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November 7, 2018

Commercial Fisheries Sector Launches “Canadian Seafood” Strategy

New Branding Strategy Timed to Bolster Canada’s \$7 Billion Seafood Exports

OTTAWA, ON: Capitalizing on the Government of Canada’s trade agenda, the Fisheries Council of Canada (FCC) is launching [Canadian Seafood](#), a strategy aimed at branding and marketing the industry, at the 2018 China Fisheries and Seafood Expo in Qingdao on November 8.

“Now is the time to brand under *Canadian Seafood*, because international competition is fierce and we’ve seen Canada’s global market share slip from first place to eighth place in recent years,” says Paul Lansbergen, President of FCC. “Eighty-thousand Canadians depend on the seafood sector for employment and many of those jobs are in remote coastal areas where the fisheries are the lifeblood of the community. Global population growth, increased consumption of seafood, and the Government’s efforts to secure market access through trade agreements all signal significant opportunity for the sector. This is why we are taking the next step to strategically showcase Canada’s sector to the international community.”

Canadian Seafood takes a page from other agri-food groups in Canada, like beef, pork, and dairy, who have successfully leveraged national branding to engage their customers. The strategy showcases the diversity of Canada’s seafood sector, and offers the industry a way to highlight Canada’s achievements. “Canada’s seafood industry is the most export-sensitive sector in the Canadian food manufacturing sector with almost 80% of production destined for foreign markets and accounting for \$7 billion in exports in 2017,” explains Lansbergen. “Through *Canadian Seafood*, we’re starting a conversation with international customers and other audiences about Canada’s best-in-class food safety regime, world-leading sustainable harvesting and international certification, reliable exporters, and of course our excellent product,”

Differentiating Canadian seafood from other international competitors is a key part of the strategy, and a large part of that is focusing on Canada’s unique geography. “Canada is a special place. We’re the only country that can boast commercial fisheries operations on three oceans and a large inland freshwater fishery, so we made that the centrepiece of the strategy: ‘3 oceans, 2 million lakes, 1 place’,” says Lansbergen. “What that translates to is a diverse mix of seafood products that we can offer our customers. Canadian seafood really has something for everyone and we look forward to advancing the next chapter of Canada’s vibrant seafood industry.”

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The Fisheries Council of Canada (FCC) is the voice of Canada’s fish and seafood industry, promoting a healthy resource and prosperous industry playing a vital role in the Canadian economy. Our members include small, medium and larger-sized companies along with Indigenous enterprises that harvest and process fish from Canada’s three oceans and inland waters.

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