



PrimeFish



Horizon 2020  
Programme

# PRIMEFISH CANADA: PROJECT UPDATE



MARINE INSTITUTE

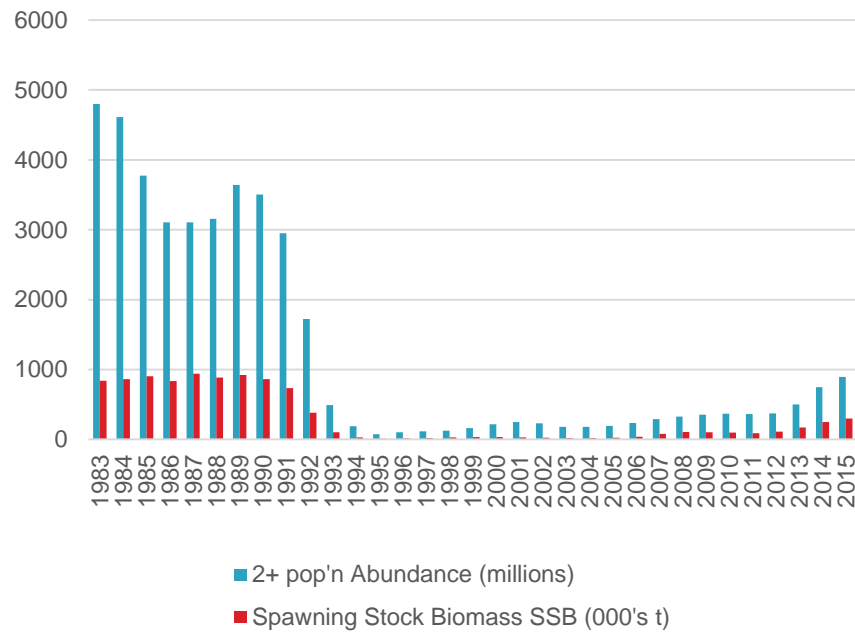
April 2017

Heather Manuel, Fisheries and Marine Institute of  
Newfoundland

- PrimeFish Canada will study and analyze the seafood market in general and seafood supply chains of particular importance to Canada.
  - *Farmed Atlantic Salmon, Atlantic Cod, and Herring*
- PrimeFish Canada will leverage the expertise, knowledge and know-how of its European counterpart as a member of the consortium agreement and as a project beneficiary.

- CETA ratification
- Growing production costs and labour force issues
- Changes in market demands
- Technological advances
- Complexity of seafood value chains
- Declining shrimp and crab stocks
- Increasing cod stocks
- Market Diversification
- No software decision tool available to predict seafood market behavior

### Northern Cod Abundance and SSB



- **Access to international network**
- **Gain valuable knowledge and insights about the competitive performance of European fisheries and aquaculture sectors**
- **Peer comparison of NL fisheries and aquaculture sectors with the EU**
- **Better insight into the most valuable seafood market in the world**
- **Access to simulation and prediction modelling tool to improve production planning, forecasting, and new product development opportunities**



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## Year 1 & 2 Activities

## Highlights/Deliverables



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# Year 1 Highlights

- **Attended PrimeFish Kickoff meeting in Iceland (April 2015)**
- **Secured funding \$1.35 million (CDN)**
- **Conducted 15 stakeholder meetings/consultations**
- **Participated in several WP meetings April 2015 – March 2016**
- **Held first Canadian SAB meeting Feb 2016**
- **Collected statistical data from public databases**
- **Completed Canadian Cod Value Chain report**
- **Started Canadian Salmon Value Chain report**

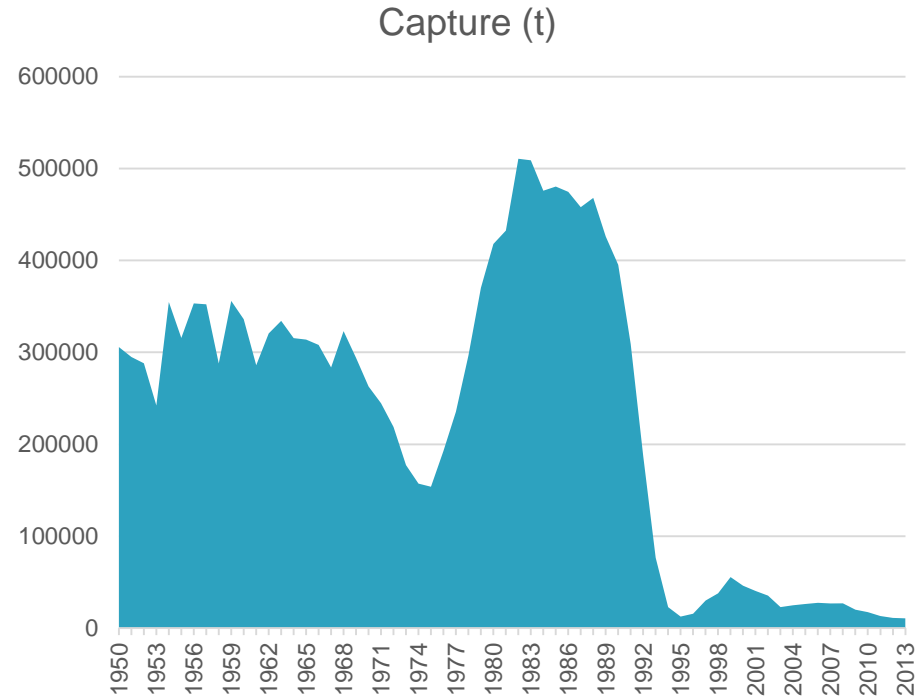
# Year 2 Highlights

- **Attended PrimeFish AGM (Parma, April 2016)**
- **Participated in several WP meetings April 2016 – March 2017**
- **Conducted 16 interviews for the FACI**
  - **Harvesters, processors, government, NGOs**
- **Canadian Cod value chain report**
  - **Incorporated into overall Cod value chain report (Iceland, Norway, UK, Canada)**



# Year 2 Highlights

- Herring value chain report submitted
- Cod “boom and bust” report submitted
- Compilation of statistical data for the NL cod fishery 1998-2016
  - Competiveness assessment and case studies
- Held 2<sup>nd</sup> Canadian SAB meeting with EU participation –March 2017







## Next Steps

## Year 3 Activities



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# Year 3 Activities

- ❑ **Complete FACL interviews (WP2)**
- ❑ **Conduct 2 cod case studies (WP3)**
- ❑ **Conduct 1 herring case study (WP3)**
- ❑ **Complete salmon value chain report (WP3)**
- ❑ **Conduct 1 salmon case study (WP3)**
- ❑ **Conduct 2 success/failure case studies (WP4)**
- ❑ **Participate in Prime DSS software tool training workshop**



Fisheries, Forestry and Agrifoods



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  - Dept. Tourism, Culture Industry & Innovation
- Memorial University
  - Fisheries and Marine Institute
  - Canadian Centre for Fisheries Innovation (CCFI)



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