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Fisheries and Land Resources

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Seafood Marketing and Innovation Fund to Support Expansion and Create Jobs

The Honourable Gerry Byrne, Minister of Fisheries and Land Resources, has announced a \$400,000-seafood marketing and innovation fund that will support the marketing of seafood products for retail and establish other markets for seafood sales in light of the impact of COVID-19 on restaurant sales. This funding will help create jobs in Newfoundland and Labrador's fisheries and aquaculture sectors, and help processors and aquaculture operators expand their product lines and markets.

This one-time fund will help seafood sales rebound by allowing companies to identify new markets, adapt their existing products to new markets, and develop products and markets to meet changing customer needs.

This initiative is part of a plan to support renewable resource-based businesses and employment in rural communities during the COVID-19 global pandemic through investments in the forestry, agriculture, fisheries and aquaculture sectors. Applications and information for the seafood marketing and innovation fund can be accessed on the Department of Fisheries and Land Resources [website](#).

Quotes

"Our seafood industry has felt the impact of COVID-19 and we're here to help our processors and aquaculture operators identify new markets, adapt existing products, and develop new products to meet changing customer needs leading to a rebound in seafood sales. Newfoundland and Labrador's seafood sector is valued at approximately \$1.4 billion and directly employs over 15,800 people in over 400 communities. The Provincial Government is committed to fostering continued growth in this important and expanding sector."

Honourable Gerry Byrne

Minister of Fisheries and Land Resources

"Having experienced the unprecedented challenges this past season of trying to find markets in a virtually shut-down global economy, members of Seafood Processors of Newfoundland and Labrador now have a greater appreciation for the need of a diverse, more secure customer base. We thank the Department of Fisheries and Land Resources for their prompt response to our members' concerns and for the establishment of this innovative fund. We look forward to working with the department, the Association of Seafood Producers and the Newfoundland and Labrador Aquaculture Industry Association in promoting Newfoundland and Labrador seafood, in developing new products and in identifying new markets."

Francis Littlejohn

Executive Director, Seafood Producers of Newfoundland and Labrador Inc.

"Newfoundland and Labrador seafood markets have been negatively impacted in various ways by Covid-19. This fund is another part of the suite of measures provided by government to allow all provincial producers to find ways to address those impacts and ensure a more prosperous industry for all participants and the province generally."

Derek Butler

Executive Director, Association of Seafood Producers

“This is welcomed news for the shellfish sector that has experienced tremendous challenges and disruption in a variety of markets as a result of COVID-19. With restaurants and retail outlets in key markets being closed for an extended period and the nature of shellfish being sold primarily in retail as a ready-to-eat product, COVID-19 has had significant negative impacts on sales. This program will support necessary strategic marketing initiatives to reestablish our premium seafood products throughout domestic and global markets”

Mark Lane

Executive Director, Newfoundland Aquaculture Industry Association

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Learn more

[Minister Byrne Announces Strategic Partnership with Seafood Industry to Investigate Export Transportation and Storage Opportunities for Newfoundland and Labrador](#)

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