



Quebec Fisheries Partners Forum


Highlights of the Industry Report

DGPAC – DAP

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January 2008

**Agriculture, Pêcheries
et Alimentation**

Québec 

Des *actions* pour le présent
Une *vision* pour l'avenir

Quebec Fisheries Partners Forum

November 23 and 24, 2006, co-chaired by ministers Hearn and Vallières (attended by 150 people)

Review of Forum Decisions

- Develop solutions to enable the Quebec fisheries industry to maintain its long-term economic viability.
- Establish three working groups: harvesting, processing and marketing.
- Interim report on short-term recommendations.
- Final report on medium and long-term recommendations.

Harvesting Group Recommendations

- Implementation of regional allocations in competitive fishing regimes.
- Cost reduction: reiterate the demand to reduce operating costs (licence fees, monitoring costs, fuel and bait costs), identify technological innovations that could improve the profitability of fishing enterprises, improve the management of enterprises.
- Support for collaborative mechanisms.
- Maintain and, in some cases, increase research efforts to ensure resource conservation.
- Restructuring of the harvesting sector: create a federal-provincial fund for the rationalization and restructuring of the harvesting sector, facilitate access to funding and capital investment, increase flexibility of management policies.

Processing Group Recommendations

- **Improvement of plant productivity**
 - Plant modernization.
 - Reduction of production costs: finalize a memorandum of agreement with Hydro-Québec to reduce the plants' energy use costs.

- **Rationalization of processing plants**
 - Provincial government's collaboration in a project to rationalize Greenland halibut processing plants.

- **Workforce succession in processing plants**
 - Examine the implementation procedures for regionalized management models for plant workers (registry of workers, workers cooperative, etc.).

Marketing Group Recommendations

- Promotion in the Domestic Market
 - Carry out promotional campaigns targeting specific species.
 - Update the promotional directory of Quebec marine products.
 - Indicate origins on product labelling.
 - Conduct intelligence on market trends and emerging marine products.
 - Set up a marketing board.

Marketing Group Recommendations

- Diversification of export markets
 - Conduct intelligence on market trends and marine products products for which markets are emerging/growing.
 - Set up a database on product supply, the buyers' network, markets and fairs and our competitors' supply.
 - Develop targeted promotional strategies by species or group of species.

Next Steps

- Discussions between MAPAQ and DFO on action in response to industry recommendations.
- Announcement of the action plan of Fisheries Minister Laurent Lessard, in response to industry recommendations.

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