



**Aquaculture and Fisheries  
Opportunities Summit 2017  
REPORT**



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## GENERAL INFORMATION

### CONTEXT

In 2015 and 2016, the New Brunswick Jobs Board Secretariat (JBS) held a series of opportunities summits to better define opportunities for economic development and employment growth in the province. Twenty-two summits covering a variety of topics were held in the province.

Engaged citizens, entrepreneurs, leaders of non-profit organizations and government representatives discussed and imagined new avenues for various sectors of New Brunswick society. They also discussed our opportunities for growth and social advancement from a national and global perspective.

The fruits of these discussions helped the JBS develop The New Brunswick Economic Growth Plan, released in September 2016. The plan is based on five pillars:

- People
- Innovation
- Capital
- Infrastructure
- Agility

As promised, the JBS organized a second round of opportunities summits to put into practice the notion of open government. To establish the concept of open government, three phases are required: participation - transparency - collaboration.

The first round consisted of participation. The second round is based on transparency and lays the foundation for greater collaboration between citizens and government.

During this summit, the Department of Fisheries and Aquaculture gave an account of what had been accomplished since the first summit held on November 5, 2015. They reported on the issues that received further attention and presented the work accomplished on each issue.

### OBJECTIVES

The summit had the following objectives:

#### Accountability and transparency

- Share information on government decisions and actions related to the initial summit input.
- Provide access to interested people who could not attend at the summit in person.

#### Improvement and collaboration

- Capture input to improve current strategies and initiatives.
- Identify opportunities to collaborate on priorities going forward.

#### Participant experience

- Participants had a positive experience and felt their contributions were valued.
- Participants felt heard.

## SUMMIT AGENDA AND PARTICIPANTS

The 2<sup>nd</sup> Aquaculture, Fisheries and Seafood Opportunities Summit was held in Saint-George on September 7, 2017. Forty-three participants (including representatives from the provincial government) discussed how to better develop access to capital in New Brunswick.

<b>Agenda</b>	
10 am	Opening
10:10 am	Welcoming remarks Wayne Lee, St-George municipal councillor
10:15 am	Presentation on the State of the New Brunswick Economy Hon. Rick Doucet Minister of Fisheries and Aquaculture Minister of Energy and Resource Development House Leader (Government)
10:40 am	Jobs Board Secretariat Update - New Brunswick Economic Growth Plan Susan Holt, Chief of Business Relationship New Brunswick Jobs Board Secretariat
10:45 am	Presentation by: Sadie Perron, Assistant Deputy Minister Department of Agriculture, Aquaculture and Fisheries
11:25 am	Group discussion: <i>How have the department's actions responded to your needs and why?</i> <i>Have we forgotten anything?</i> <i>What other actions should we prioritize and why?</i>
1:20 pm	Group discussion – <i>Based on themes brought up in the previous discussion:</i>

	<p><i>1. How can we better collaborate?</i></p> <p><i>2. Is there anything currently available that can be used as leverage?</i></p> <p><i>3. How can we become involved?</i></p> <p><i>4. Next steps (2 or 3)</i></p>
2:40 pm	<p>Summary</p> <p>Hon. Rick Doucet</p>
3 pm	<p>Closing</p>

**ONLINE PARTICIPATION**

The Web was used to allow for the participation of as many people as possible. The presentations on the State of the economy, on the Economic Growth Plan and that of the Department (PETL) were streamed live. At the end of the day, the premier’s remarks were also presented in real time at <http://www.opengovnb.ca/>. These presentations are still available on the site.

Social media were also used. Followers of the OpengovNB/GouvertNB page on Facebook were informed about the summit. On Twitter (@GNBvousrepond, @GNBreplies), followers could follow parts of the conversations since the major topics of discussion were shared throughout the day.

**SUMMARY OF DISCUSSIONS: WHAT WE LIKE AND WHAT’S MISSING**

Participants formed groups of 5-6 people to discuss details presented by the Department. They were asked to reply to these questions: How have these actions responded to your needs and why? Have we forgotten anything? What other actions should we prioritize and why?

The following are comments made by participants on the actions undertaken by the department, as well as on items that are missing. They are grouped according to the larger themes brought up during the discussions.

**WORKFORCE AND CONTINUITY**

- We must focus on technical programs in colleges to help train more people to ensure continuity in the sector and facilitate access to employment for newcomers.
- We must continue training the workforce, including plant workers and managers, on questions of food safety and automation.
- The industry has considerable challenges in terms of its workforce. The Temporary Foreign Worker Program is useful, but doesn’t solve the fundamental problem of labour shortages and the lack of continuity.
- We must ensure greater access to capital for young people who want to enter the industry.

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## ATLANTIC FISHERIES FUND

- It is important for the industry to contribute to the discussion and help orient the program so that it can respond to its true needs.
- There is a lack of information on the fund: how it will be distributed, what will be the criteria and what projects will be prioritized.

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## AUTOMATION AND TRANSFORMATION

- Automation has had some positive impacts on the lobster processing sector. It would now be interesting to explore these automation processes for other species.
- Automation is one solution, but a balance between workforce development and automation processes would be desirable. It is not the solution to all problems related to recruitment and workforce retention.
- The industry must focus on zero waste, rather than practice waste disposal at sea.

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## MARKETING AND ACCESS TO MARKETS

- How can New Brunswick elaborate a marketing strategy?
- New Brunswick must promote its products, but must also collaborate with the Atlantic Provinces to maximize its efforts.
- Trade deals with the European Union are very beneficial to the industry.
- The industry has quality products; how can it access other export markets?

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## OTHER POINTS

- Special attention must be paid to species of interest such as striped bass and redfish. Quantifying its biomass and determining the impacts on the industry and the environment.
- Investments in the industry, such as in marine centres and wharves, are much appreciated. The recognition of the industry by the government seems to create momentum and a positive feeling.
- The industry appreciates the development of a strategy on shellfish farming and the creation of a centre of excellence.
- There is a lack of important information, and a lack of communication between the Department of Fisheries and Oceans, the provincial government and the industry.

## SUMMARY OF DISCUSSIONS: HOW CAN WE COLLABORATE?

Following the initial discussion, overall themes emerged and became topics for further discussion by participants. This portion of the summit was a first step toward reinforcing collaboration between all stakeholders, whether government or community.

Once the themes were identified, participants were invited to join the conversation that appealed to them to answer four questions:

1. How can we better collaborate on this?
2. Is there anything currently available that can be used as leverage?
3. How can we become involved?
4. What are the next steps?

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### ON THE ATLANTIC FISHERIES FUND (GROUP 1)

*How can we better collaborate on this?*

- We must collect the priorities of the industry to identify broad-interest projects to submit to the AFF.
- Improve communication and make it more proactive on developments surrounding the AFF.
- Create synergies in New Brunswick and in Atlantic Canada to maximize the potential of the AFF.

*Is there anything currently available that can be used as leverage?*

It is important to properly identify priorities for research and industry development to submit projects that have pertinence to the AFF.

We can also do a better job at taking advantage of existing provincial and federal programs to maximize their impact.

*How can we become involved?*

By involving people from the industry in identifying priorities, and by being proactive in communicating information.

*What are the next steps?*

- Establish networking opportunities.
- Find democratic ways to identify priority projects to be submitted to the AFF, as well as identifying a vision and a long-term direction.
- Inform and influence the evaluation procedure and the eligibility requirements of the AFF.
- Eligible projects – Sustainable development, testing of innovations, creation of a network.
- Identifying key objectives – New products and technologies, modernization, knowledge.

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## ON DERIVED PRODUCTS AND WASTE MANAGEMENT

*How can we better collaborate on this?*

To maximize the use of waste and derived products, businesses must share information on their product inventories. We can then establish a link between producers (processing companies) and what is being done in terms of research and development and the market possibilities. There is a potential for use of derived products in other provinces. Sometimes, derived products have significant value, even more significant than the raw product in some cases. The economic potential is significant.

*Is there anything currently available that can be used as leverage?*

Processing companies are already thinking about how they can manage waste and derived products and they want to find innovative ways to maximize their use. However, some waste can't be used and plants must pay to get rid of it.

The industry must also further engage in immigration pilot projects.

*How can we become involved?*

- By identifying available matter.
- By aiming for "Zero waste".
- By first identifying the valuable matter and then identifying the less valuable matter that is available in large quantities.

*What are the next steps?*

- Share information on quantities available in all plants.
- Develop the necessary infrastructure to use this matter (ex: drying)
- Avoid effluents.
- Identify potential buyers.
- Collaborate with governments, industry, researchers.

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## ON AUTOMATION

*How can we better collaborate on this?*

- Industry must better involve the university community.
- Industry must better identify its needs in terms of automation (possibly through surveys)
- Government must initiate better collaboration through and with the aquaculture and fisheries sector.

*Is there anything currently available that can be used as leverage?*

It would be a good idea to take better advantage of the ministerial round tables to identify the industry's priorities, thereby helping to shape a future strategy on automation. We must increase the interest in automation of processes within the industry.

*How can we become involved?*

Government must facilitate the development of a strategy in which industry members can share their ideas and their needs.

*What are the next steps?*

We must encourage the development of an automation strategy based on the needs identified by the industry through consultations.

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## ON MARKETING

*How can we better collaborate on this?*

All partners must participate in this marketing effort (governments, industry, partners, First Nations) through opportunities for sharing such as this summit.

It is suggested that an advisory board be created (for Atlantic Canada) to bring forth marketing efforts that are concerted and the development of a strategy that can involve members of the industry.

*Is there anything currently available that can be used as leverage?*

- Organisations – JEDI (Joint Economic Development Initiative), Atlantic Canada Opportunities Agency.
- Canadian Fish and Seafood Program (Provincial and federal government marketing fund).

*How can we become involved?*

Industry members, as well as governments, First Nations, and communities must all contribute money, time and expertise to the initiative.

*What are the next steps?*

- Hold a summit on marketing (with a focus on market analysis; determine if the project should be provincial or Atlantic in scope).
- Development of a marketing strategy for the industry.

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## ON THE ATLANTIC FISHERIES FUND (GROUP 2)

*How can we better collaborate on this?*

The industry would like to be consulted on the AFF, especially as it pertains to eligibility criteria and other details. There is a lack of basic information so that members of the industry can know how to maximize its potential and guide its development.

*Is there anything currently available that can be used as leverage?*

The various industry associations can contribute their ideas to identify the priorities in terms of research and development efforts.

*How can we become involved?*

Industry members are willing to be fully involved.

*What are the next steps?*

Department of Fisheries and Oceans and the provincial government need to share details about the fund.

## NEXT STEPS

### SUMMARY REPORT

A summary report of discussions (this document) is produced after each summit. The summary report contains the list of participants (Appendix A), the results of the participant survey (Appendix B). All summary reports will be posted online at <http://www.opengovnb.ca/>

### PARTICIPANT SURVEY

After the summit, an online survey was sent to each participant to compile comments on the initiatives they found interesting, to find out whether they are interested in collaborating and, if so, on which topics, and to obtain their views on the event. This information will allow us to improve the next summits and help influence the government's priorities. It will also help guide further collaboration efforts. The results of the survey are in Appendix B of this document.

### RAW DATA

To support the efforts of the New Brunswick Government in its approach to data sharing when possible, a table of non-interpreted comments was compiled and made available. It is available at the following address: <http://www.opengovnb.ca/en/summits-theme-and-schedule/41-aquaculture-fisheries-opportunities-summit>

### VIDEO

Following the summit, a video was produced in which you will hear the comments of certain participants. It can be viewed at <http://www.opengovnb.ca/en/summits-theme-and-schedule/41-aquaculture-fisheries-opportunities-summit>

### NEXT SUMMITS

The government is considering the possibility of holding a third summit in the spring of 2018, in collaboration with various partners identified during this summit. The 2018 event will serve to present the progress made during the year and identify further action items.

### WHAT YOU CAN DO

Interested parties are encouraged to pursue efforts to help move things along and to contact the appropriate departments or the New Brunswick Jobs Board Secretariat to collaborate on the opportunities discussed during the summit and in this report.

APPENDIX A – LIST OF PARTICIPANTS

<b>Name/Nom</b>	<b>Organization/Organisation</b>
Annie Chiasson	Association Coopérative des Pêcheurs de l'Île
Bill MacKenzie	Social Policy Research Network
Bonnie Morse	Fisherie Association
Cory Francis	MNCC
Doris Losier	Cape Bald Packers
Dr. André Mallet	Étang Ruisseau bar
Heman Kumar	ISED
Jacques Gagnon	IRZC (CZRI)
James Smith	Huntsman Marine Science Centre
Jason Harquail	NB Aboriginal Peoples Council
Jeremy Paul	St Mary's First Nation
Jeremy Paul	St. Mary's First Nation
Joanne Losier	Cape Bald Packers
Joel Gionet	Association des crabiers acadiens
Larry Hammell	Atlantic Veterinary College
Marcel Godin	NBCC - CCNB
Matt Wolf	Wolfhed Smokers Ltd
Michael Atkinson	Northern Harvest Seafarms
Rheal Savoie	Bouctouche Bay Industries
Robert Haché	Association des crabiers acadiens
Robert Sweeney	Atlantic Canada Fish Farmers
Skip Wolf	Wolfhead Smokers
Steen Gunderso	Bouctouche Bay Industries
Suju Mahendrappa	Maritime Seal Management
Tom Taylor	Cook Aquaculture
Tony Hooper	Connor's Bros. (Bumblebee)
<b>GNB Attendees/Participants GNB</b>	
Alison Thomas	DAAF - MAAP
Bill Hogans	DAAF - MAAP
Carole Lanteigne	DAAF - MAAP
Cathy Larochelle	DAAF - MAAP
Debbie Legere-Jacob	DAAF - MAAP
Gilles Cormier	DAAF - MAAP
Kathy Brewer-Dalton	DAAF - MAAP
Laura Delong	DAAF - MAAP
Lise Michaud	NBJBS-SCENB
Lori O'Brien	DAAF - MAAP
Marc Johnston	DAAF - MAAP

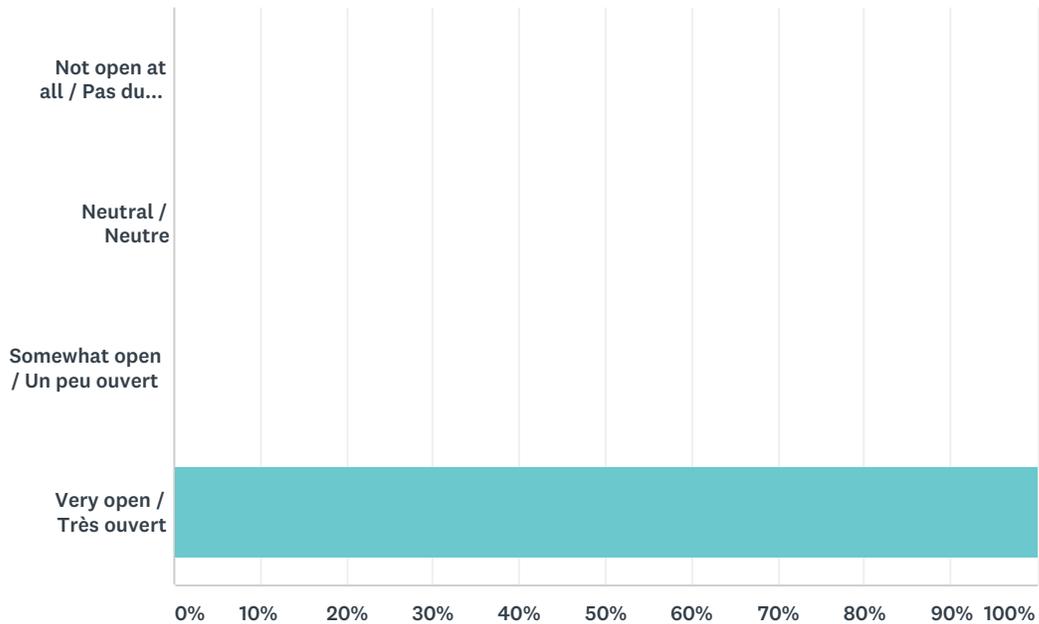
Marc King	DAAF - MAAP
Hon. Rick Doucet	GNB
Saddie Perron	DAAF - MAAP
Susan Holt	NBJBS-SCENB
Terry Hatt	DAAF - MAAP
Terry Sullivan	AAS

Total External attendees	26
Total GNB attendees	17
<b>Total attendees</b>	<b>43</b>



# Q1 How would you assess the government's efforts for accountability and openness in this summit? Comment évaluez-vous les efforts du gouvernement pour être ouvert et transparent durant ce sommet ?

Answered: 4 Skipped: 0

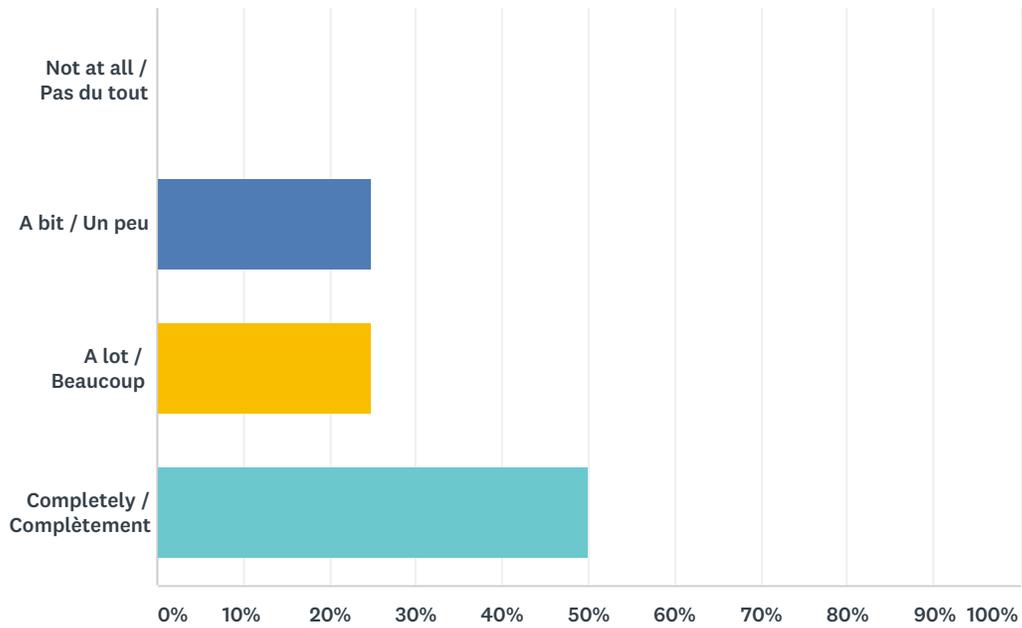


ANSWER CHOICES	RESPONSES
Not open at all / Pas du tout	0.00% 0
Neutral / Neutre	0.00% 0
Somewhat open / Un peu ouvert	0.00% 0
Very open / Très ouvert	100.00% 4
<b>TOTAL</b>	<b>4</b>

#	COMMENTS	DATE
	There are no responses.	

## Q2 How do you feel that your contributions were heard? Avez-vous le sentiment que vos idées ont été entendues ?

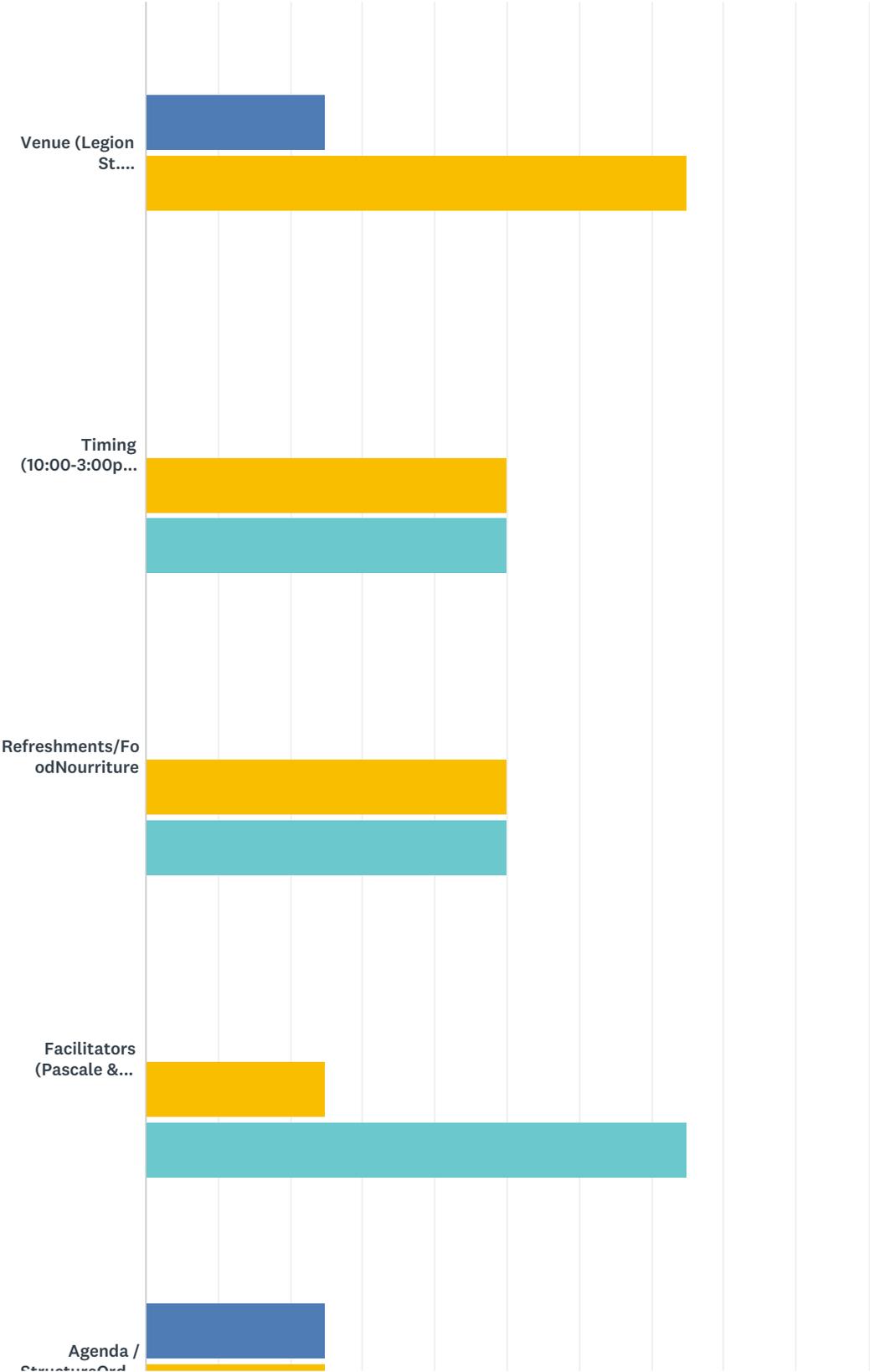
Answered: 4 Skipped: 0

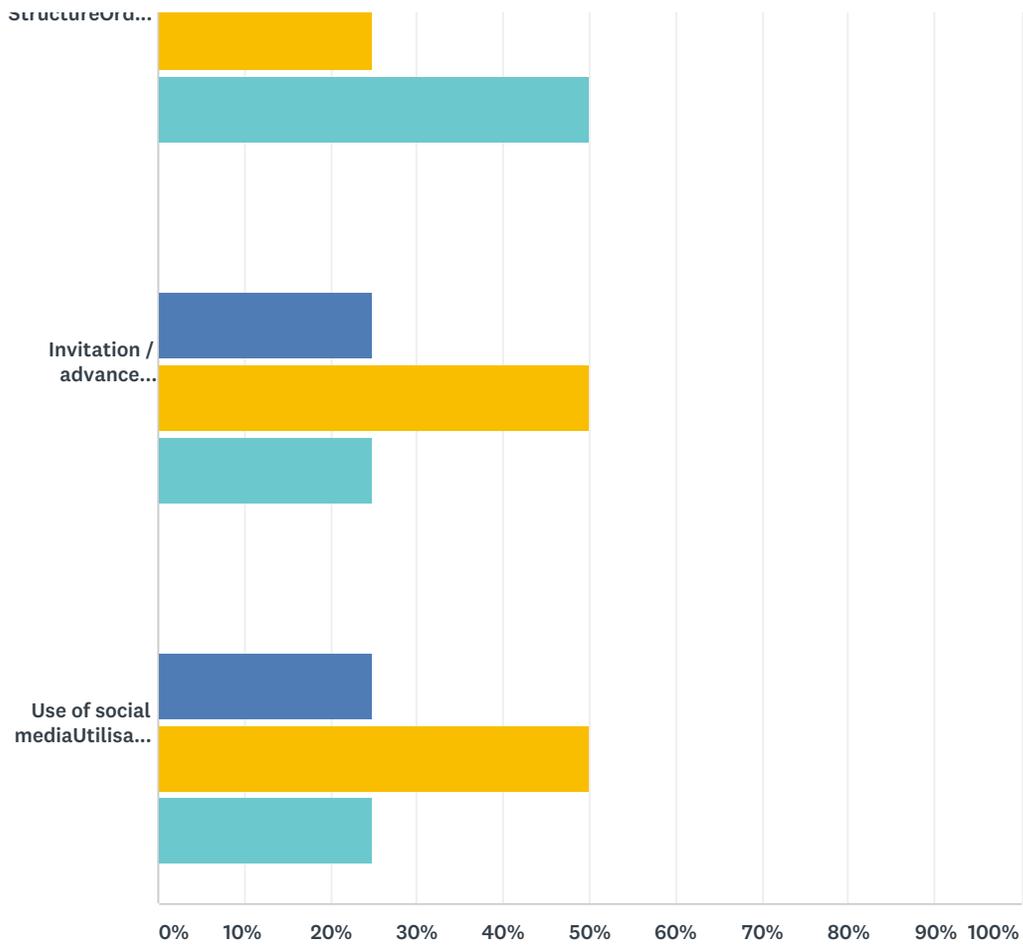


ANSWER CHOICES	RESPONSES	
Not at all / Pas du tout	0.00%	0
A bit / Un peu	25.00%	1
A lot / Beaucoup	25.00%	1
Completely / Complètement	50.00%	2
<b>TOTAL</b>		<b>4</b>

Q3 Please rate the following elements of the summit: S'il vous plaît évaluer les éléments suivants du sommet :

Answered: 4 Skipped: 0





■ Unsatisfactory / Insatisfaisante 
 ■ Neutral / Neutre 
 ■ Good / Bon 
 ■ Great / Excellent

	UNSATISFACTORY / INSATISFAISANTE	NEUTRAL / NEUTRE	GOOD / BON	GREAT / EXCELLENT	TOTAL
Venue (Legion St. George)Location (Légion St. George)	0.00% 0	25.00% 1	75.00% 3	0.00% 0	4
Timing (10:00-3:00pm)Calendrier (10h00 - 15h00)	0.00% 0	0.00% 0	50.00% 2	50.00% 2	4
Refreshments/FoodNourriture	0.00% 0	0.00% 0	50.00% 2	50.00% 2	4
Facilitators (Pascale & Jason)Animateurs (Pascale et Jason)	0.00% 0	0.00% 0	25.00% 1	75.00% 3	4
Agenda / StructureOrdre du jour	0.00% 0	25.00% 1	25.00% 1	50.00% 2	4
Invitation / advance information providedLes invitations, informations fournies à l'avance	0.00% 0	25.00% 1	50.00% 2	25.00% 1	4
Use of social mediaUtilisation des médias sociaux	0.00% 0	25.00% 1	50.00% 2	25.00% 1	4

#	COMMENTS	DATE
1	Provincial employees should who in the industry was invited. We then could have sent reminders to those invited	9/8/2017 1:12 PM

Q4 The initiative I'd like to see progress most following the summit is:  
L'initiative que j'espère le plus voir progresser suite au sommet est

Answered: 3 Skipped: 1

#	RESPONSES	DATE
1	fonds des peches de l'atlantique	9/8/2017 1:54 PM
2	More discussions around things to help industry	9/8/2017 1:12 PM
3	Des communications détaillées au sujet du Fonds des pêches de l'Atlantique	9/8/2017 7:53 AM

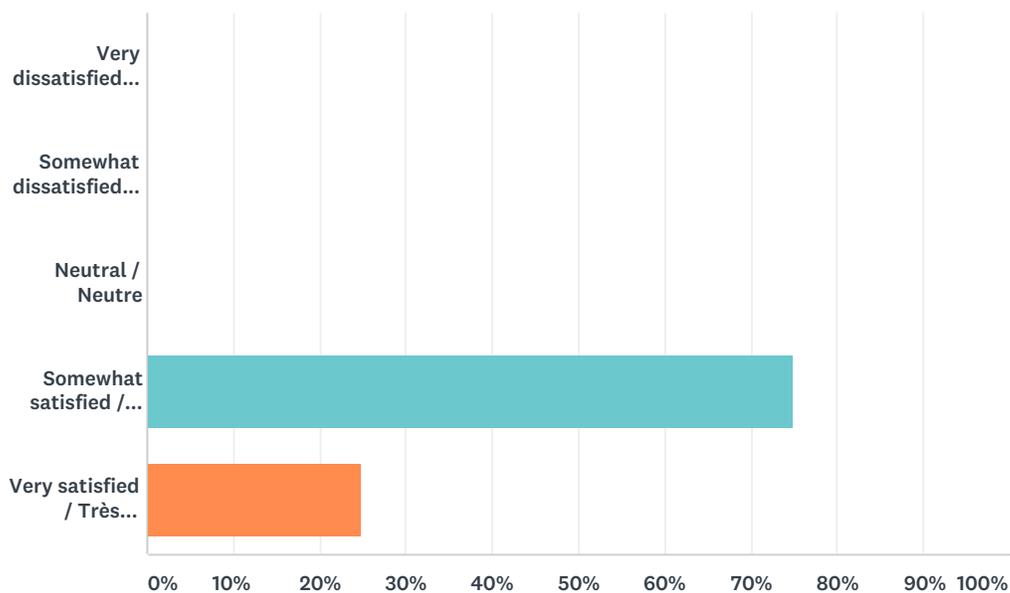
Q5 The initiative(s) I would like to collaborate on following the summit is (are): Les initiatives sur lesquelles j'aimerais collaborer suite au sommet sont :

Answered: 2 Skipped: 2

#	RESPONSES	DATE
1	coproduits marins issus de la transformation	9/8/2017 1:54 PM
2	No comment	9/8/2017 1:12 PM

## Q6 Overall, how would you rate your satisfaction with the 2017 Aquaculture and Fisheries Economic Opportunities Summit? Dans l'ensemble, comment évaluez-vous votre niveau satisfaction suite au Sommet des possibilités sur l'aquaculture et les pêche 2017 ?

Answered: 4 Skipped: 0



ANSWER CHOICES	RESPONSES
Very dissatisfied / Très insatisfait	0.00% 0
Somewhat dissatisfied / Plutôt insatisfait	0.00% 0
Neutral / Neutre	0.00% 0
Somewhat satisfied / Plutôt satisfait	75.00% 3
Very satisfied / Très satisfait	25.00% 1
<b>TOTAL</b>	<b>4</b>

#	COMMENTS	DATE
1	plus de temps à la pause pour faire du réseautage	9/8/2017 1:54 PM

## Q7 The most valuable part of the Summit for me was:La meilleure partie du sommet a été

Answered: 4 Skipped: 0

#	RESPONSES	DATE
1	De voir ce que vous avez fait depuis le sommet de 2015	9/9/2017 2:53 PM
2	la presence toute la journée du ministre des peches et de l'aquaculture	9/8/2017 1:54 PM
3	Meeting the Minister and him acknowledging his employees. Also please give a raise to Susan holt. She is an excellent speaker!!!	9/8/2017 1:12 PM
4	Discuter d'enjeux communs avec des joueurs de l'industrie qu'on voit moins souvent	9/8/2017 7:53 AM

Q8 The least valuable part of the Summit was:La partie la moins utile du sommet a été:

Answered: 2 Skipped: 2

#	RESPONSES	DATE
1	il faut utiliser la traduction simultanée de façon plus efficace	9/8/2017 1:54 PM
2	More from industry should have attended.	9/8/2017 1:12 PM

**Q9 Please share any other feedback you have on the Summit. Veuillez nous faire part d'autres commentaires que vous avez sur le sommet.**

Answered: 2 Skipped: 2

#	RESPONSES	DATE
1	J'ai vu une seule personne avec des oreillettes, je ne peux pas penser que tous les autres étaient bilingues; il faut mieux au début encourager les participants à utiliser le service de traduction	9/8/2017 1:54 PM
2	Should be in other regions of the province at different times of the year. Industry is busy and sometimes can't commit to these meetings	9/8/2017 1:12 PM