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FCC Launches “CANfish” Annual Magazine

Annual Products & Services Directory Augmented with Editorial Content

OTTAWA, ON: The Fisheries Council of Canada has launched a new annual magazine entitled, [CANfish](#). The magazine replaces FCC’s traditional products and services directory that it published on an annual basis.

CANfish contains valuable buying and selling information for the marketplace, but it’s also tells the story of what the sector does, where FCC sees the commercial fishery headed, and showcases the sector’s accomplishments on sustainability while providing Canadians and international customers with nutritious, safe and delicious Canadian fish and seafood.

“Our stakeholders and the marketplace deserve to know more about the sector,” says Paul Lansbergen, President of FCC. “That is why we expanded our regular product directory into a magazine. To tell our story.”

CANfish is FCC’s latest communications initiative and it is a nice complement to when it launched its national brand last fall - “Canadian Seafood” under the tagline, “Three Coasts, Two Million Lakes, One Place”. The brand is profiled in the magazine’s first feature article.

“The title was picked to 1) obviously brand it for the Canadian sector, and 2) to emphasize that we can (and do) fish sustainably, meeting market and Canadians expectations,” says Lansbergen. “I hope the name and content resonates with readers.”

One of the points FCC constantly tries to drive home with stakeholders is to showcase the environmental stewardship and sustainable practices that have allowed Canada to lead the world in independent third-party certification of fisheries. That is the subject of the second feature article.

For those interested in a forward-looking perspective, the third feature article, will be of interest. It offers a glimpse of the policy and socio-economic opportunities FCC sees for the industry and proposes solutions to policy-makers to help position the seafood sector for long-term success.

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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.

For more information please contact:

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