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## **Local Prosperity 2016 Miramichi Conference Moving to Value-Added and Ethical Restoration of our Fisheries- Panel Discussion Synopsis**

**Moderator: Gordon Slade**, Chair, Shorefast Foundation

**Panelists:**

- **Tom Best**, Petty Harbour Fisherman's Cooperative, NFL
- **Craig Avery**, President, PEI Fishermen's Association
- **Justin Cantafio**, Afashionado, Halifax, NS

**Summary:**

1 In terms of the world fishing industry, we in Atlantic Canada are a very small player especially with species like cod.

2 We need to organize ourselves in communities around Atlantic Canada to process our products to the maximum degree possible to get real value added.

3 The case studies of Fogo Island and Petty harbour in Newfoundland are good examples of how the fish harvesters are using harvesting technology that results in a higher value for their products.

4 Justin's examples of direct marketing to customers holds a lot of promise that goes beyond restaurants in the value chain.

5 The overall challenge is how do we keep most of our fish species away from the big industrial companies who want to buy and ship overseas unprocessed products.

6 The lobster industry in Atlantic Canada seems to have it's act together and are reaping the benefits.

7 A real example of what we can do is what has happened on Fogo Island in the past two years with line caught cod where the fishers get double the price of the union negotiated price, and the cod is processed on Fogo Island and shipped to high end Restaurants in Ontario. No middle man.

By Gordon Slade