



MEDIA RELEASE: NL Groundfish Council Reveals Plan for Future of Groundfish Fishery

Building the Future of the New Groundfish Fishery: Harvesters, Plant Workers, Processing Companies Collaborate on Strategic Plan for the Future of Groundfish Fishery

October 25, 2017, ST. JOHN'S - The Newfoundland and Labrador Groundfish Industry Development Council (NL-GIDC) announced the strategic plan for the future of the province's groundfish fishery at their Annual General Meeting today in St. John's.

A collaboration of harvesters, plant workers and processing companies, the NL-GIDC's strategic plan will revitalize the province's groundfish industry with an emphasis on the maximization of the export value of NL groundfish products in order to improve in the economic viability and the long-term sustainability of owner-operator enterprises, onshore processing plants and coastal communities.

"The way forward for our province's groundfish fishery is based on sustainability – sustainability of the resource, sustainability for the people and communities of our province, and economic sustainability through the sale of a world class product," said NL-GIDC Independent Chair, Jim Baird.

Specific strategic objectives include to catch and land a consistent supply of top quality raw material over an 8 to 10 month season, and to produce prime quality fresh fish, salt fish, and once frozen groundfish products for sale in the United States, United Kingdom and Western Europe.

"By working together, we can prepare our industry for a new groundfish fishery that is sustainable, economically viable and internationally competitive, and that will act as an economic driver for coastal communities across Newfoundland and Labrador," said FFAW-Unifor President Keith Sullivan.

Bill Barry, CEO of Barry Group Inc., said, "The return of groundfish will undoubtedly present many challenges and opportunities. Investments in the re-tooling of onshore processing plants and the production of prime-quality, high value product will play an important role in the future success of the industry. By working together with other stakeholders, we can attract new investment to the sector and extract maximum value for our product in world markets."

The Council forms a united body unlike any other in the history of the Newfoundland and Labrador fishing industry – a clear indication of the importance of making strong, collaborative decisions on the emerging new groundfish fishery.

Tony Doyle, Vice President of the FFAW's inshore council and harvester from Bay de Verde summed it up by saying, "This Council is able to put differences aside to focus on one thing we all have in common: a desire to see the fishery in our province thrive well into the future. We all want to maximize the value of our resource, and we want to build a vibrant and sustainable fishery in our communities for generations to come."

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