



“Fishing Vessel Energy Efficiency Workshops”

November 2008

Background

- Soaring fuel prices in 2008 reduced the profitability of traditional fishing enterprises
- Increased expenses have threatened the economic stability of the entire sector.
- Fishing most energy intensive food production method in world
 - Subject to increasing scrutiny from NGO's & consumers.
- Unstable fuel prices provoked interest in finding energy efficiency strategies to mitigate the overall impact to industry.
- A multi-agency committee (chaired by DFA) has been formed

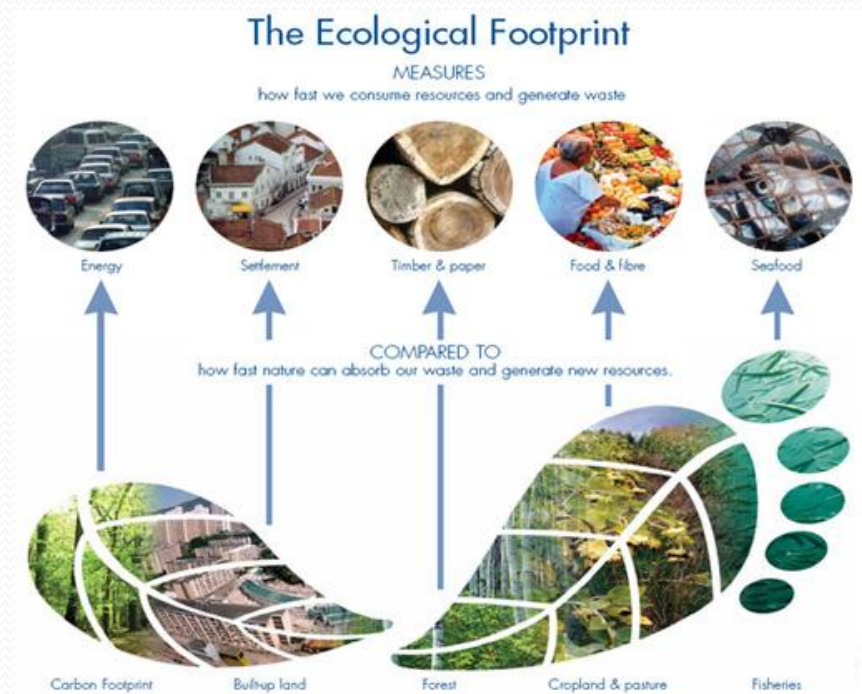
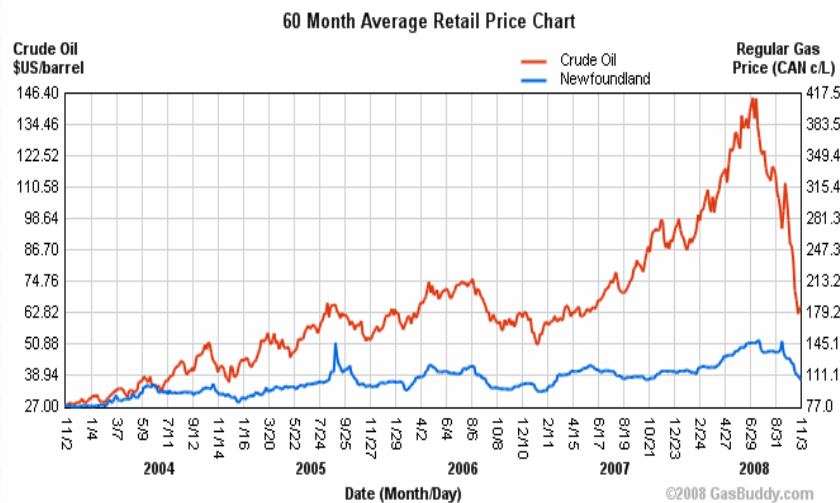
Purpose & Objectives

- To identify a program of activities that will assist in cutting fuel costs in the harvesting sector
- Principal objective is to focus on initiatives that can be implemented in the short term
- A measurable goal of a reduction in energy consumption of 20% by 2009 has been established
- Will also assist in selecting the best options for energy reduction, provide a benchmark for program effectiveness and encourage fish harvester participation in the initiative.

Why is this important to you?

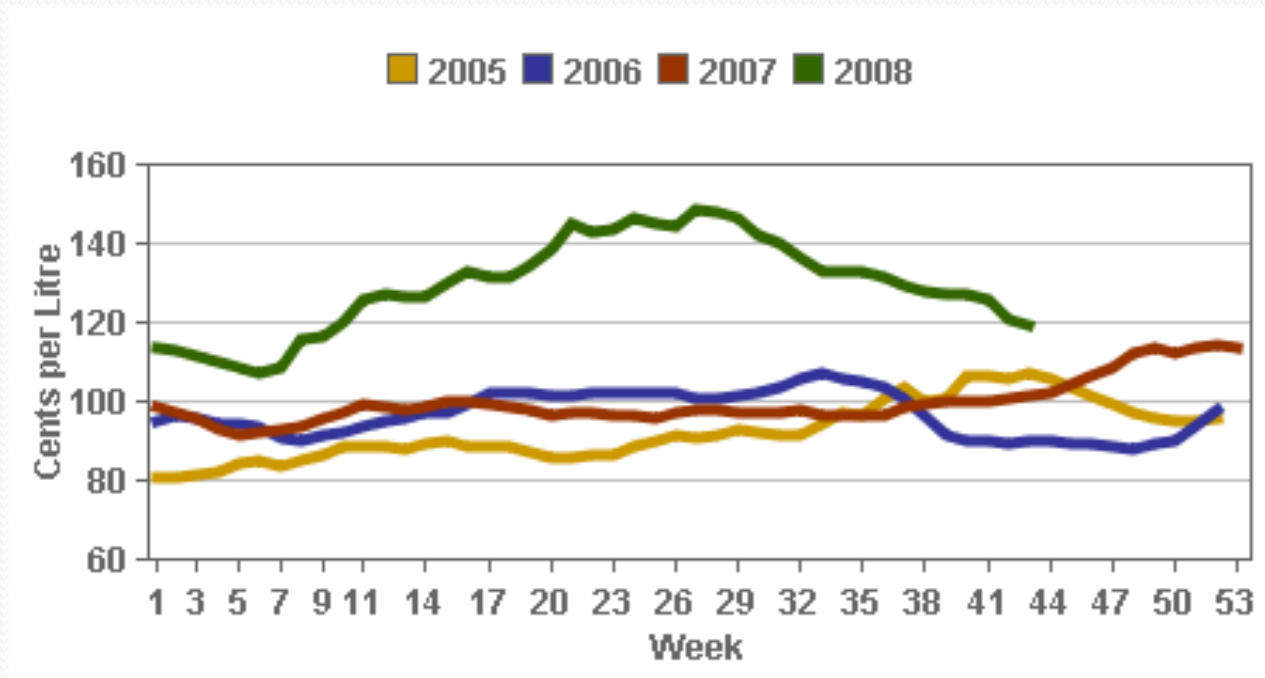
Impact on industry viability

Sustainability movement



Prices have been falling but!

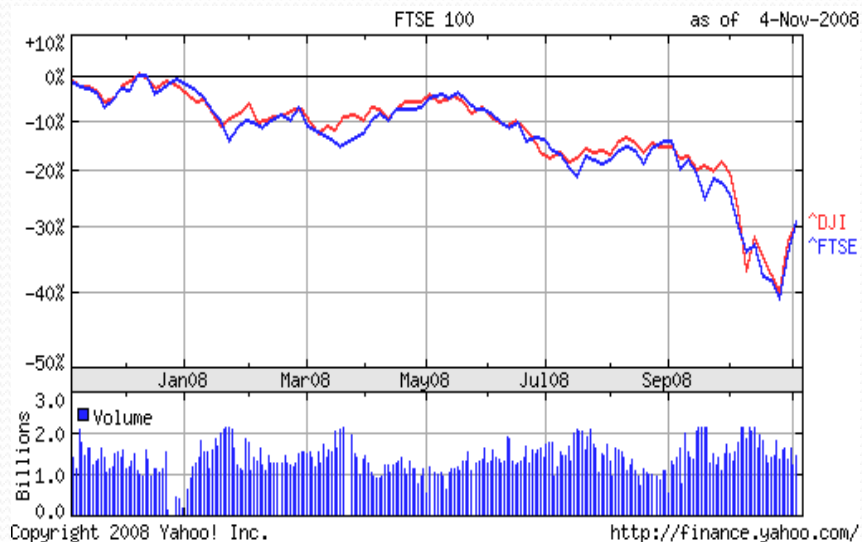
4 – Year Canadian Diesel Trend



Two Key Ways to Improve Viability

Increase revenue

US & UK stock market trends



***Unlikely alternative over short term in light of current global financial crisis**

Reduce costs

- Whether diesel is \$1.20 or \$.50/litre there are savings to be found.
- Most tangible method to improve viability over short term given global economic challenges
- Address sustainability concerns
- Need to investigate ROI

Green Movement - Seafood Buyer

Testimonials

- **Sainsbury (UK)** – Committee to convert ‘big 5’ species (cod, haddock, salmon, tuna & prawns) to sustainable by 2010 (focus on MSC certification)
 - Shrimp/prawns will require MSC or ‘green’ rating by end of 2008
- **Wal-Mart (US)** – In 2007, announced plans to measure the amount of energy that’s used to create certain products and to encourage suppliers to reduce their greenhouse gas emissions.
- **Young’s Bluecrest (UK)**- Have begun a detailed program of initiatives designed to drive down the direct CO² footprint throughout supply chain.
- **Marks & Spenser (UK)**- One of five top priorities is to shrink CO² footprint significantly.
 - Committed to research its food's carbon footprint with the Carbon Trust and setting targets to reduce it over the next year (carbon labeling of products).
- **Tesco (UK)**- Committed to carbon labeling all of its products (70,000 lines)

Coming Soon to A Supermarket Near You



Current NL Approach

- Research on activities and ideas in other jurisdictions
- Research on potential savings on various efficiency measures
 - Design Modifications
 - Operating Modifications
 - Considerations for Newbuilds
- Assessments of a Representative Sample of the Harvesting Fleet
- Fishing Technology

Final Output

- Nine regional workshops across the province.
- Disseminate information about energy efficiency alternatives with a view to raising awareness of potential alternatives that could be introduced before the 2009 fishing season to reduce fuel costs.
- Series of fact sheets will be developed to disseminate information to harvesters about a variety of vessel and energy efficiency topics