

October 15th, 2009

Eastern Canadian Lobster Industry Comes Together to Form Lobster Council of Canada

The Canadian lobster industry is pleased to announce the formation of the first Lobster Council of Canada. The new Council will work immediately on several major industry issues and will strive to establish a long-term means of improving the value of the industry for all its members.

"Today's announcement is the culmination of months of careful planning to develop an industry-driven organization to tackle the key challenges facing our sector," said Gordon MacDonald lobster harvester from Sydney, Nova Scotia. "Most important is the fact that this organization has been conceived, developed and led by industry and this will be a critical factor in our success".

The Council will focus much effort on 'telling the story' of Canadian Lobster. It will develop promotional and educational campaigns which are professional, engaging and global in scope. It will clearly and effectively articulate why Canadian Lobster is a superior product emphasizing key attributes such as sustainability, survivability, quality, versatility as well as its health benefits.

To support the Council in its early days, the four Atlantic Provinces, the Government of Quebec and the Department of Fisheries and Oceans have agreed to collectively provide approximately \$370,000 in direct funding to the organization over the next two years.

"On behalf of the Council I would like to express our sincere gratitude to our government partners for all of the support that they have provided to our efforts." said Olin Gegan Executive Director PEI Seafood Processors Association. "Government has stated to us on a number of occasions that support for the *status quo* is not an option. I believe that industry has adopted the same principle with our commitment to the Lobster Council of Canada".

The concept for the Council originated during a Summit of the Atlantic lobster industry in Halifax in the fall of 2007. The following year, an industry-wide Lobster Roundtable was formed to determine the next steps in addressing industry-identified issues in a cooperative way. Following meetings in 2008-2009, the Roundtable formed a steering committee to establish the Lobster Council of Canada. The Roundtable and Steering Committee are composed of harvesters, processors, live shippers, distributors and First Nations representatives with government officials in a support role.

"I don't believe we need to stress the significance of this accomplishment, given the overall diversity of our industry and the economic challenges we face" said Ian Wentzell, Senior Fisheries Advisor with the Atlantic Policy Congress of First

Nation Chiefs. "While we acknowledge that this is but one of many steps that this industry has to take to address key viability issues, it is none the less a major step forward".

The Council's first major tasks will be the development and implementation of a long-term marketing strategy, an active communications strategy with industry and the development of a self-funding model for the organization beyond the first two years.

The Council is currently recruiting an Executive Director and anticipates having this position filled by late November. The Council Headquarters will be based in Halifax. An official industry opening will be held once the office is operational.

The Council would like to acknowledge the efforts of the Canadian Centre for Fisheries Innovation in facilitating this initiative on behalf of industry.

For more information please visit the Council web-site at
www.lobstercouncilcanada.ca

FOR MORE INFORMATION PLEASE CONTACT:

Nova Scotia

Ashton Spinney
Harvester LFA 34
Argyle, Nova Scotia
902-643-2490
ashton@ns.sympatico.ca

Stewart Lamont
Ferguson's Lobster
Tangier, Nova Scotia
902-772-2366
stewart@fergusonslobster.com

Kay Wallace
Gulf Bonafide Fisherman's Association
Antigonish, Nova Scotia
902-867-1438
kwallace.gulfnsbfa@ns.aliantzinc.ca

Tony Jabbour
Clearwater Foods
Bedford, Nova Scotia
902-443-0550
TJabbour@clearwater.ca

Denny Morrow
Nova Scotia Fish Packers Association
Yarmouth, Nova Scotia
902-742-6168
fishpackers@ns.aliantzinc.ca

Gordon MacDonald
Harvester, LFA 30
Sydney, Nova Scotia
902-564-6566
bnw@ns.sympatico.ca

New Brunswick

Doris Losier
Cape Bald Packers
Cap Pele, New Brunswick
506-577-4316
dlosier@capebaldpackers.com

Andre Martin
Maritime Fisherman's Union
Shediac, New Brunswick
506-532-2485
andre@mfu-upm.com

Melanie Sonnenberg
Eastern Fisherman's Federation
Grand Manan, New Brunswick
506-662-8416
eff@nb.aibn.com

Peter Kean
Orion Seafoods
Shediac, New Brunswick
506-532-5200
peterk@orionseafood.ca

Greg Thompson
Harvester, LFA 36
Dipper Harbour, New Brunswick
506- 659-2885
gregt_fn@hotmail.com

PEI

Olin Gregan
PEI Seafood Processors Association
Charlottetown, PEI
902-629-1555
olin@peispa.com

Ed Frenette
PEI Fisherman's Association
Charlottetown, PEI
902-566-4050
managerpeifa@pei.eastlink.ca

Newfoundland & Labrador

Keith Sullivan
FFAW
St. John's, NL
709-576-7276
ksullivan@ffaw.nfld.net

Quebec

Donald Walker
APPQ
Gaspésie, Quebec
418-689-5055
walkerdonald@globetrotter.net

First Nations

Ian Wentzell
Atlantic Policy Congress of First Nation Chiefs
Dartmouth, Nova Scotia
902-435-8021
ian.wentzell@apcfnc.ca