

# *Delivering Seafood to the World*

## **FCC HOSTED ITS ANNUAL CONFERENCE IN OTTAWA**

**OCTOBER 2- 3, 2019**

### **AT THE DELTA HOTEL OTTAWA CITY CENTRE**

The Government of Canada sees the agri-food sector as an economic engine. The fisheries sector, exporting to 139 countries, is a prime example of that engine - providing critical economic prosperity for communities along our coasts and around our large freshwater lakes. But more than that, we are also helping to feed a growing world.

The Fisheries Council of Canada 2019 Annual Conference, with its theme - *Delivering Seafood to the World*, will cover topics that relate to global markets, trade, food trends and public trust.

The Canadian seafood industry creates 80,000 direct jobs, mainly in coastal and rural communities, and accounts for \$7 billion in exports to 139 countries around the world. The largest export markets for Canadian seafood products include the United States (63% of exports), China (14%), European Union (7%), and Japan (5%). Other markets for Canadian fish and seafood, such as South Korea, are gaining in importance too. John Sackton, Founder & Publisher, SeafoodNews, will give his usual market update, jam-packed with statistics and insights.

Canada is a trading nation and our sectors need to be concerned about global currency markets and geo-political trends that can dramatically influence trade. Our Luncheon Keynote Speaker, Karl Schamotta, Chief Market Strategist, Cambridge Global Payments, will share his perspectives on this,... be prepared, he has called it a perfect storm!

Canada has a strong reputation for sustainable fisheries management. On top of the robust regulatory regime, two-thirds of our wild capture production (80 per cent by value) is certified by the Marine Stewardship Council, the international gold standard for measuring fishery sustainability. This contrasts with only about 14% of the world's fisheries being certified. The sector is also proud of the role it plays in marine conservation. Many harvesting activities have a much lower footprint than years ago. While there is a common view that industry and the

environmental community rarely see eye-to-eye, there are always exceptions to such generalizations. Participants will hear about one of those collaborative instances.

Trends in the food market are dynamic and differ around the world. We are developing a panel to discuss food trends influencing seafood markets. This promises to be fascinating!

An important part of delivering seafood to the world is having the labour force to harvest and process our fish and seafood. Without workers, nothing happens. Some Canadians either don't consider or disregard the rewarding employment opportunities in the fisheries sector. We need to dispel outdated connotations of the sector and promote the diverse career opportunities in the sector. Dr. Sherry Scully, Director of Learning & Organizational Development, Centre for Ocean Ventures and Entrepreneurship (COVE), will talk with us about how we can do that.

These are just some of the topics that were on our Speakers Program. Irrespective of the program, the Conference is a great opportunity to network with sector peers, government and other stakeholders. **The 2020 Conference will be held October 7-8, 2020 in Ottawa.**

Here are 2019 details for your reference only:

### [Conference Schedule](#)

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### **Speakers list includes:**

- [Jim Cannon](#), CEO, Sustainable Fisheries Partnership
- [Jennifer Lambert](#), Senior Manager, Sustainability, Loblaw Companies Ltd.
- [Aran O'Carroll](#), former Executive Director, Canadian Boreal Forest Agreement
- [Kenneth Paul](#), Director of Fisheries, Assembly of First Nations
- [Jake Rice](#), Chief Scientist - Emeritus, Fisheries & Oceans Canada
- [John Sackton](#), President, Founder & Publisher, SeafoodNews.com
- [Karl Schamotta](#), Chief Market Strategist, Cambridge Global Payments
- [Dr. Sherry Scully](#), Director of Learning & Organizational Development, Centre for Ocean Ventures and Entrepreneurship (COVE)
- [Simon Shin](#), Director, Fresh Sourcing North America, Alibaba Group Inc.
- [Cynthia Waldmeier](#), Director, Communications, Mining Association of Canada
- [Bill Wareham](#), Science Projects Manager, David Suzuki Foundation

**Panel moderators:**

- Paul Lansbergen, President, Fisheries Council of Canada
- **Jo-Ann McArthur**, President and Chief Strategist at Nourish Food Marketing

**Delta Hotels - Marriott - Ottawa City Centre**

101 Lyon Street North, Ottawa, ON K1R 5T9

**Sponsorships:** Sponsorship opportunities will be available for 2020 and are a great way to gain exposure to the sector and value to your organization.

Thank you for coming to the conference October 2-3 in Ottawa!

We hope to see you next year in Ottawa - Save the Date - October 6-8, 2020

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