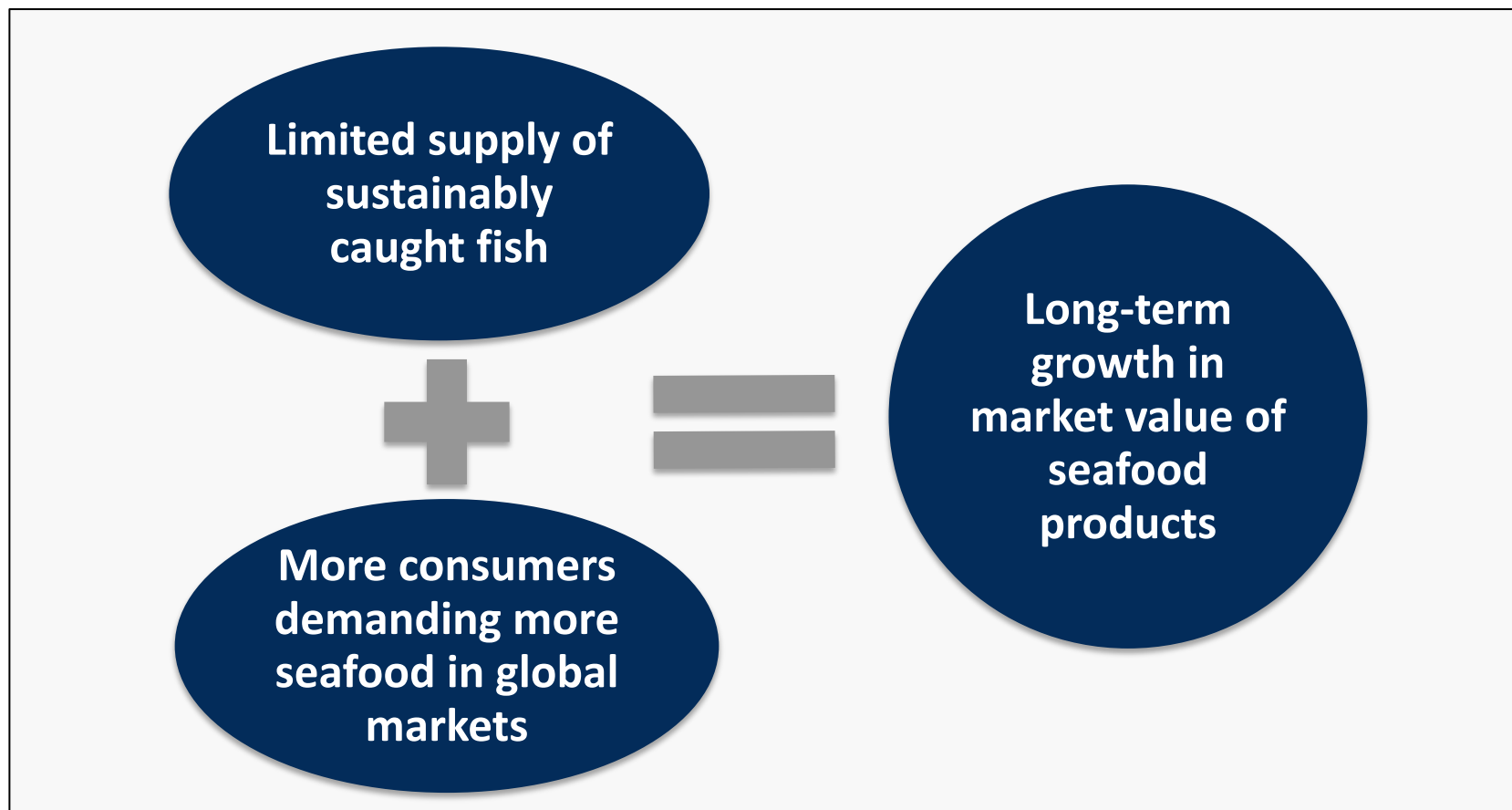


# Fishery leading regional economy

- 2010 to 2019
  - Atlantic Region - seafood exports up 83% in value, all other sectors up only 8%
    - Constant dollars – 2019
  - Nova Scotia – seafood exports grew 124%, compared to -6% for all other sectors
    - Up from 17% to 35% of total export earnings



# Formula for sustainable long-term growth





# Before COVID – barriers to sustaining this growth performance

1. Government policies of benign neglect
2. Labour supply challenges
  - Aging workforce
  - Rural population decline and out-migration
3. Intergenerational succession challenges
  - Up to 40% of licenses to change hands
  - Dramatic growth in market value of licenses and quota
4. Industry fragmentation



# What was needed to overcome these barriers?

1. Federal and provincial recognition of strategic importance of fishery
2. Integrated development strategy
  - Labour force renewal
  - Access to capital for succession
  - New governance structures and industry organization
  - “Ocean to plate” development plans and action



# Impacts of COVID 19 Crisis

1. Widespread destabilization of markets
  - Uncertain access to US, EU and Asian markets
2. Loss of enterprise viability
  - Risk of little to no income in many fleets
  - Processing sector – loss of markets and workers
3. Weakened capacities to attract new labour supply
4. Breakdown in industry cohesiveness and cooperation
  - Growing tensions among harvesters' groups and between harvesting and processing sectors





# Fishery needs its own recovery plan

- **Again:** recognize strategic importance of sector
- Federal/provincial/industry collaboration
- Goals
  - Sustain fleet viability – survive next 2 years
    - Income security (EI system?)
    - Debt relief (Fisheries Loan Board and commercial banks)
    - Access to affordable capital
  - Rebuild access to markets
    - Value chain collaboration