

ATLANTIC LOBSTER SUMMIT

Market Realities, Market Challenges and Market Opportunities “A Plate to Ocean Approach”

October 15-16, 2007
Holiday Inn Select
Halifax, NS

Program

Day One

- 7:45 a.m. Registration
- 8:20 a.m. Welcome, Introduction & Objectives of the Summit
*Carey Bonnell, Managing Director
Canadian Centre for Fisheries Innovation
- 8:30 a.m. Welcome and Opening Remarks
*Hon. Ron Chisholm
Nova Scotia Minister of Fisheries and Aquaculture

Session One

Status Report: Overview of Current Supply Issues

Moderator: Carey Bonnell, CCFI

- 8:40 a.m. Industry Overview and Resource Supply Status
(U.S. & Canada)
*Michael Gardner, Gardner-Pinfold Consulting
- 9:10 a.m. Current Issues Facing Lobster Harvesters: Four
lobster harvesters discuss issues of importance to
fishermen.
*Francis Morrissey, PEI
*George Feltham, NL
*Donald Walker, QE
*Craig Prouty, NS (LFA 34).

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9:50 a.m. Current Issues Facing Processors and Shippers:
Lobster processors and shippers discuss issues of importance to exporters.
✳️ *Jeff Malloy, Acadian Fishermen's Co-op, PEI (representing fishermen-owned cooperatives)*
✳️ *Gilles LeBlanc, Westmorland Fisheries, NB (representing independent processors)*
✳️ *Stewart Lamont, Ferguson's Lobster, NS.*

10:30 a.m. *Questions & Answers*

10:45 a.m. **Break**

Session Two

What do Buyers and Consumers Want? A Reality Check

Moderator: *Melanie Sonnenberg, Eastern Fishermen's Federation*

11:00 a.m. Global Demand and Consumption of Lobster: An Assessment of Live and Processed Markets & Opportunities
✳️ *John Sackton, Seafood.com*

11:30 a.m. Market Demand for Live and Processed Lobster in the EU: An Overview
✳️ *Richard Stead, EU Seafood Counsellor
Department of Foreign Affairs & International Trade*

12:00 p.m. The UK Lobster Market: A Retail Perspective
✳️ *Andrew Mallison, Manager – Seafood Procurement
Marks & Spencer, UK (See Video)*

12:30 p.m. Selling Lobster in the US
✳️ *Mike Powers, Director of Seafood Procurement
Darden Restaurants, Orlando, FL*

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1:00 p.m. *Questions & Answers*

1:15 p.m. **Lunch**
 *✳Speaker: Michelle d’Auray, Deputy Minister
Department of Fisheries and Oceans*

Session Three

What’s Around the Bend? Understanding Emerging Market Challenges

Moderator: *Denny Morrow, Nova Scotia Fish Packers Association*

2:15 p.m. Understanding Emerging Market Issues
 *✳Dr. Michael Tlusty, Director of Research
New England Aquarium*

2:45 p.m. Sustainability Certification and Eco-Labeling
 ✳Steve Devitt, TAVEL Certification

3:15 p.m. *Questions and Answers*

3:30 **Break**

3:45 p.m. **Breakout Session: Meeting Market Requirements**
 ✳Moderator: Michael Gardner

4:45 p.m. Report from Breakout Session

5:15 p.m. Adjourn

6:30 p.m. Reception and Dinner
Keynote Speaker:
 ✳Colin MacDonald, CEO, Clearwater

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Day Two

Session Four

Growing the Pie for the Atlantic Lobster Industry: Turning Challenges into Opportunities

Moderator: *Patrick McGuinness, President, Fisheries Council of Canada*

- 8:30 a.m. Banker: Friend or Foe? Maximizing financial opportunities
 **Russell A. Dorey, Business Consultant*
- 9:00 a.m. Options for Development of a Market Intelligence Vehicle
 for Canadian Lobster Industry
 **John Sackton, seafood.com*
- 9:30 a.m. Industry Panel Discussion on Options for Increasing the
 Value from the Atlantic Lobster Fishery
 **Blaine Sullivan, Ocean Choice International, PEI*
 **Tony Jabbour, Clearwater Seafood Ltd Partnership, NS*
 **Eugene O'Leary, Harvester, Canso, NS*
 **Doug McRae, Canadian Gold Seafood Co., NS*
 **Jan Spinney, Orion Seafood Group Canada, NB*
 **Laurence Cook, Harvester, NB*
- 10:30 a.m. **Break**
- 10:45 a.m. Case Study: The Maine Lobster Promotion Council
 Building an Organization to Build Industry Development
 **Dane Somers, Executive Director-*
 Maine Lobster Promotion Council

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11:15 a.m. Moving Forward: Developing Next Steps Through Interactive Survey
New audience response technology will be used to survey industry participants. Questions relating to industry issues will be developed, participants will provide their feedback and results will be immediately available.

12:30 **Lunch**

Session Five

From the Plate to the Ocean: Maximizing the Value of the Lobster Fishery Recognizing Market Realities, Market Challenges and Market Opportunities

1:30 p.m. A Strategic Analysis
✳Michael Gardner, Gardner Pinfold Consulting

2:00 p.m. Plenary session and open discussion, including discussion of survey results, establishing and prioritizing next steps.
✳Michael Gardner to lead discussion

2:45 p.m. Next Steps
✳Carey Bonnell, CCFI Managing Director

3:00 p.m. Conference Wrap Up