

WINTER 2020

ALLIANCE

The Magazine for the Nova Scotia Seafood Alliance



DFO Gains Strong Provincial Connection with Bernadette Jordan

page 6

The Atlantic Fisheries Fund (AFF)

page 14



EASTERN CANADA'S UNDISPUTED LEADER IN **CRAB** & **LOBSTER** AUTOMATION

- Lean factory design experts
- Reduced grading labour
- Robot packaging in freezers
- Paperless traceability and labelling
- Low labour & efficient lobster pond
- Seafood-specific labelling

Cube Automation has designed the most **crab, lobster and herring seafood** factories in Eastern Canada in the last 5 years.



www.cubefoodprocessing.com

► Advance Graders



► Lobster Claw Grader



► Full Traceability and Labelling



► Robot Packaging



► Scales



Inside this issue:

Nova Scotia Seafood Alliance: Comings and Goings page 4

*By: Leo Muise, Executive Director
Nova Scotia Seafood Alliance*

DFO Gains Strong Provincial Connection with Bernadette Jordan page 6

NSSA Leadership Awards page 7

Perennia's Seafood Accelerator Program page 8

Message from the Minister of Fisheries and Aquaculture page 10

By: Minister of Fisheries, Keith Colwell

Associate Members of the Nova Scotia Seafood Alliance page 12

The Atlantic Fisheries Fund (AFF) page 14

Processor Needs Assessment Survey page 15

COVER IMAGE "View from Middle West Pubnico wharf"

THE OCEAN IS UNPREDICTABLE.

MAKE SURE YOUR
MARINE INSURANCE ISN'T.

From single vessels, to entire
fleets, we have the expertise
to provide comprehensive
insurance options for all of
your marine requirements.

Call MCT today for a
free insurance review.

1.877.222.3888

mcti.ca

MCT INSURANCE
MARINE

PUBLICATION INFORMATION

Alliance is the magazine for the Nova Scotia Sea Food Alliance.
This is a joint publication with CRE8 Art Centre Ltd. (Marketing)
and the Seafood Alliance. All rights reserved.

Contents reproduced only with consent of NS Sea Food Alliance
and CRE8 Publishing Inc. Articles and information in this magazine
represent the opinions of the writers and the and the information that,
to the best of our knowledge was accurate at time of writing.

Published by: CRE8 Art Centre Ltd. (Marketing)
Eastern Canada: 1043 Hwy 335,
Middle West Pubnico, NS BOW 2M0.
waltermediahome@eastlink.ca

Editor: Kevin Bottaro, kevin_bottaro@yahoo.ca
Design: Allison Churchill, alsprinting@eastlink.ca



TOYOTA TOUGH

Taking on the most demanding jobs!

Durability by design, the Toyota IC Pneumatic provides, stability,
power and high-performance on uneven and rough terrain.

Liftow

TOYOTA
MATERIAL HANDLING

SALES | RENTALS | PARTS | SERVICE | TRAINING

902-469-6721 www.liftow.com



Nova Scotia Seafood Alliance: Comings and Goings

*By: Leo Muise, Executive Director
Nova Scotia Seafood Alliance*

The Nova Scotia Seafood Alliance's rapid membership growth continued through the summer of 2019. As of this writing the alliance includes 91 regular members and 41 associate members — and there is always room for others.

The 2019 fall lobster fishery is on, and the first week was marked by very windy weather but generally high landings and good prices when the boats got out. The lobster quality was an improvement over the past few years, and the demand for B-grade product has also improved over the fall of 2018.

The geopolitical events have largely stabilized in recent months. Events in the US, Asia and Europe have steadied to some extent. The media continues to talk about the US and

China trade war and Brexit, however nothing substantive is happening other than talk; that's good news for Nova Scotia seafood exporters as it helps us maintain our market advantage. (That's not to say it won't change in the future...time will tell.)

The Nova Scotia Seafood Alliance has filed its submission to the Atlantic Fisheries Fund. The focus of the application is to address industry needs such as labour shortages, product quality monitoring and traceability with technological improvements and new innovative equipment. Increasing productivity through automation is also being explored by several companies.

The Annual Meeting of the Nova Scotia Seafood Alliance was held on Sep-

tember 14 at the Hampton Inn/Homewood Suites on Brunswick Street, Halifax. Those who attended the event found the facility to be superb, and the program interesting and informative.

The social aspect of the AGM was also a tremendous success. Members had the opportunity to interact with our associate membership, meet old friends and make new ones. Plans for 2020 are already well underway: we will once again be meeting at the Hampton Inn/Homewood Suites on September 11 and 12, so don't miss out. The 2020 version will be bigger and better than ever.

Looking ahead, 2020 is lining up to be another busy year for Nova Scotia seafood. It seems we say that



Nova scotia Seafood Alliance members together at the 2019 Annual General Meeting, held in Halifax.

every year, but everything from trade wars, industry economics, climate change, health and safety, and resource sustainability are real and ongoing. During the recent election campaign, the governing party pledged to increase the areas covered by marine protected areas from 10% to 25% by 2025. That will be a challenge for everyone to meet.

Although there were no deaths of North American right whales in Canadian waters in 2018, we saw nine die during the summer of 2019. Only two of the nine were found to be entangled in fishing gear, and as a result, several environmental organiza-

tions and two US senators are calling for even more extreme steps to protect this highly-endangered species. Although most of the deaths were believed to be caused by ship strikes, the fishing industry appears to be the focus of everyone's criticism. The dilemma is that the Canadian industry is already doing everything it can reasonably do, and additional restrictions on fishing will shut down large portions of the industry, particularly in the Gulf of St. Lawrence. The Canadian and United States governments, along with both countries shipping and seafood industries, need to work cooperatively in order to reach an effective, rational and fair solution.

We in the Nova Scotia Seafood Alliance know that working together works. NSSA member companies continue to provide support to each other, and expert advice to decision-makers when asked. Imagine the power, knowledge and skill that would be available if governments, harvesters and processors all worked together for a common cause.

These are exciting times filled with opportunity and challenges. Members of the Nova Scotia Seafood Alliance are well positioned to make the most of Mother Nature's greatest gift to Nova Scotia.



DFO Gains Strong Provincial Connection with Bernadette Jordan

The Nova Scotia Seafood Alliance would like to congratulate South Shore–St. Margarets MP Bernadette Jordan on her appointment as minister of fisheries and oceans.

Having been appointed after the re-election of Justin

Trudeau and subsequent cabinet shuffle, Minister Jordan realized a dream. She had long wished to head DFO, and her benefit can be good for us too: A Nova Scotian who truly understands and cares about the industry here at home is key to our success.

From all of us at the Nova Scotia Seafood Alliance, hearty congratulations to Bernadette Jordan. We are behind you, and look forward to your time as minister.



A perfect solution for temporary **foreign workers** in Canada.

Coverage amounts

\$50,000, \$100,000 and \$150,000.

Blue Cross plans include:

- ◆ Emergency medical care
- ◆ Transportation expenses
- ◆ Free assistance services 24/7

FOR MORE INFORMATION

Andrew Hart

Sales Manager, Atlantic Region

902-453-0708

andrew.hart@qc.bluecross.ca

NSSA Leadership Awards

Back in the fall, the Nova Scotia Seafood Alliance was proud to present 2019 Leadership Awards to two of its very best supporters: Walter Niekamp of Cre8 Publishing, and Sara Rankin of Sara Rankin Creative.

The founder/owner of the company that publishes this magazine, Walter has been instrumental in keeping our members informed while growing our reach across the province. Alliance has provided the members of NSSA a voice they didn't previously have, allowing them to create awareness of our issues within and beyond our ranks. Walter's platform and guidance have proven instrumental to our growth.

A website is necessary for any professional body these days, and Sara Rankin provided NSSA one that's clear, concise, functional and aesthetically pleasing. Sara Rankin Creative specializes not only in web, but graphic design, and our tartan-fish logo is another of her creations. Her innovative mind has given us the branding we need

for visual and worldwide exposure.

The Nova Scotia Seafood Alliance Leadership Awards

honour those whose efforts and passion go the extra mile. Congratulations to Walter Niekamp and Sara Rankin, and all winners!



PACKAGING SOLUTIONS



www.truefoam.com

Did You Know? Life Cycle Analyses show that expanded polystyrene (EPS) manufactured by TrueFoam has far less impact on the environment than other competitive materials, such as cardboard, for the same use.

Proper quality control is essential when transporting fresh seafood from processor to market.

To maintain your product quality use **STYRO-PACK** Shipping containers manufactured by TrueFoam. **STYROPACK** is rigid, lightweight, and has excellent insulating properties. These features allow **STYROPACK** to outperform most other containers.

TrueFoam also carries a full range of **STYROPACK** accessories – including polyliners, gel packs, corrugated cardboard boxes and thirsty pads.

TrueFoam Dartmouth, NS Tel: 902-468-5440	TrueFoam Fredericton, NB Tel: 506-452-7868	Tech Pak Canada Yarmouth, NS Tel: 902-742-1435	Newfoundland Styro Bishop's Falls, NF Tel: 709-258-5890
--	--	--	---

Perennia's Seafood Accelerator Program

Do you have an idea for a new seafood product that you want to commercialize? Do you have a new product that needs some adjustments before it's ready to hit the market? Is your company interested in expanding into new international markets? Perennia's Seafood Accelerator Program is here to provide you with the support and technical expertise needed to achieve these goals and grow your business.

Perennia Food and Agriculture Inc. is Nova Scotia's technical development agency for the agriculture and seafood sectors. Our mission is to help fishers, farmers and food processors be more prosperous and profitable through the programs, services and projects we offer. One of the newest programs at Perennia is our Seafood Accelerator Program, which aims to strengthen Nova Scotia's seafood sector through the development and implementation of new products and new market access.

Through funding from the provincial Building for Tomorrow Fund, the Seafood Accelerator Program is available until March 31st, 2021.

There are three funding streams available under the program: Market Access

Food Safety, New Product Creator and Product Development for Technical Obstacles. Nova Scotia-based seafood companies are eligible and are encouraged to apply for financial support for the following initiatives.

New market access through obtaining a Global Food Safety Initiative (GFSI) certification to open new export markets or maintain current ones. Perennia's team of Quality and Food Safety Specialists can provide you with services such as:

- Gap assessments for specific food safety program requirements to assess what needs to be done for compliance with a specific standard such as SQF or BRC
- Program coaching, quality assurance plan development and employee training
- Pre-audit assessment in preparation for third-party audits

If you want to develop a new product such as chowder or a burger, the New Product Creator funding stream is for you. This initiative aims to assist companies in successfully commercializing new Nova Scotia seafood products. The goal is to create food, ingredient and nutraceutical prototypes and develop the manufacturing

processes required to bring a new product to market. Eligible services include market validation studies, nutritional labeling, prototype development and scale-up support. Special consideration will be given to new products created from seafood by-product streams.

Our funding stream for Product Development – Overcoming Technical Obstacles, aims to support companies that already have a product in the market, or have a prototype that is ready-to-commercialize, but are facing a technical challenge that is preventing them from moving forward. Our team of food scientists can help to improve value-added seafood products through technical support and consultation. Eligible services include but are not limited to, recipe reformulation, shelf-life determination and extension, analytical testing, packaging solutions, and process modification, optimization and scale-up.

All projects are cost-shared 50/50 with suc-

cessful applicants (for example, a \$30,000 project would receive \$15,000 in funding), and companies are eligible to receive up to \$15,000 in funding through the Seafood Accelerator Program.

This program can provide the additional support and guidance you need to take your business or idea to

the next level. We encourage you to reach out to our Seafood Accelerator Program Manager, Ashley Sprague, at 902-955-0248 or by email at asprague@perennia.ca for additional information and program eligibility requirements.

Visit our website at www.perennia.ca/seafood to learn more.

NOVA SCOTIA SEAFOOD ACCELERATOR PROGRAM

Funding available to support product development and food safety programs in the seafood industry.

Funds limited apply soon.

Contact asprague@perennia.ca for more information.



www.perennia.ca



Message from the Minister of Fisheries and Aquaculture

By: Minister of Fisheries, Keith Colwell

Thanks to the hard work of the industry, Nova Scotia has been Canada's top exporter of seafood for the past four years.

Our goal is to have the best quality seafood in the world so that we can continue to grow the value of our exports and build a secure economic future for our coastal and rural communities.

Nova Scotia's seafood products are known all over the world for their quality and we want to be sure our regulations support competitiveness, reflect today's standards, and help our industry succeed. We recently updated the Fisheries and Coastal Resources Act to improve the regulatory framework of fish buying

and processing. My department worked closely with you with the shared motivation of continuing economic benefits and good careers in the fisheries and aquaculture industries.

We continue to work with the fish processing and buying sectors through a Ministerial advisory committee as well as meetings with association groups and individuals.

Fisheries and Aquaculture's staff have been traveling to numerous communities across the province to promote the benefits of the Atlantic Fisheries Fund. They've been meeting with processing, harvesting, and aquaculture associations, advisory boards and committees, and municipalities.

The feedback has been positive, and we continue to share the benefits of investing in innovation, infrastructure and science partnerships.

The AFF can support your businesses and organizations. Between \$120- and \$130-million is available to Nova Scotia companies until March 2024. But don't delay, get the information you need at novascotia.ca/fish/funding-programs/atlantic-fisheries-fund/.

We recently signed a three-year agreement with the Municipality of the District of Argyle to establish aquaculture development areas to identify areas with potential for environmentally sustainable aquaculture. The agreement is the first

of its kind in Nova Scotia and the first example in Canada of this approach to aquaculture development. I commend municipal leaders in Argyle for approaching us to work with them to reduce barriers to growth for aquaculture operators. Aquaculture, carried out environmentally, is important to food security, economic development, job growth and the growing success of Nova Scotia's leading seafood exports.

The 22nd annual Nova Scotia Department of Fisheries and Aquaculture Minister's Conference, Feb. 25-27. I'm excited that we've partnered with the Aquaculture Association of Nova Scotia's Seafarmer's Conference. Together, we provide even greater value to members of the seafood industry, who come to share their knowledge and to hear from experts around the world.

This year we feature more international speakers and members of the fishing and aquaculture industry from Nova Scotia. We'll learn the latest global seafood trends, talk to fishers, processors and sea farmers about their needs and spend time discovering new opportunities for growth and profits. We'll learn

about the latest in technology, collaboration, automation, export success, maximum utilization of seafood

resources, labour, climate change and much more. Hope to see you there!



VERNON d'EON FISHING SUPPLIES LTD.

www.VernonDeon.com

Quality Fishing Supplies • Best Selection • Reasonable Prices

Ph: 877-930-3366



*** 40 Years Serving the
Lobster and Fish
Processing Industries**

*** 9 Locations to serve you
throughout the Maritimes**





Have an idea to *improve* Nova Scotia's fish and seafood sector?

See if your idea is eligible for funding.

The Atlantic Fisheries Fund helps businesses meet growing market demands and supports innovation within this sector.

To learn more and check eligibility, visit
novascotia.ca/atlantic-fisheries-fund
or phone 902-424-3036.



Atlantic Fisheries Fund

Canada

NOVA SCOTIA

Associate Members of the



Vital to our Industry Success

The seafood sector in Nova Scotia is made up of three core groupings of individuals and companies, all of whom are crucial to the success of the industry. Our harvesters work long and hard — often in unpleasant and dangerous conditions — to bring the highest quality seafood

products to land. Our buyers and processors acquire the various forms of seafood that arrives at the wharf, and turn it into value-added food and profit for everyone to share. The third industry unit is not as well known as the harvesters and buyers,

but equally important to the success of the industry.



Lobster being loaded for shipment at Halifax Stanfield International Airport

These are the companies who enable and support the operation on the water and in the plants. They are the people who work to behind the scenes to make sure industry participants are prop-

erly equipped, structured and funded, and that

our quality goods get to the customer safely, efficiently and on time.

Many of these companies are proud associate members of the Nova Scotia Seafood Alliance. Our associate members

finance the industry and provide plant supplies and packaging, as well as supply us with the best and most modern equipment required to produce our top-quality products. Our associate members then

Ultimately, providing safe, nutritious, luxury food to the rest of the world is what members of the Nova Scotia Seafood Alliance do.

coordinate the shipping of merchandise to markets all over the world in a safe, cost-effective and timely manner.

Associate-member companies also provide advice and help to structure our full-time member companies in a way that is unique to each business plan. Providing legal or marketing advice can be critical to a successful business transaction; meeting the complicated regulatory requirements of the industry often requires expert advice and on-site technical interventions. This service is frequently supplied

by our associate-member companies.

Ultimately, providing safe, nutritious, luxury food to the rest of the world is what members of the Nova Scotia Seafood Alliance do. Our success depends on all three arms of the in-

dustry working together to ensure it remains sustainable, profitable and socially responsible. Together we have created Nova Scotia's number one industry.

To learn more about our associate members, visit www.novascotiaseafoodalliance.ca/our-members

1-800-235-BAIT

Top Quality Products To Maximize Catch!

- Squid • Herring • Mackerel
- Sardines • Saury • Red Fish Heads

Product Available in Nova Scotia



International Marine Industries, Inc.

Call us today for all your bait needs.

221 Third Street
Newport, Rhode Island 02840
Tel: 401-849-4982 Fax: 401-849-4987
Contact Chris Paiva at: chris@imifish.com

www.imifish.com

The Atlantic Fisheries Fund (AFF)

The Atlantic Fisheries Fund (AFF) supports Nova Scotia's fish, aquaculture and seafood industries. Through the AFF, Nova Scotia's Department of Fisheries and Aquaculture, in partnership with Fisheries and Oceans Canada (DFO), supports innovation, infrastructure and science in these important Nova Scotian industries. New ideas are welcome and may be eligible for funding.

If you have an idea and want to apply for funding:

- 1) Review the eligibility information to make sure you're eligible to apply**
- 2) Write via aff@novascotia.ca or call (902) 424-3036 to discuss your idea**
- 3) Submit your concept for review by NSDFA staff**
- 4) Submit your official proposal to the Atlantic Fisheries Fund for funding (form and guidelines are at atlanticfisheriesfund.ca).**

Government has invested in the fish, aquaculture and seafood industries, focusing on growing exports to key markets around the world; now there is opportunity to do even more. Contact the Atlantic Fisheries Fund today with your idea.



Processor Needs Assessment Survey

The Nova Scotia Seafood Alliance recently commissioned Lower Sackville-based Pisces Consulting to survey member companies about their processing needs. When it was all said and done, 31 of them spanning the entire province provided significant feedback.

The common themes that came up during the survey were labour and traceability, as well as awareness of support programs like the Atlantic Fisheries Fund and industry-related technologies.

There were 81 specific projects identified by the 31 companies, or 2.6 per. Of these projects, there were 71 (87%) that would fall into grant applicable, and 10 (13%) into loan applicable.

Pisces' recommendation was to create an umbrella application for AFF, streamlined for member companies to apply for through NSSA. For administration of this application, it was recommended that NSSA hire a projects manager and form an AFF committee. A further recommendation was to sponsor a one- or two-day technol-

ogy conference, designed to promote general awareness of available options and include presentations from tech companies and support agencies.

NSSA has accepted the recommendations of Pisces Consulting, and hopes this initiative will help mem-

ber companies of all sizes gain what they need going forward.

The full report is available now to all NSSA members. Please take time to read it, and don't hesitate to bring up any questions or concerns.

90 Years of Combined Airfreight Experience



www.wwpcanada.com

1-902-873-3185



FROM HALIFAX TO BEIJING IN TIME FOR DINNER.

At the heart of our vast global network is a dedicated team making sure your shipments are delivered quickly and seamlessly. Be it lobster, tuna or snow crab, we ensure dinner arrives fresh and on time.

Visit aircanadacargo.com today.



WE'LL FIND A WAY



AIR CANADA
CARGO