



To get maximum value for our fishery
and for our province...

WE MUST EXPORT FISH TO CUSTOMERS IN **PRODUCT FORMS THEY WANT**

It's a fact, growth markets in the world consume fish differently than we do – in whole form as opposed to the fillets we are used to. But this is a reality we need to embrace.

Selling fish in the product forms customers want has benefited our inshore fishers, and the industry overall, greatly in the past. For example, in 2011 fishers received 500% more for their Snow Crab and 300% more for their Turbot than would have been possible before restrictions on those species were lifted. As well, Mackerel, Capelin and Lobster (sold live) are all sold whole to markets who prefer to consume it like that. We have removed restrictions in the past to maximize value for these species, now it is time to do the same for Yellowtail Flounder and Redfish.

What do we need to do? We need to operate like a business to realize the full value of our industry. We need to be able to compete with other jurisdictions that do not have restrictions. We need to sell seafood to customers in the product forms they want.

If we don't take the right path forward, we will see lower prices for inshore fishers, less money in our economy and less spin-offs for the people who service our industry.

For a sustainable fishery, we need to maximize value for everyone.

THIS IS THE RIGHT PATH FORWARD
for a sustainable fishery.

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