

Fisheries and Aquaculture

October 7, 2014



Promoting Aquaculture Products at Home and Abroad

Aquaculture Industry Receives more than \$48,000 to Support Marketing Initiatives

The Newfoundland Aquaculture Industry Association (NAIA) will engage in an ambitious promotional campaign with assistance from the Provincial Government's Fisheries Technology and New Opportunities Program. The Honourable Vaughn Granter, Minister of Fisheries and Aquaculture, announced \$48,750 for the association today, which will be used to help stage exhibits at events that include Seafood Expo North America in Boston, the Royal St. John's Regatta, and the Down Home Expo.

"Provincial seafood farmers are establishing strong positions in global markets, gaining recognition for using best practices, and are expanding the reputation of provincial aquaculture products significantly. With this investment of more than \$48,000, the Provincial Government is helping the aquaculture industry spread the word about the high-quality, sustainably-farmed seafood produced in Newfoundland and Labrador, which in turn helps grow the industry's customer base."

- The Honourable Vaughn Granter, Minister of Fisheries and Aquaculture

The funding will be used for booth space, industry participation, and fresh blue mussel and salmon cooking demonstrations at events. Promotional materials will also be produced and distributed to seafood buyers and consumers.

"Provincially farmed seafood is among the best in the world, and is certified to the highest international standards for environmental integrity, social commitment, and food safety. October is national seafood month across North America and we are pleased to have the support of the Provincial Government to promote our healthy and sustainably farmed seafood. There is a lot to be proud of in helping to feed the world with our delicious and nutritious farmed products."

- Miranda Pryor, Executive Director, Newfoundland Aquaculture Industry Association

In addition to promotional initiatives, NAIA may also use the funding to sponsor the use of seafood at special events around the province this October to celebrate National Seafood Month.

QUICK FACTS

- Minister Vaughn Granter announced \$48,750 to support promotion of provincial aquaculture both provincially and internationally.

- Provincially farmed seafood achieved record production value of \$197 million in 2013, which supported more than 1,000 jobs in rural areas.
- Budget 2014: Shared Prosperity, Fair Society, Balanced Outlook includes \$4 million for the Fisheries Technology and New Opportunities Program to support projects aimed at enhancing the harvesting, processing, and marketing of provincial seafood over the next two years.

Media contacts:

Jason Card

Director of Communications

Department of Fisheries and Aquaculture

709-729-3733, 699-0470

jasoncard@gov.nl.ca

Miranda Pryor

Executive Director

Newfoundland Aquaculture Industry Association

709-754-2854

miranda@naia.ca

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