



# Fisheries Council of Canada Conseil Canadien des Pêches

*Association membership is an investment in collective action by industry leadership to avoid additional costs from Government regulation, address market access issues, and other priorities.*

## FCC MEMBERSHIP HAS ITS PRIVILEGES

FCC is the sector voice in Ottawa. FCC is enhancing its presence among federal policy makers on key issues facing the sector.

**AN EXCLUSIVE  
OPPORTUNITY TO  
NETWORK WITH PEERS  
+ TOP OTTAWA  
DECISION MAKERS**

### NETWORKING

FCC provides a premier and exclusive opportunity to network with peers and top Ottawa decision makers, broadening your resources to make the right decisions.

### SETTING POLICY DIRECTION FOR CANADA'S FISHERIES SECTOR

FCC is speaking for fish and seafood processors. Your company should be at this exclusive table to ensure that your priorities are addressed.

### GETTING RESULTS!

In today's hyper-competitive economic climate, you need to be represented in Ottawa. FCC addresses issues that matter to your company's bottom line.

## PAST SUCCESSES

FCC has known many successes over the years. Some of the most notable are highlighted below:

- Obtained an exception for traditionally traded products (e.g. live lobster, fresh herring) from the 'must be processed in the US' requirement in the revised US Fisheries Act
- Prevented the adoption of an initiative to impose a US citizen requirement for processors to be eligible for ITQ's
- Advocated to have Health Canada change its sodium reduction targets that were biased against seafood compared to other food sector products
- Secured financial support from Agriculture & Agri-Food Canada to develop a Canadian model to have third party certification of Canadian fisheries based on the FAO Code of Conduct for Responsible Fisheries Management
- Advocated to have Health Canada approve a health claim regarding Omega 3 lowering triglyceride levels
- Prevented Oregon shrimp harvesters from imposing dumping and countervail duties on Canadian cooked and peeled shrimp

# FCC CURRENT STRATEGIC PRIORITIES

- Advocate for a regulatory environment that facilitates compliance and minimizes regulatory burden
- Advocate for domestic and international recognition of the sustainability of our fisheries
- Maintain and expand market access to export markets
- Advocate for a stable and predictable supply environment (access and allocation)
- Advocate to position fishing as food harvest and processors as food producers
- FCC Growth Strategy

## EXCLUSIVE INFORMATION, STRATEGIC ADVICE AND LEADERSHIP

### STABILITY OF ACCESS TO THE RESOURCE

Reconciliation with Indigenous Peoples is a priority for the federal government. This has direct impacts for all licence and quota holders, with cascading impacts on the supply chain. FCC is advocating discretion of Ministerial authorities to establish stability of access to the resource.

### PROTECTING SECTOR INTERESTS UNDER PROPOSED FISHERIES ACT AMENDMENTS

The Fisheries Act is being overhauled with far-reaching implications for fish and seafood processors and the rest of the sector. There is no better time to be a FCC member! Members get exclusive access to intelligence obtained by FCC advocacy efforts and feed into deliberations by FCC pertaining to the proposed legislation and subsequent regulations.

### STRIKE A BALANCE BETWEEN MARINE CONSERVATION AND ECONOMIC BENEFITS

Environmental organizations have the ear of the government. FCC is advocating a balanced perspective on marine conservation and economic benefits from Canada's fish resources.

### ADDRESSING FOOD POLICY AND SAFETY ISSUES

Health Canada and CFIA regulate food policy and safety in Canada. Both are moving forward with changes to their respective labeling requirements. Sodium levels is a particular aspect that affects fish and seafood products. FCC is engaged with both departments to advocate alignment and science-based decision making.





## **REDUCING TRADE BARRIERS**

FCC takes a multifaceted approach to trade by developing strategies to secure and protect access to other markets, by encouraging government to eliminate tariff and non-tariff trade barriers, by pursuing free trade deals, and by addressing specific trade irritants.

## **SECTOR PROMOTION**

Canada's fisheries sector does not get the respect it deserves. Canada is among the leaders in the world because of its strong regulatory regime and broad adoption of independent, third-party certification. FCC is promoting Canada's strong sustainability performance.

## **MANAGING RISK FROM ENVIRONMENTAL REGULATIONS**

FCC takes a solution-based approach to the myriad of environmental regulations and legislation affecting the industry.

## **LOOKING AT THE FUTURE OF THE SECTOR**

FCC is keeping its eye on the future of the sector. Its strategic planning is guided by the principle of moving the sector forward. From competitiveness to maximizing the value of the resource, FCC is the place to discuss how the sector can be positioned for future success.

## **INCLUSION IN THE ANNUAL FCC FISH AND SEAFOOD DIRECTORY**

The FCC Directory is a go-to document for buyers to source from FCC members. The Directory is circulated to all Canadian Trade Commission offices around the globe. We want the world to buy from FCC members! Only members are listed!

## **FCC IS EAGER TO HELP**

FCC links to the government and Parliamentarians are robust and can provide an invaluable bridge into the Ottawa environment. Similar relationships exist with other stakeholders.

FCC can help individual members on specific issues. Don't be shy to ask for advice and help with specific requests. These are exclusive benefits of membership.

