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## The Lobster Council of Canada opens first office, hires Executive Director and holds first Annual General Meeting

The newly formed Lobster Council of Canada has begun to formalize its operations by opening an office in downtown Halifax. "We have set up shop in the historic downtown core of Halifax", said Geoff Irvine, the recently hired Executive Director. "Since I am the first staff member it has taken some time to get operational but I am very pleased with where we are today and look forward to moving forward with many projects that will advance our mandate of enhancing value to the lobster industry in a sustainable way".

Formerly President of Harbour View Seafoods Ltd., a Halifax based trading company, Mr. Irvine is returning to the seafood industry after four years working in the administration at Acadia University.

Stewart Lamont, Managing Director of Ferguson's Lobster, expressed enthusiasm that the Council was now up and running with an active Executive Director. " It's a fresh start for the Lobster Sector with all Stakeholder groups closely involved and a great opportunity to improve the Industry for everyone's benefit . "

The Council has many projects currently underway including the development and implementation of a long-term marketing strategy for Canadian lobster, development of a communications strategy and other collaborative projects that promote Canadian lobster in world markets.

Ed Frenette, Executive Director of the PEI Fishermen's Association and a Council member, said, "For the first time all sectors of the Canadian lobster industry have come together to sit at one table under the umbrella of the Lobster Council of Canada. This is an historic achievement. Given the global changes affecting the seafood industry and lobster in particular, the Lobster Council will be the structure to solidify our industry, promote our product and see value increases accrue to each sector; harvesting, processing and live marketing."

Council member Greg Thompson, a lobster Harvester from New Brunswick, noted, "As a harvester, I am pleased to see the industry finally coming together to address the challenges that are threatening to undermine the viability of the whole lobster fishery."

The first Annual General Meeting will take place on February 3 in Dartmouth where the Council will affirm a Board of Directors and chart the future course for the Council.

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