



Our Lobster, Our Communities



The \$1.7 Billion Lobster Industry

- Without the lobster industry our rural coastal communities would not survive. Fishing is the lifeblood and economic cornerstone of many of our rural communities.
- Economically, we know its value, we need to also understand its intangible values to our social capital, culture, history, social fabric, and sense of community.
- At a really important juncture – catch is phenomenal; export market is growing.



What Nova Scotian communities are saying...



- We need to celebrate lobster! And start to understand and appreciate the significance of this industry to all Nova Scotia; the industry is essential for the survival of our rural communities
- We need to eat more locally, we need better access. Export is important, but we need to have better regional distribution and local access.
- It's healthy, wild, sustainable, fresh FOOD! Not just a commodity.
- We need to market lobster across Canada and beyond.
- We need succession plans in place and incentives for young people to get into the industry
- We need to make sure regulations remain in place to prohibit corporations from owning the industry
- We need better organization within the industry
- **www.foodarc.ca/ourlobster-ourcommunities**

Innovative ideas, next practices, and adapting to changes here and away...



Guysborough County Inshore Fishermen's Association



Holbrook Community Foundation



Adapting to changes...from here



Louisboug Seafoods:

New processing, holding and value-added facilities and products.

“The fisheries has changed. It’s become very value-added and focused on stewardship of the ocean.”

Halls Harbour Lobster Pound and Restaurant:

Tours and groups, “Lobster in the Rough”, holding facilities, gift shop, restaurant.

A big idea, with corporate backing
from away...



Linda Bean's Perfect Maine:

Value added.

A mission of sustainability (MSC), authenticity,
and traceability

Marketing at its best.

"It's about keeping an industry alive..."

*"Eat more lobster. It's good for you. And it's good
for Maine."*

A small community's pride from away...

Holbrook Community Foundation:

A community owned commercial fishing wharf, a general store, a snack bar and lobster shack, an art gallery, and an historic house.

“To provide for the long term protection of the coastal heritage of Harpswell by preserving and restoring the Holbrook’s working waterfront property for the benefit of the local community.”



More opportunities and next practices

- Associations that work together with diversity of harvesters, industry professionals, government, buyers/distributors, AND community members: Guysborough County Inshore Fishermens Association
- Lobster Centre of Excellence/Everything Lobster Society
- The Maritime Lobster Panel November 2013 report and recommendations
- And many more!

The questions we could be asking...

- How can industry, government, and the wider community work together and support each other?
- How can we as Maritimers ensure the survival of this vital industry? How can we support the long-term sustainability of the fishing industry?
- What are opportunities and possibilities we can work together on? How do we break the “commodity curse”?
- How do we work with the complexity of large scale and export-driven distribution to build value for smaller scale, regional networked access?