

Supporting Global Success for the Provincial Seafood Industry



Premier Ball and Minister Crocker to Attend Seafood Expo North America

The Honourable Dwight Ball, Premier of Newfoundland and Labrador, and the Honourable Steve Crocker, Minister of Fisheries and Aquaculture, will join provincial seafood producers and other industry players at the Seafood Expo North America in Boston which takes place from Sunday, March 6, to Tuesday, March 8. Seafood Expo North America is the largest seafood trade event in North America attracting over 20,000 buyers and suppliers from more than 100 countries.

“The seafood industry continues to be a fundamental pillar in our provincial economy. Our fishing and aquaculture sectors are strong and present exciting opportunities for growth, especially for our province’s rural communities. Newfoundland and Labrador is ideally situated on the doorstep of major North American and European markets. By supporting industry participation in major international trade shows, we help Newfoundland and Labrador companies engage with thousands of international buyers and build upon our worldwide reputation for producing high quality seafood.”

- The Honourable Dwight Ball, Premier of Newfoundland and Labrador

This year, Newfoundland and Labrador is the lead province in organizing the Atlantic Canada Pavilion at Seafood Expo North America and on Sunday, March 6, Premier Ball will officially open the pavilion on behalf of the Atlantic Provinces. The Provincial Government’s participation at the expo helps to promote the province’s seafood industry and showcase Newfoundland and Labrador products to prospective international buyers.

“Attending the largest seafood expo in North America is an exciting opportunity that helps provincial seafood companies sell their products to the United States and the world. Each year, participation at the expo allows our companies to network with thousands of international buyers and explore new market development opportunities.”

- The Honourable Steve Crocker, Minister of Fisheries and Aquaculture

In 2015, production value of the Newfoundland and Labrador seafood industry reached a record high, exceeding \$1.2 billion, with seafood products exported to more than 40 countries around the world.

“The Seafood Expo North America is an important opportunity for the industry, and our members, to get a perspective on the market and meet with customers from around the world. We appreciate

the support of the Provincial Government at the show and are delighted to know that Premier Ball and Minister Crocker will be in attendance, along with other departmental officials. This is the first time a Premier from this province has attended the expo, which we believe shows significant support for the industry.”

- Derek Butler, Executive Director, Association of Seafood Producers

The United States continues to be the province’s largest export market, representing 40.8 per cent of the value of the province’s total fish exports in 2015. More information on the performance of the provincial seafood industry over the past year is available in the 2015 Seafood Industry Year in Review available at: www.fishaq.gov.nl.ca/publications/pdf/SYIR_2015.pdf 

“Newfoundlanders and Labradorians, in rural coastal communities, farm our ocean with care to produce high quality, healthy sustainable seafood for a growing global population. The Seafood Expo North America enables our producers to generate awareness of our industry's premium product for buyers, brokers and distributors, ultimately increasing exports to the United States and other key target markets around the world.”

- Mark Lane, Executive Director, Newfoundland Aquaculture Industry Association

For more information about Seafood Expo North America visit: www.seafoodexpo.com/north-america/ 

QUICK FACTS

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- The Provincial Government’s participation at the expo helps to promote the province’s seafood industry and showcase Newfoundland and Labrador products to prospective international buyers. Media contacts:

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