

Prince Edward Island Lobster Harvesters: MASTERS of their Own Destiny

Prince Edward Island Fishermen's Association



Craig Avery, President
November 5, 2016
Miramichi, New Brunswick



Presentation Overview



- PEIFA Overview
- Lobster Science
- Branding Initiative
- Marketing – Local, National and International
- Future Goals



Local Prosperity Miramichi, NB
November 3rd – 5th, 2016



PEIFA

Who We Are



- 6 local organizations / 2 of local executive sit on PEIFA Board
- 1261 core fishers
- Ongoing Fisher input through Advisory Committees
- Multi-species (tuna, groundfish, crab)
- New program around crew employment



Local Prosperity Miramichi, NB
November 3rd – 5th, 2016





Lobster Collector Project



Local Prosperity Miramichi, NB
November 3rd – 5th, 2016



Background on Local Promotion

Marketing is now at the forefront of the lobster industry's objectives.

- PEI has lead Harvester participation – (levy)
- Our initiative started during the lobster price downturn of 2012
- Fishers wanted to be pro-active moving forward



Local Prosperity Miramichi, NB
November 3rd – 5th, 2016





We also support “generic” branding and marketing. Keeping lobster on everyone’s mind (and in their stomachs) is important to push the industry forward.

- Sponsorship of Lobster Party on the Beach (6 years)
- Feast and Frolic Dinner sponsor at the International Shellfish Festival
- Airport and PEI Dining Guide advertising
- Participation in industry trade shows



Local Prosperity Miramichi, NB
November 3rd – 5th, 2016



World's Longest Lobster Roll!!!!



Photo cred: Sandpiper Studios

CBC's coverage of the Lobster Roll



Video from CBC News



Local Prosperity Miramichi, NB
November 3rd – 5th, 2016



Calgary Stampede Promotion



Local Prosperity Miramichi, NB
November 3rd – 5th, 2016



Branding

- Lengthy process
- Formation of the Lobster Fishers of Prince Edward Island Marketing Board
- Fisher Owned Brand – retail and food service
- Information on the box tells our story
- Branding Committee - varied backgrounds and expertise



Local Prosperity Miramichi, NB
November 3rd – 5th, 2016



International Marketing



- Marketing Missions to China
- Met with potential customers in Beijing, Shanghai and Dalian
- Attended several Seafood shows



Local Prosperity Miramichi, NB
November 3rd – 5th, 2016





The Joys of International Travel

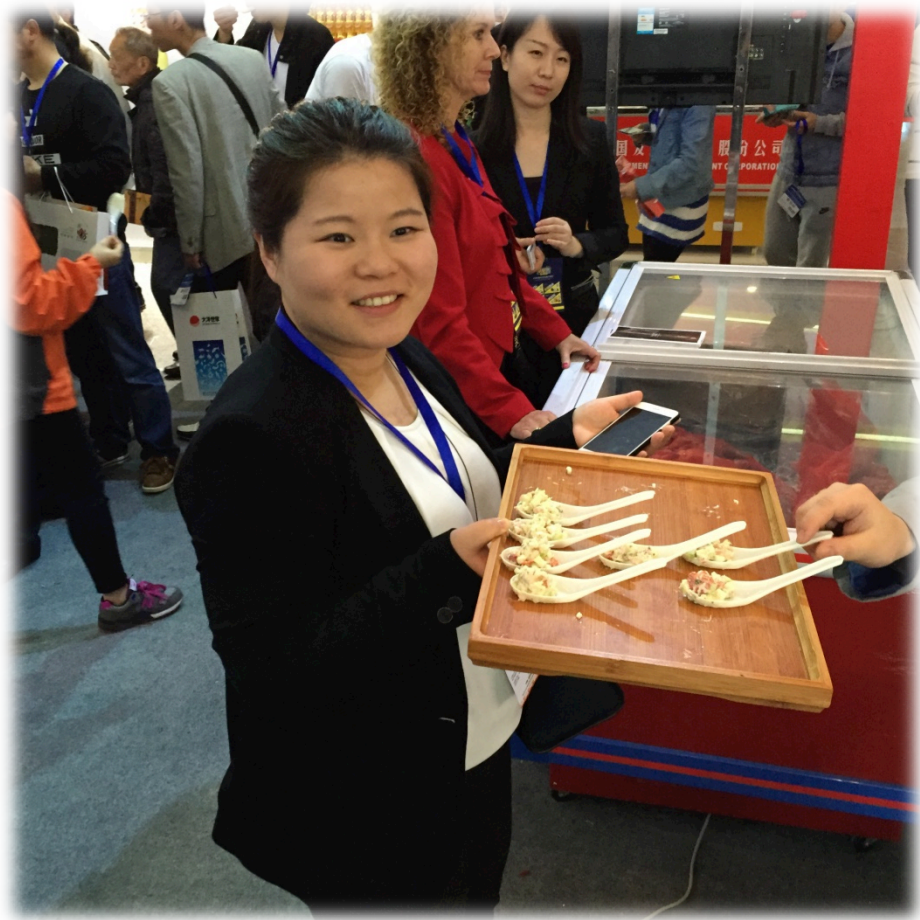


Local Prosperity Miramichi, NB
November 3rd – 5th, 2016



Marketing China

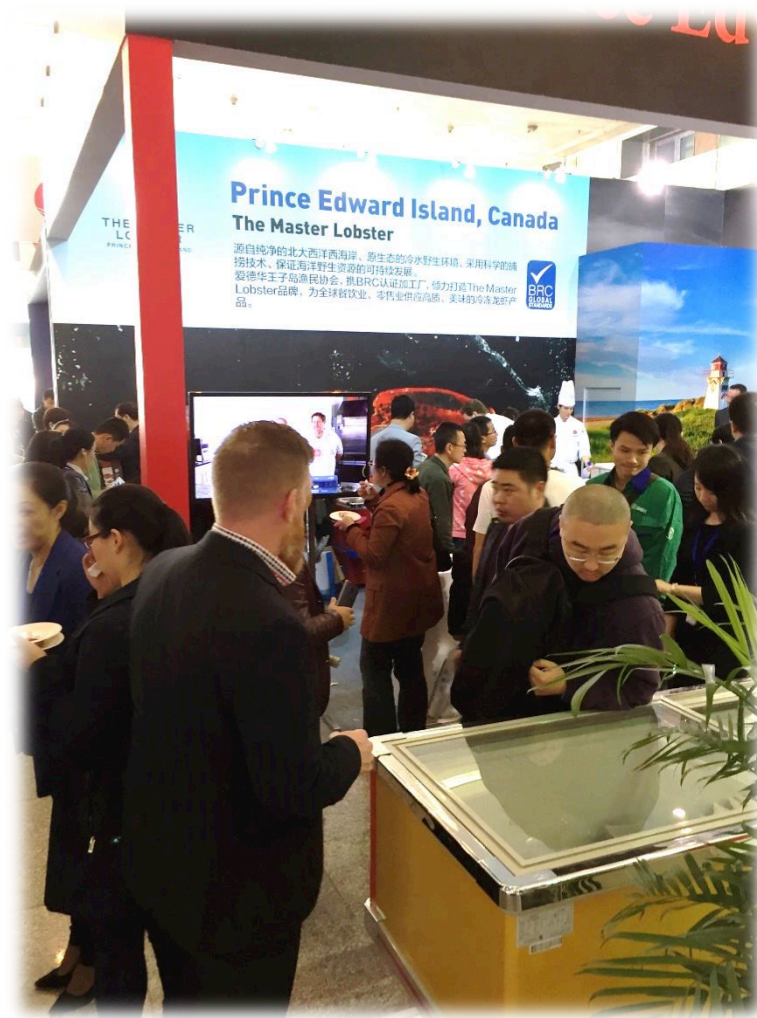
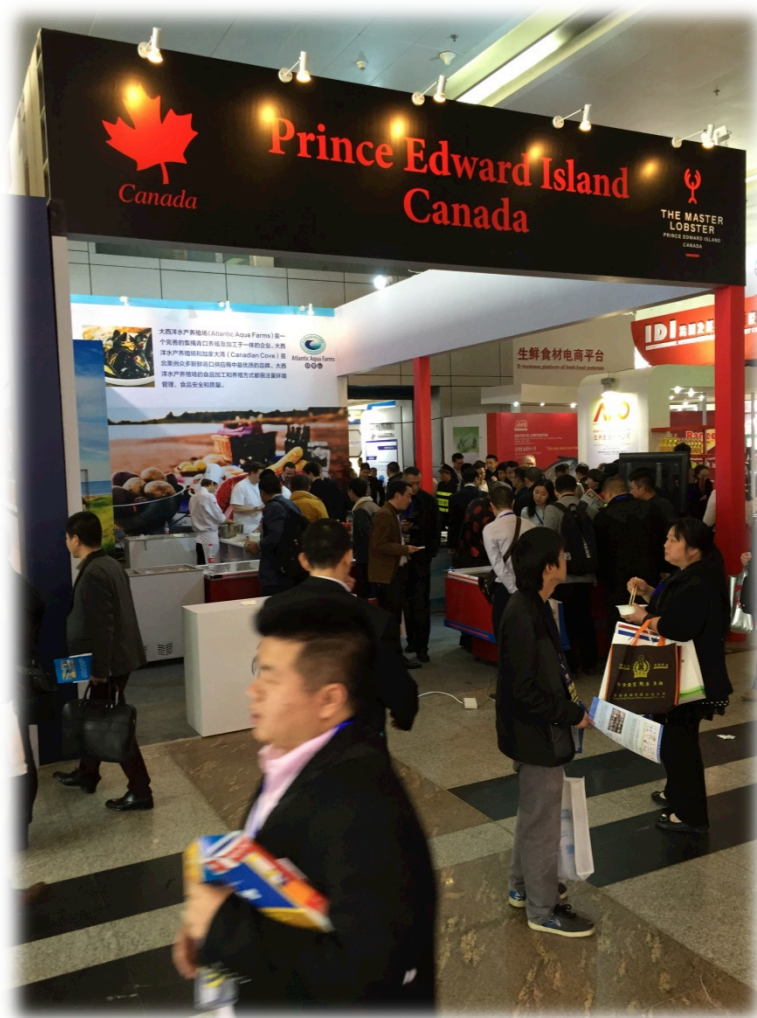
- Value in these trips:
 - Learning and understanding regional Chinese markets
 - Adapt a strategy based on these markets for the future
 - Education required for use of claws and benefits of processed lobster



Local Prosperity Miramichi, NB
November 3rd – 5th, 2016



Lanesync Foodstuff Show in Wuhan China



Local Prosperity Miramichi, NB
November 3rd – 5th, 2016



Marketing Europe



- Marseille, France
 - Met with SEAFOODEXPORT and other potential customers in Netherlands
- Products need to be adapted to consumer preferences
 - Normally only purchased prior to Christmas
 - Maybe lobster can be marketed differently?



Local Prosperity Miramichi, NB
November 3rd – 5th, 2016



Europe continued

- Paris
 - SEAFOODEXPORT
- Visit with supermarket chains
 - Carrefour
 - E. Leclerc
 - Système U
 - Intermarchè



Local Prosperity, Innovation, and
November 3rd – 5th, 2016



Learnings

- Important to build and strengthen customer relationships
- Opportunity for fishers to sell their own product
- MSC/Fair Trade/Wild Caught – key aspects of brand
- Current clients
 - Major North American retail chain
 - SEAFOODEXPORT



Local Prosperity Miramichi, NB
November 3rd – 5th, 2016



Future Plans

- Master Lobster is a platform to:
 - Develop new products
 - Further use what has been learned on Marketing trips
- Money back in pocket of Island fishers (dividend)
- Continue to produce local products = employment
- Fair trade and fair pay
- Everyone wins!



Local Prosperity Miramichi, NB
November 3rd – 5th, 2016



Thank-You

Funding collaborators
Province of Prince Edward Island
Atlantic Canada Opportunities Agency (ACOA)



Atlantic Canada
Opportunities
Agency

Agence de
promotion économique
du Canada atlantique



Local Prosperity Miramichi, NB
November 3rd – 5th, 2016



Questions?



Local Prosperity Miramichi, NB
November 3rd – 5th, 2016

