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An Initiative of Memorial University of Newfoundland

November 28, 2007

Dear Stakeholder:

As you may be aware we at the Canadian Centre for Fisheries Innovation are currently working with a steering committee of industry and government stakeholders in the Southern Gulf region to host a Southern Gulf Snow Crab Workshop in Moncton on January 15th & 16th, 2008. The workshop is a collaborative effort between industry and government and is entitled *A Strategic Approach for the Successful Harvesting, Processing and Marketing of the Resource*.

The key thrust behind the Snow Crab Workshop is the need to develop approaches to maximize regional economic benefits from the snow crab fishery recognizing resource, industry and overall global market conditions. This can be achieved by exposing all stakeholders to the range of issues, challenges and opportunities that exist in all sectors of this industry and to develop appropriate and acceptable responses to these realities.

The key objectives of the Workshop are:

- To encourage meaningful dialogue between the various stakeholder groups through a focus on the common challenges and opportunities for “a sustainable, economically viable and internationally competitive fishing industry”.
- To examine marketing-related challenges and opportunities recognizing that Atlantic Canada supplies over 60% of world markets.
- To engage and assist industry in the design of a common vision for maximizing Oceans to Plate opportunities such as by enhancing a strong seafood value chain.

The Workshop will include a broad range of local, regional, national and international speakers ranging from fish harvesters and processors to market experts and scientists. Don't miss this opportunity to add your voice to the discussions that could help shape the future of this all important industry.

Please find attached for your information a copy of the registration form for the Workshop. If you are interested in participating in this event, please register early as seating is limited. Further information such as the agenda will be posted on our website (www.ccfi.ca) as it becomes available.

I sincerely hope that you will take advantage of the opportunity to participate in this worthwhile event.

Best Regards,

A handwritten signature in cursive script that reads "Carey Bonnell".

Carey Bonnell
Managing Director