



NSS Conference
Designing a Sustainable Future

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Newfoundland Aquaculture Industry Association (NAIA):

- Member-based, not-for-profit Industry Association
- Membership: Regular (Producer) Members & Associate Members
- Currently represent all sectors, including both growers and processors in the province.



Aquaculture in NL:

- Newfoundland and Labrador is the fastest growing aquaculture region in the country.
- Estimates suggest that at the current growth rate an output of up to 50,000 tonnes of shellfish and finfish is achievable by ~2012, with an export value of \$300 million annually.



Sustainability: is a characteristic of a process or state that can be maintained at a certain level indefinitely. The term, in its environmental usage, refers to the potential longevity of vital human ecological support systems, such as the planets climatic system, systems of agriculture, industry, forestry and fisheries, and human communities in general and the various systems on which they depend in balance with the impacts of our unsustainable or sustainable design.

Sustainable Development: development that meets the needs of the present without compromising the ability of future generations to meet their own needs. (former Norwegian Prime Minister Gro Harlem Brundtland).

(Source: www.wikipedia.com)



The Marketplace:

- The USA is Canada's principal market for all our aquacultured products. Some exploration into the European marketplace occurring.
- Primarily all products exported as 'fresh'
- Buyers/retailers feel positive about buying Canadian product
- Retailers are serious about learning how Canada addresses sustainability
- The production of seafood from farms is by its very nature, sustainable





Feedback from the Marketplace re: Certification:

- For the capture side, third party certification is what qualifies as acceptable proof of sustainability
- For aquaculture (whether finfish or shellfish) there is currently no **requirement** for any kind of third party certification from US or Canadian buyers
- However, even though industry is not feeling pressure to attain certification there is no question that environmental sustainability is a trend that is here to stay and industry are proactively investigating its certification needs





Feedback from the Marketplace re: Certification:

- There is a lot of confusion as to what sustainability and certification really means
- Certification is viewed as a bonus in some markets – not a requirement
- Retailers are developing their own internal strategies or programs for sustainability, which when complete will result in seafood procurement policies

Market Directions:

- Overall demand for seafood is growing
- The corporate social responsibility “movement” in the retail sector will continue to expand with a growing focus on sustainability





What is industry doing related to sustainability?

- Canadian aquaculture companies are committed to continuous improvement on sustainability issues. Some examples include:
 - ISO 14000
 - Environmental management system that helps companies focus attention on environmental issues
 - ACES Program
 - Aboriginal Aquaculture Association (AAA) has developed a concept for a certification program for aquaculture called ACES: Aboriginal Certification of Environmental Sustainability





What is industry doing related to sustainability?

- Certification / Eco-Label
 - Some Canadian companies are actively pursuing third party certification (such as those offered by SQF and IFQC)
 - Canadian companies are also actively participating in the WWF dialogues which has meant working with ENGO's to set global standards both for salmon and mollusks

What is industry doing related to sustainability?

- February 24, 2008: New Brunswick-based Cooke Aquaculture announced the successful accredited certification of its Freshwater Division for the SEAFOOD TRUST – CERTIFIED QUALITY SALMON – ECO-LABEL.

www.seafoodtrust.com

- The CERTIFIED QUALITY SALMON ECO-LABEL program is the world's first international aquaculture eco-label certification program to be accredited to EN45011/ISO65 standards.



What is industry doing related to sustainability?

- ISO 65 Cold Harvest Quality Certification Program - NAIA
 - In June 2004, NAIA entered into a strategic partnership with IFQC Ltd. (Ireland) to develop a quality program for mussels
 - Two Standards
 - Mussel Growing / Harvest Standard and Product Specification
 - Mussel Processing Standard and Product Specification



What is industry doing related to sustainability?:

- Companies are continuing to develop more sustainable feed sources
- Companies are sourcing local feed ingredients
- Continuing to lower energy costs and impacts on greenhouse gas emissions
- Best management practices implemented throughout the industry



How can government help Canada prepare?

- Regulatory reform is the gatekeeper to industry viability and growth, and as such regulatory certainty is a paramount issue for the Canadian aquaculture industry.
- A strong, consistent, well communicated and streamlined regulatory framework that recognizes geographic and environmental differences is at the very core of a sustainable industry – and will help to demonstrate Canada's strong management regime.



How can government help Canada prepare?

- Communicate Sustainability
 - With an efficient regulatory system in place, government will then be in a position to help communicate the unique Canadian regulatory regime for aquaculture.



How can government help Canada prepare?

- Market Intelligence
 - A complete analysis of all the various certification programs for aquaculture – what criteria they are looking for – the cost – the operational effectiveness – all of this information will help companies weigh their options with regards to certification.
 - Keeping up with trends and what's going on globally with respect to certification trends.



How can government help Canada prepare?

- Industry and government recently had a workshop to discuss certification of Canadian aquaculture products. Industry will be working closely with government over the next few months to more clearly define the roles and responsibilities around this important topic and discuss next steps.



Thank you.

For more information:

Canadian Aquaculture Industry Alliance

www.aquaculture.ca

www.naia.ca

