

Fisheries and Aquaculture
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Additional Funding Bolsters Aquaculture Promotion

The Newfoundland Aquaculture Industry Association will engage in more promotional activity at home and abroad with assistance from the Provincial Government. The Honourable Derrick Dalley, Minister of Fisheries and Aquaculture, announced \$27,488 today under the Fisheries Technology and New Opportunities Program to support marketing initiatives at a variety of special events.

“Newfoundland and Labrador’s aquaculture industry has grown rapidly in recent years, and strong marketing will be vital to continuing that success,” said Minister Dalley. “The Provincial Government is proud to invest more than \$27,000 as part of ongoing efforts to support the industry as it builds awareness of its high quality seafood products and attracts new customers in diverse markets.”

The funding supports the Newfoundland Aquaculture Industry Association’s participation in provincial events such as the Salmon Festival Dinner held by the Town of Grand Falls–Windsor, the Royal St. John’s Regatta, and the Harvest Celebration Agrifoods and Garden Show held in Corner Brook/St. Johns. The funding also supports the association’s attendance at international trade shows such as Seafood Expo North America (formerly called the International Boston Seafood Show).

“This funding support is key to building the customer base for provincial aquaculture products both locally and internationally,” said Cyr Couturier, Executive Director of the Newfoundland Aquaculture Industry Association. “Our products are developed to the highest social and environmental standards recognized globally. They are fresh, nutritious and of the highest quality. On behalf of the industry, I wish to thank the Provincial Government for helping the industry promote these product features.”

The Provincial Government’s overall investment in aquaculture has helped create employment for approximately 1,000 people, and helped increase aquaculture production market value so that it now exceeds \$100 million annually.

Budget 2013: A Sound Plan, A Secure Future included a \$2.2 million investment in the Fisheries Technology and New Opportunities Program, which has promoted innovation in the province’s billion dollar fishing and aquaculture industry by assisting more than 200 research and development projects since 2008.

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