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An Initiative of Memorial University of Newfoundland

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Dear Stakeholder:

As you may be aware we at the Canadian Centre for Fisheries Innovation are currently working with a steering committee of industry stakeholders in Atlantic Canada to host a Lobster Summit in Halifax on October 15th & 16th, 2007. The Summit is a collaborative effort between industry and government and is entitled *Market Realities, Market Challenges and Market Opportunities: A Plate to Ocean Approach*.

The key objective of the Lobster Summit will be the development of approaches to maximize the value of the resource for all participants of the Atlantic Lobster Fishery. The Summit will aim to identify the barriers and difficulties that impede industry's ability to maximize its potential and establish a follow-up process to address these obstacles.

The Summit will include a broad range of local, regional, national and international speakers ranging from fish harvesters and processors to market experts and scientists.

The lobster industry is the most lucrative fishery in Atlantic Canada. Don't miss the 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 further details related to the Summit. If you are interested in participating in this event, please register early as seating is limited. Registration and agenda information 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,

Carey Bonnell
Managing Director