

2013



Canadian/U.S.



LOBSTERMEN'S TOWN MEETING

“Sharing a Common Resource”

March 22-23, 2013 – Saint John, New Brunswick

Hosted by the



LOBSTER INSTITUTE

www.lobsterinstitute.org

Full Transcript

Prepared by the

**Lobster Institute
210 Rogers Hall
The University of Maine
Orono, Maine 04469
207-581-1443
www.lobsterinstitute.org**

Acknowledgements

The Lobster Institute would like to thank the following for their support of this project:

Primary Event Sponsors

Darden Restaurants, Inc.

Red Lobster Olive Garden Bahama Breeze Smokey Bones
Seasons 52 Capital Grille Longhorn Steakhouse

Riverdale Mills – Jim & Betty Knott

Reception Sponsor

Fishery Products International, Inc. / High Liner Foods

Sponsors

Downeast Lobstermen's Association
East Coast Seafood/Paturel International
Maine Import/Export Lobster Dealers Association
New Brunswick Dept. of Agriculture, Aquaculture & Fisheries
Orion Seafood
True North Salmon

Moderator

The Reverend Ted Hoskins

Planning Committee

The Lobster Institute would also like to acknowledge the hard work of the Planning Committee, comprised of representatives from the Lobster Institute's Board of Advisors:

Jean Lavallee, Co-Chair, Prince Edward Island
Dana Rice – Co- Chair, Maine
Bill Adler – Massachusetts
Dr. Bob Bayer – Lobster Institute
Sheila Dassatt –Maine
Kenny Drake – New Brunswick
Mike Sirois -- Massachusetts
Elliot Thomas – Maine

Transcript
LOBSTER INSTITUTE
CANADIAN/US LOBSTERMEN'S TOWN MEETING
March 22 – 23, 2013
Saint John, New Brunswick

Sharing a Common Resource

Town Meeting Co-chairs: Jean Lavallee and Dana Rice.

Bill Adler, Massachusetts Lobstermen's Association: Bonjour. Good morning and welcome to the Lobster Institute's 2013 Canadian/US Town Meeting. This is, by the way, our tenth meeting and we thank you all for coming. It has been ten years we've been putting this on. Most of you know me. I'm Bill Adler. I am the chairman of the Lobster Institute's Board of Advisors and also the Executive Director of the Massachusetts Lobstermen's Association and a lobsterman, sort of. I used to be full time and, when I can, I go out on my boat, Valhalla, out of Green Harbor, Massachusetts, and get some bait on my hands and pull some traps. Taking words directly from the introductory remarks that I made at the very first Town Meeting, and I don't remember this so I'm going to read it, "The Lobster Institute is very pleased to host this event. The idea to convene this Canadian/US Lobstermen's Town Meeting came directly from lobstermen who are members of the Institute's Board of Advisors. They felt, and our board agreed, that it is important to have lobstermen industry-wide come together to share their observations about the status of the resource. This is the main focus of the day."

That holds true today just as it did back then and we like to think that the Lobster Institute has been instrumental in bringing about the level of communication that we see today in the lobster industry. The Institute, by the way, was the first to forge an ongoing relationship between lobstermen and scientists. The Institute was the first to connect all sectors from all regions of the fishery in discussions and projects and the Institute was also the first to put together a forum like today's where fishermen from both countries and all regions can come together to share information and ideas about our common resource. Encouraging communication within the lobster industry is just one part of the Lobster Institute's mission. For those who are new to this event, the Lobster Institute was started by fishermen and focuses on the C.O.R.E, conservation outreach, research, and educational programming. That is the C.O.R.E. and that is basically what the Institute has always tried to do. There is a flyer in your registration packet there and it will explain more, so take a look at that. Before we get the Town Meeting started, I'd like to have you join the Lobster Institute in thanking some folks that made this day possible. A very big thanks goes out to our two primary event sponsors. First, we'd like to recognize and thank Jim and Betty Knott and primary sponsor, Riverdale Mills, not only for sponsoring this event but for their ongoing support of the Lobster Institute. Now, Jim and Betty couldn't be here today. However, if I remember correctly, I think just about every one of these Town Meetings they have been here. So, first of all, I would like to get some applause for Jim and Betty Knott even though they're not here, they'll hear it all the way back.

Applause

Bill Adler, Massachusetts Lobstermen's Association: Our next primary sponsor who has been with us for all ten years of town meetings is Darden's Restaurants. Now, for those of you... you've gotta know this. Darden Restaurant is the parent company of Red Lobster, Olive Garden... I know you've eaten at some of these places... Smoky Bones, Bahama Breeze, Seasons 52, Capital Grille, and Longhorn Steakhouse. Darden's commitment of support is unparalleled and we are extremely grateful. We will be sending them this. Where is "this?" Oh, This! We will be sending this framed certificate of appreciation to them and we want to thank them very much for supporting us for these Town Meetings. And applause for Darden.

Applause

Bill Adler, Massachusetts Lobstermen's Association: We also want to thank the sponsors of this evenings' reception which runs from 5:00 to 7:00 in the Trinity Royal room. Again, a sponsor who has been with us all ten years. Please help me thank Fishery Products International, now also High Liner Foods.

Applause

Bill Adler, Massachusetts Lobstermen's Association: Also contributing to the reception this year is True North Salmon represented today by Kyle Roode. Is Kyle here? Kyle is not here. Where is he? Okay. Alright. We also have several other generous sponsors we need to thank. For those who have representatives with us today, I'll ask you to stand and be recognized. Please hold your applause until I read their names. We want to thank Downeast Lobstermen's Association, Sheila, who is not here today; East Coast Seafood and Paturel International; Maine Import/Export Lobster Dealers Association, Pete McAleney. Is he here? Okay. Orion Seafood; and our newest sponsor, the New Brunswick Department of Agriculture, Aquaculture, and Fisheries and this is Joanne Losier. Is she here? And Mark Johnston. Is Mark here? I got your name right! Okay, fine. Alright that's wonderful. Okay, thanks to those who donated door prizes which you'll hear more about this afternoon and they'll explain how you get those. Please hold your applause but I want to read all the people and companies who have donated these prizes over here. Brooks Trap Mill, Commercial Fisheries News, Delta Brunswick Hotel, Eastern Fishermen's Federation, Fishermen and Scientists Research Society, Fishermen's Voice, Friendship Trap Company, Grand Manan Fishermen's Association, Island Institute, Lemongrass Thai Fare, Lobster Gram, Maine Lobster Promotion Counsel, the Maine Lobstermen's Association, the Maine Maritime Museum, Massachusetts Lobstermen's Association, New Brunswick Museum, Riverdale Mills, Sea Rose Trap, Southwester, and Vernon Dionne Lobster Plugs Limited. Thank you very much for all of these companies for donating. Thank you.

Applause

Bill Adler, Massachusetts Lobstermen's Association: I'd like to quickly introduce and thank the Lobster Institute's staff whose hard work makes this event happen and then I'll turn the meeting over to our planning committee co-chairs. First of all, and would you please stand, is the Lobster Institute's Executive Director, Bob Bayer. There he is, Dr. Bob Bayer.

Applause

Bill Adler, Massachusetts Lobstermen's Association: Dr. Aspirin some people have called him. Associate Director, Cathy Billings.

Applause

Bill Adler, Massachusetts Lobstermen's Association: Administrative Assistant, Deb Seekins.

Applause

Bill Adler, Massachusetts Lobstermen's Association: Okay. And our planning committee for today's event was co-chaired by two volunteers, both members of the Institute's Board of Advisors. And now, new to the duties this year is Jean Lavallee. Where is he? Oh! Right in front of me!

Applause

Bill Adler, Massachusetts Lobstermen's Association: And a special welcome back to a gentlemen who came up with this idea for these Town Meetings and chaired our very first meeting, Dana Rice. Dana.

Applause

Bill Adler, Massachusetts Lobstermen's Association: From Bunkers Harbor and we convinced him that we needed a repeat performance so we brought him back, dragged him back. I will now turn this meeting over to them. Jean? Dana? You're on. Thank you.

Applause

Dana Rice, DB Rice Fisheries: Good morning and welcome and thank you, Bill. Especially thank you for calling me a gentleman. It doesn't happen very often, Bill.

Laughter

Dana Rice, DB Rice Fisheries: On behalf of myself and my fellow co-chair of the Town planning committee, Jean Lavallee, I add my thanks to all those who made the trip to be with us here today. We welcome the scientists and folks from all different management agencies and those involved in the lobster industry who are here this morning. We especially welcome all the fishermen who have joined us. I see many of you who have been here every year at every Town Meeting since the start of the US/Canadian Town Meetings and it is so important that you are all back here again today. Thank you very much. In response to the comments of last year, in recognition of our Tenth Anniversary, we are going back to the roots of our Town Meeting this year. Just as we did during the first meeting, there is no formal agenda. The whole idea of this thing is that, if you've got something on your mind, hopefully fishermen, stand up and get it out and don't be bashful. We do have a little yellow piece of paper in there that has something to do

with the agenda but don't worry too much about that. If something is important to you, say it. A wide-open discussion into any topic is fair game. These meetings have turned out pretty much as we envisioned them ten years ago. It's your chance to get to know one another and hopefully to come up with ideas and partnerships that will help sustain the resource and make things better for us all. At this 2013 Annual Town Meeting, it's no shock to anybody but we just came through probably one of the very strangest years in the industry on both sides of the border. The landings were extremely high, the boat price was extremely low, and I'll throw a little piece of bait here to get the conversation started later but we still moved a tremendous amount of product and got it to the market. There are people who think that the industry is broken. I certainly don't think the industry is broken. There are things we can do to keep it going and make it better but it's an amazing fishery that moved that much product at the worst economic time probably since 1929.

As always, a lot of thought and work went into the planning of this day and there are several people I'll recognize very quickly. Joining Jean and I on the planning committee were several members of the Lobster Institute Board of Advisors. If you are here, please stand when I call your name and let's hold our applause until they're all standing. Bill Adler, are you capable to stand, Bill? Sheila Dassatt from the Downeast Lobstermen's Association who isn't with us. Kenny Drake from Prince Edward Island. Mike Sirois, from New Hampshire. Mike isn't here. Elliot Thomas from Maine who isn't here yet. He's usually with us. Anyway, let's give them all a round of applause.

Applause

Dana Rice, DB Rice Fisheries: There was a lot of work that went into the planning of this.

Jean Lavallee, Aquatic Science and Health Services: Thanks, Dana. I'm very pleased to be here and co-chair this with Dana. I was actually surprised when I accepted to be the co-chair. I thought it was because these guys know I enjoy talking. I do like to talk and if you don't know me and you've never seen me, I enjoy giving presentations and whatnot. But they gave us a script so I have something to read. I can't just go on, and I think that's probably what they were afraid of, that I was going to talk forever. I'm going to stick to my script. I'm very pleased to be here. I want to welcome everyone here to this Town Hall Meeting. It's been ten years and I've been to every meeting except last year and there are a lot of faces I recognize and some faces that I have never seen before. And I'm told that there are a few new people so I want to welcome you guys and, by all means, these meetings are for you. If you have something to say, feel free to stand up and speak up... and I'm looking at Laurence because I know he's going to stand up and he's going to speak up and I always enjoy that. So thanks to all you guys for being here. Usually Bill always says, we're part of this lobster nation and we do come from all sorts of different Provinces and States and I think it is reflected at bit in the theme this year, "Sharing a Common Resource." Even though we come from different regions, we all share the same resource and I think a lot of times sharing information, it helps in getting that resource as sustainable as possible. I think we're going to try to keep that in mind during the Town Hall Meeting. And it's by having those types of constructive sharing of ideas that hopefully we can get to sharing a sustainable resource at the end of the day. We do that as much as possible and we try to build a trust and respect within the industry and that falls on the industry and all the sectors and all the Provinces and States and whatnot. We have the agenda and I'll just go

quickly over the agenda with you. If you look in your package, I think it's the blue sheet of paper. As Dana said, we don't really have any topics for the Town Hall Meeting this year but there are a lot of things we can discuss obviously. There is going to be a lot of time for everybody to talk, a lot of time for folks to share their thoughts and share their ideas and observations and whatnot about whatever topic that comes up. We won't be taking a coffee break this morning but there is coffee in the back and, if there is anything left over, feel free to just get up and go help yourselves. We're going to try to hopefully, and I know we have a fantastic moderator so I'm sure the moderator is going to keep us on task, so we should be able to break around lunchtime, around noon, for lunch. We'll have about an hour and a half for lunch. We'll reconvene around 1:30. After lunch, we're going to have another open forum until 3:30 or so. At that time, we're going to ask you to fill out the evaluation form that is in your package as well for day one. You have to submit this evaluation form to be eligible for the door prizes and I think that's going to be explained a little bit later on. Then, it says here, "as Bill mentioned" but I don't think he did... there is going to be a cash bar at 5 o'clock this afternoon and a reception and right now I think that's all I have on my script. It's time to, I guess, introduce the very well time-honored moderator and I think Dana was supposed to do that but he disappeared so it's okay, Dana. I'll read your script here. "And Dana says, 'and time-honored and time-tested, I'd say' I'm very pleased to introduce to you the Reverend Ted Hoskins. Ted was the longtime minister of Coastal Communities and Fisheries with the Maine Seacoast Mission and is now working with the Penobscot East Resource Center in Stonington, Maine. We could not make this event work without the knowledge, patience, and great listening skills that Ted brings to the task of moderating this very opinionated... no opinions in here... group. Ted keeps us all on track and we've been very fortunate to have him as our volunteer moderator nine out of the ten years and we thank you very much for that. I'm turning the mic over to you. Thank you.

Applause

Ted Hoskins, Town Meeting Moderator: And thanks to both of you, you and Dana, for getting us started here. It's good to be here again. Good to see all of you and my eyes aren't as good as they used to be and my ears don't work as well and my head doesn't remember as well but, hey, we'll make it. We'll make it. As always, I want you to use this time. It's your time. Before we get started, you can look in your packets, those of you who have been here before, and you'll find the Fishing Districts of Canada and the American Lobster Management Areas all listed there so you can see what we're talking about if you don't have that clearly in mind. Let me remind you that we'll be making an audio recording of all of this and that is so that we can make a complete transcript and those transcripts are available to you. There is an order form in your packet. If you'd like to have a complete transcript of these proceedings, both today and tomorrow, you can order them. It also helps us when you stand up to speak, raise your hand and we have two good people who are going to come around and give you a mic. Cordula Campbell who is right over there and also Cathy who is down here with a mic. When you get the mic, make sure the button is turned on so we hear you and then we want to know what your name is and where you're from and then you can go forth with whatever it is that you have to say. I think that Jean already said that we're not going to take a formal coffee break but, if you turn your head just a little bit, you'll see back there, there's coffee and all sorts of goodies and water and soda over here and just get up and go get it whenever you want to. The heads are down the

hallway across the way, if I'm correct. Is that right? Yes, okay. So you want to know where all that stuff is.

There is a sheet in here which is yellow and you can find it. It looks something like this. At the top it says, "Focus of the Day." On that page, are some suggestions just to get you going. We're basically talking about sharing a common resource. Here we are, Canada and the United States, and what we want to know is what we see, what do we know, what don't we know, what do we need to know, and how we get there. Then there are all sorts of things that we can talk about. You look at that list and if something peaks your interest, why, go for it. Remember that this is wide open. Your comments, your ideas, your questions are welcome and even encouraged. We do have some simple ground rules that are at the bottom of that yellow sheet. One person speaking at a time, wait for the microphone, identify yourself before you speak, everybody gets a chance to speak. If you haven't had a chance to talk, if you've had your hand up and we haven't called on you, keep it up and we will. We'll be right here and look forward to all of your constructive and helpful words as we move together today. We'll be going right through to about 11:30 or so and then we'll break for lunch and Cathy will give you instructions on how to get there and that's the way the morning is going to go. With that, I'm just going to sort of open it up and see who'd like to get us started and we'll take it from there. Who's got an opening salvo to go? Don't everybody jump all at once at this. This always happens when you don't have a specific thing. What are some of the things that you've had in your mind that we might be talking about as we gather here this couple of days? Yes, Mr. Hodgkins.

Herb Hodgkins, Lobster Products, Hancock, Maine: I didn't expect to start this off. My name is Herb Hodgkins from Hancock, Maine. I live ten miles this side of Ellsworth and what I want to talk about is something that may help get back some sustainable prices in our lobsters, a sustainable system that we can operate on better than \$2 a pound lobsters in the summer and fall and \$8 a pound now. That's not a healthy market. I think I'd like to come down front and I have stuff to pass out so, if I could... Can you help pass some stuff out? [Post meeting note: Mr. Hodgkins' handout is included with this transcript as Appendix 1.]

Moderator: Can you give us an idea of what we're going to be looking at here?

Herb Hodgkins, Lobster Products, Hancock, Maine: The problem with high-speed haulers.

Moderator: High-speed haulers?

Herb Hodgkins, Lobster Products, Hancock, Maine: Yes. It's going to be very controversial. Yes, it would be very good if I could use that. Okay, about myself while that's being passed out. To start out, what I've been involved with in the lobster industry is about 30 years ago, Bob Bayer and his graduate students came down to my place of business in Hancock and were interested in doing some work with lobsters. At the time, I didn't even know the lobster had a heart or internal organs. I knew they had tamale and they had that black streak down the tail. The tamale is good. I found that out. I've learned about lobster with Bob and his graduate students and I call it learning by osmosis. On this subject, we can refer questions to Bob and to Jean Lavallee. I had an awful job to learn with the Downeast Maine accent to learn Jean's last name. Somebody pointed out to think of Chevrolet and that works. Okay Jean?

On this high-speed hauler problem, we noticed this about two years ago and Bob started getting busy doing some work with it and we had a veterinarian on our team up to the University of Maine by the name of Dr David Basti and we had a microbiologist on it by the name of Debbie Bouchard. Neither one of them could make it today. This is the first time this subject has been brought up in front of a group as far as I know. Jean, do you know of any areas in Canada this has been brought up to a group at all? We may discuss it quite a bit and please keep your shoes on. George Bush, he was over in the Middle East and he got a shoe thrown at him. I don't want anyone behind me. I'd rather you go in front of me. So, David Basti did a paper and had it published on this subject and he also had an article in the Fishermen's Voice paper that is produced in Maine, about work he's done with the lobsters. In talking with him the other day, he says it's just the tip of the iceberg and he needs to do more work on it to get more proof of what's happening. It's going to take some money and we don't know where that's coming from. Anyway, I've written up on the sheet you have my thoughts of what I've seen happen over a period of time, the two years, and got it out on the paper and I'd like to go over those. What I'll do is go over the first two pages and then we'll take the third page up last. That deals with the bacteria we're seeing.

Okay. Hauling lobster traps at high speed is costing all fishermen lots of money. Better handling of lobsters should start when the traps leave the ocean floor, not just when they land on the boat rail. This has been destroying the live lobster market for the past 20 years. Dana Rice, former lobster council advisor, he's been on the Lobster Council Advisory Board in the State of Maine for some time and, at a Lobster Institute meeting on January 4, 2012 he commented that the live lobster market hasn't increased in the past ten years. Pete McAleney, who is on the Lobster Advisory Council, at a meeting on April 5, 2012, stated "increase demand and reduce mortality and we'll all be able to make money." I have those two items in an exhibit if anybody wants to see them someday. In January of 2013, in a Landings column published by the Maine Lobstermen's Association an article written by Leo LaRosa of Rose Seafood Industries, Inc, in Gloucester, Massachusetts, quoted "Walmart, Whole Foods, and many other large retailers around the country are ripping out their live lobster tanks. Many say the reason is environmental. The truth is, they lose money selling live lobsters. About 25% of the lobsters will die in retail tanks before being sold and only about 20% of the Maine live lobster catch goes to live market." The live market controls the price of lobsters to the fishermen as quoted by LaRosa in the Commercial Fisheries News in November of 1998. According to lobster inventory records kept by the Maine Lobster Pound Association 20 years ago, 7.4 million pounds of mostly Maine lobsters were stored in Maine and Canadian lobster pounds. Close to 100% came from Maine fishermen in the three months from September 1 to the end of November. This past information... put away for winter storage pounds this last winter was 2 million pounds. This is a loss of at least 5 million pounds of lobster sales caught by Maine fishermen from September, October, and November, and in exhibit D I have those on record. The Lobster Pound Association used to keep inventory until there wasn't enough lobster pounds for the organization to keep going. We don't do that anymore. On number 7 here, the mortality test performed by Dr. David Basti, the veterinarian at the University of Maine, had results of 17% loss due to high-speed hauling of lobster traps. The remaining lobsters lived throughout the remaining 28 days of his test. I've got that on exhibit D here. A similar test was performed by Dr. Bayer and myself in November of 2009 at the lobster pound over in Sorrento in the tank

systems with crates. The lobsters were fed herring, all they would eat, and 16% of them died starting on day 5 after they were caught to day 10. The remaining lived to the end of the 15-day test. Physical findings in dead lobsters are the presence of Photobacterium indicum in the blood. That's the bacteria lobster pounds called rod disease because it looked like little short rods on a slide under a microscope. Lobsters actually sleep and die and so they also called it weak lobster syndrome. That shows up in the blood. There is no food in the stomach, the colon of the lobster, or the intestine (is also called the very dark streak down the tail). There's an enlarged heart, and a change in the kidneys. Now, the heart of the lobster should be smaller than your little fingernail. After he dies of this, it's as big as your thumbnail. The kidneys... Bob might want to mention what they look like. They're different. It's our objective here with this paper to show all lobster fishermen that hauling lobster traps at too high a speed is costly to the whole lobster industry. We need help from an economist to crunch figures like Dr. Jim Wilson of the University of Maine who has been the head of the economics department and has done an awful lot in the industry, but we haven't got to him yet to do some crunching of figures. He's very familiar with the lobster industry.

Dead lobsters found on the bottom by divers and in traps by fishermen could be caused by high-speed hauling of traps. These could be the lobsters fishermen throw back like the shorts or the eggers or the V-notchers in the Maine coast. Occasionally, these lobsters may crawl into another trap before they die so that could explain why fishermen are finding dead lobsters in traps. Other positive results by slowing the pot haulers by fishermen could be saving in fuel, less strain on parts of the lobster rope, pot warps, it allows more time for the stern man to handle the lobsters with more care. That is a problem that a lot of people think, that they're just handling them too fast. We must get full cooperation from the Maine Lobstermen's Association, Downeast Fishermen's Association, Massachusetts Lobstermen's Association, Canadian Lobstermen's Associations, and Maine Lobster Dealers Association in order to convince fishermen to haul traps at a slower speed. If we can get the word out there to the fishermen, I think peer pressure among the fishermen would get this accomplished. As soon as the fishermen could realize that you can't expand the market by shipping dead lobsters, I think the fishermen would pay attention and start hauling their traps slower. For fishermen who doubt these test results, they should run these tests themselves with a few lobsters in each crate at the dock or off the stern of the boat. It would cost them very little time. If they find dead lobsters, it would prove that haste makes waste. Let's run the discussion on this part and then we'll go on to talk about weak lobster syndrome and rod disease.

Moderator: Very good. Don't disappear. Keep your mic there because you've got to keep talking. Alright. We have some reaction to this. If you've noticed this about high-speed hauling and the result of it or have any questions for Herb. Yes?

Craig Avery, Lobsterman, Prince Edward Island: Hello. Craig Avery. I'm from Prince Edward Island, a lobsterman, and just reading over your paper quickly, it's a good document. I agree with it. Anytime somebody comes up with an idea to come up with better quality for lobsters, it's definitely going to help the market. How you get it out to fishermen and get them to buy into it is sometimes tough but you've got to start somewhere. Just something I'd like to just throw across at our lobster doctor over here, my old buddy Jean Lavallee is, you know, Jean, do you think maybe you could incorporate this, take a little time to study it a bit and incorporate it

into your presentation? I know you have a great presentation and I think, if something like this was coming from someone with your expertise, it would be a lot easier for people like myself to tell a fisherman, this is why lobsters are \$9 a pound down in Nova Scotia now that they slowed their haulers down a little bit so just _____.

Laughter

Moderator: Did you want to respond to that, Jean?

Jean Lavallee, Aquatic Science and Health Services: Sure.

Moderator: Okay, borrow Herb's mic here.

Jean Lavallee, Aquatic Science and Health Services: Jean Lavallee from Prince Edward Island. Yeah, Craig, actually, this is something when we do the presentation that I actually talk about, the speed of the hauler. It's one of the points that I bring up because I think it was some really good work that was done. Personally, I don't know if the 17% or 16% mortality a week to two weeks after is something that we see across the board. I don't think so. Otherwise, I think we would have a lot more trouble with our industry than we have right now. But, it's definitely a significant risk factor for lobsters. It's kind of the death by a thousand cuts and the speed of the hauler is definitely going to be, several of those cuts are going to happen when the gears bring them up to the surface.

Moderator: Thank you, Jean. Laurence?

Laurence Cook, fisherman, Grand Manan: Laurence Cook, Grand Manan Fishermen's Association, fisherman. A few things about your paper. Point 5 you said that the price was set by live market. That hasn't been the case for a decade. The price for lobsters almost everywhere is set by the canneries now not the live market. You said you lost sales of 5 million pounds because they weren't stored in the lobster pound. That's not true. They just weren't stored in the lobster pound. They went somewhere. They sold more last year than they've ever sold. So, the lobsters were sold. They may not have been stored in a pound and take a step out of it, but they were all sold. There were no lost sales caused by it.

I'd like to know a little more information about this. I'd like to know what causes the mortality rate because, where I'm from the water's deep and the hoisters are fast and storing in a dry land storage system, the gentlemen I sold to experienced losses of 1.2%. That's a far cry from 16% or 17% and our hoisters fly. Right? I mean, it's all about speed now. Guys go out, leave the wharf at 5 o'clock in the morning and they're back at 2 o'clock in the afternoon with a full complement of traps hauled. I mean, they're hauling hard. All of us are. And we're not seeing 16% loss or 17% loss, only if they go into a conventional pound. Now, I'm wondering if the changes in water temperature near shore are hampering the pound. I'm wondering about oxygenation. I'm wondering about pollution. There's a whole slew of things and I flat out, from my experience, can say that 17%, 16%, 15% of lobsters do not die coming out of high-speed hoisters because that is all we use is high-speed hoisters. I'm curious as to how you thought you'd save fuel by slowing down the hoister because it makes the day longer. The longer the engine is running, the

more fuel it's going to burn, plain and simple. If you slowed it down enough, your haul speed, you'd have to haul in two days instead of one which, if you want to talk about carbon footprint, that makes it a whole lot worse at a whole lot more fuel. I'm sure from the standpoint of someone who owns and works in the old-fashioned pound industry, this is a heavy concern. But, given that most lobsters go through processors now and most that are stored are stored in dry-land facilities, there's got to be a whole lot more here. I'm not slowing my hoister down.

Moderator: Thank you. Do you want to speak to that, Herb?

Herb Hodgkins, Lobster Products, Hancock, Maine: Sure do. That's all good points. Very good points. Okay, that's what we want to know... is how bad this problem is. At this meeting, we want to get the feedback on what the situation is, how that dying of lobsters works in Canada. How bad a situation it is. You mentioned depth, pulling from depth. Depth doesn't make that much difference. It's the speed coming up that creates decompression inside of the lobster. The other thing, in the summer time, most of our lobsters up there are caught with singles and pairs. Offshore fishermen, I don't think we have much of a problem because the fish are in trawls. Do you fish on trawls a lot up there in Prince Edward Island?

Laurence Cook, fisherman, Grand Manan Island: I'm on Grand Manan not Prince Edward Island.

Herb Hodgkins, Lobster Products, Hancock, Maine: Okay, Grand Manan then.

Laurence Cook, fisherman, Grand Manan Island: Especially this time of the year, I fish both singles and trawls and I will say that my single hoister is a whole lot faster than my trawl hoister, when it's all single traps.

Herb Hodgkins, Lobster Products, Hancock, Maine: What was the other point that you mentioned?

Moderator: Did you want to raise one more question, Laurence, with Herb?

Laurence Cook, fisherman, Grand Manan Island: I always end up saying this at every meeting I go to in the last few years and I'll end up saying it again today. Anybody remember the movie Jerry McGuire? Show me the money. Right? If I'm going to go out and I'm going to slow it down and I'm going to make the work day longer for myself, I'm going to make it longer for the crew, I want money. Not someday. Not some mystical fairyland way down the road... today. If those lobsters, if you truly believe this and I slow my hoister down, how much more will you give me? 17% over shore price for them? Because I bet you won't. Because everybody comes up with a suggestion that says, we need a higher quality but they don't want to pay for the higher quality. The majority of the money being made on a lobster, if you look at the price for lobster in a restaurant or even in a store, isn't being made by fishermen now; and I'm really not interested in improving quality so that somebody else can make more money down the road somewhere else. If you want me to increase quality say, slow your hoister down and I'll give you 25 cents more a pound, my hoister just got slowed down. As far as you saying slow that down because it's better for my end of the industry, no.

Herb Hodgkins, Lobster Products, Hancock, Maine: My point is, you will get that extra money because you're lobsters will live all they way to the customer better, maybe a 5% loss instead of 20% or 25% loss between the boat and the customer. And lobster pounds, you mentioned lobster pounds. That 7,000 is what isn't going into lobster pounds in Maine and Canadian pounds in three months that used to go into pounds 20 years ago and they're all going to processors now, all the extra lobsters.

Moderator: I think I saw a hand over here earlier. Did I? No, okay.

Herb Hodgkins, Lobster Products, Hancock, Maine: I'd like to know if Bob Bayer can speak.

Moderator: Bob?

Dr. Bob Bayer, Lobster Institute: Bob Bayer from the Lobster Institute at the University of Maine. Actually, I've got a question for Laurence and then a comment. Laurence, I was wondering, you must be fishing off hard-shell lobsters for the most part, is that right?

Laurence Cook, fisherman, Grand Manan Island: Yes.

Dr. Bob Bayer, Lobster Institute: He says yes, so we got that recorded. I think there may be a difference. Fishing on new-shell lobsters, I suspect that they're more vulnerable to the stresses of high-speed haulers than Laurence's hard-shell lobsters and that may be why he is not seeing the shrink that you're talking about, Herb.

Moderator: Thank you, Bob. Over here?

Herb Hodgkins, Lobster Products, Hancock, Maine: That is a point that we want to try to find out in the near future. The inside of the lobster doesn't molt so, is it any weaker on hard-shell than it is on a new shell. We don't know so those are all things that we need some research done on. Jean Lavallee needs to give us a hand.

Moderator: Let's hear from Charles over here.

Charlie McGeoghegan, lobsterman and Member Legislative Assembly Prince Edward Island: Charlie McGeoghegan, Prince Edward Island. I think Laurence hit on quite a few good points there. I tend to agree with his line of thinking on this. But also, I think Bob just kinda hit the clincher to the whole thing with the soft-shell lobsters. I think that they are definitely a lot more fragile animal and, on Prince Edward Island in the spring, there's over a 1000 fishermen and they're all working as hard as they can. On Prince Edward Island, we only have anywhere from 273 traps to 300 traps over a two-month season so every trap is getting fished every day and time is of the essence. So the haulers are, I would say, as fast as anywhere else; but we've also held lobsters for over a month at a time and had 1% or less dead loss. But, again, it goes to the point that Bob made that in the spring the water is really cold, the lobsters are hard, hard-shell and they're really hardy animals so I think that that is kind of the key. Also, I think some

pounds like those mentioned in your paper here... about Walmart and them, a lot of those pounds, the people that are maintaining them aren't necessarily trained to do so. And salinity levels and ammonia levels and everything else can vary quite a bit and that directly affects the health of the lobsters. So I think they could point the finger at themselves if they really wanted to look close enough to that. Anyway, thank you.

Moderator: Thank you, Charles. More comments. Yes, right across the way here.

Bruce Fernald, lobsterman, Cranberry Island: Bruce Fernald, Cranberry Island. I kinda think, I don't know if there's any independent buyers in here but that's kinda where I think a lot of the problems come in from with boats coming in at noon say with probably more lobsters than they have carrying capacity for. The lobsters are in crates or whatever. Then they go on to a truck, sit on the dock from noon until the last boat comes in and then they run them so far, dump them to wherever they dump them, and they're going to end up with a lot of shrinkage. Like at our co-op, we bring the lobsters in, put them in the water, aerate them overnight, then we take them off the next day. We don't have hardly any shrinkage. I've heard horror stories this last summer from all the lobsters that were in dumpsters outside of dealers' places from just what I described. I think that's where a lot of the shrinkage stuff comes from. That's what's got to be addressed.

Moderator: That's a good point that you're making there, Bruce, because we need to hear that. That needs to get out because we all heard those stories, the horror stories, last spring with the die-offs and you wonder how they handle them right at the beginning as well as when they're coming up off the bottom. Right over here.

Dave Thomas, lobsterman, Cranberry Island: Dave Thomas, Cranberry Isles. A couple of weeks ago, we had a climate roundtable discussion in Portland. We talked about high-speed haulers but we spent a lot of time talking about the bait that we're using now. Anything from tuna heads to alfonso to orange roughy to rock fish to carp heads, it's not natural. And the comparison I made was: I spent a week traveling in Philadelphia and Baltimore and I ate more ethnic food in a week than I usually do in a year and I couldn't wait to get home to what I usually eat and I'm wondering if the diet, what we're feeding these lobsters to catch them, has more impact on them than anything else just in weakening their digestive system.

Herb Hodgkins, Lobster Products, Hancock, Maine: Dr Bob Bayer is a nutritionist. I think he can talk to you about that.

Moderator: Bob, do you want to comment on that and then we'll go back to Laurence?

Dr. Bob Bayer, Lobster Institute: Bob Bayer. I guess the only way to answer that question is to try feeding lobsters a diet of whatever it is you're using for bait. Maybe take a few and put them in a crate, let them eat, and see what happens, see how they survive. These non-native species are probably more of a risk to the fish populations that are here, the things they could bring in. The risk to lobsters isn't clear but that's the way to find out and something that we could do if you don't want to do it.

Moderator: Laurence?

Laurence Cook, fisherman, Grand Manan Island: Laurence Cook. Everybody knows who I am. I think Jean Lavallee may have a point, death by a thousand cuts and that's a qualified thing. I said one point, Jean, not that I agree with you all the time but I will on this. I think you're looking at a problem that is probably more localized than you think it is. Fishing soft-shell lobster right after the molt, the animal is at as weak a state as it's going to be. The oxygenation is low in the water because the water is warm, bacteria count is high in the water, and then you add the high-speed hoister and everything else, you've probably, in the stew, you've probably caused some damage to your animals for sure; and you're going to take some loss on it. But I think it's an overall handling thing like Bruce here suggested, not necessarily just the high-speed hoister but the high-speed hoister being used at the time of year when the water's warm and etc, etc. So, I would suggest support-wise that you talk to the more local fishermen that you're talking about that are fishing in September and October and November, you know, the first of November because, in our area, we're not seeing this problem so you're not going to get any support. I would just suggest changing your tack from saying all fishermen to targeting the group that you think this problem is coming from because we really aren't seeing this unless they're mishandled in other ways. If we try to use an old-fashioned pound where the water is warm in early November, we have dead-loss problems. If you put them in a dry-land facility and we actually have one on Grand Manan that's pumping the water out of the pound but it chills it and oxygenates it. The same guy who owns the old pound owns the new one. He pumps the water out of the pound into the tank house but it's chilled and oxygenated. He doesn't have the dead loss so there's a lot more to it than just the high-speed hoisters. And I would suggest that, if it is a problem in the area where you're buying product, that you talk to the local guys and try to set something up with them on a profit share thing based on dead loss or something like that and perhaps you could get somewhere but I really don't think for New Brunswick and LFA 34 at least in Nova Scotia, that you're going to find that there's any support for this because we're not seeing a problem with it.

Moderator: Thank you, Laurence. Do you want to comment on that, Herb?

Herb Hodgkins, Lobster Products, Hancock, Maine: Yes, that's the information we want here today at this instance to see what we're looking at here for you folks in Canada on this problem. I also would like to mention that we haven't tested, we think that lobsters that are caught on a trawl, maybe six to 20 traps on a trawl, we suspect they aren't having any problem because the traps have got to come up slower. They can't handle them that fast. So that may not be a problem at all way out in deep water even. But, in shore, we think we're finding this problem and those lobsters are fed nothing but herring, caught on nothing but herring, that we test. And the oxygen on those is 100% saturation which is about eight parts per million in 55 to 60 degree water. So thanks for that input on what you're seeing up there in Prince Edward Island. Bob?

Moderator: Bob? You want to...

Dr. Bob Bayer, Lobster Institute: Bob Bayer. Just one thing I wanted to add to this, something that I was thinking about. A couple of years ago, I had a student who put a video

camera on a cable in a lobster trap and we watched what happens when you haul that trap up. And it doesn't matter what speed it is but I'm sure it's gonna be more exaggerated the higher the speed but, when you haul that trap, the first thing you see is that lobster goes bang against the top of the trap. With a new-shell lobster and you add high speed to that, that bang is going to be harder. And we've never really looked at any sort of micro-damage to the shell and how it might affect their survival but maybe that's something we ought to think about and take a look at in the next year with new-shell lobsters.

Moderator: Thank you, Bob. Yes, Dana?

Dana Rice, DB Rice Fisheries: Thank you, Ted. Dana Rice, about to be called mud. I agree with what Herb is saying to a large extent and what everybody is saying. In certain areas, this is an issue. However, Herb and I have had this conversation before and we get along very well together. When lobsters are knee deep with soft-shell lobsters and the fishermen are working hard, if you can discover some way or some initiative to get that guy to slow down that hauler, I tell you, we'll run you for the president of the United States. It's God damned impossible, people. Thank you.

Laughter

Moderator: Over here. That's it.

Kathy Heanssler, Canary Cove Lobster Pound: Kathy Heanssler, Canary Cove Lobster. Is there any way that you think we could get the Maine fishermen to have an off season during early shedder season?

Moderator: Interesting question.

Herb Hodgkins, Lobster Products, Hancock, Maine: I couldn't hear, Kathy.

Kathy Heanssler, Canary Cove Lobster Pound: Is there any way do you think we could get the Maine lobster fishermen to have an off season to cooperate with us because we have a problem with them bring in cracked and smashed lobsters during early shedder because they're so soft. Do you think we could have an off season like Canada does?

Herb Hodgkins, Lobster Products, Hancock, Maine: Boy, that's out of my category.

Moderator: But that's an important question. I'm glad you raised it Kathy, because what she's talking about is, is there any way to coordinate our seasons so that we take advantage of when they're shedding, when they're coming out, and all the rest of that stuff.

Herb Hodgkins, Lobster Products, Hancock, Maine: All those questions are being asked by our Commissioner of Fisheries in Maine. Those are questions he's trying to figure out what the possibilities are, too.

Moderator: Okay, I still would say we shouldn't let go of it just because Pat Keliher is talking about it. Bill and then we'll go back to Bruce. Okay, Bruce?

Bruce Fernald, lobsterman, Cranberry Island: Bruce Fernald, Cranberry Island. I just want to make a comment on that, that if we got our seasons so we'd be all set just like that and the Canadians and the US come on board at the same time, we'd be getting maybe 50 cents a pound for our lobsters because they could not handle the volume.

Herb Hodgkins, Lobster Products, Hancock, Maine: True. I would like to mention that it's after the lobsters are caught, in our two tests you're familiar with, they don't start dying until about five days after they're caught. And, about ten days, they die of these bacteria in them. Between five and ten days.

Moderator: Laurence?

Laurence Cook, fisherman, Grand Manan Island: I'd like to say Bruce is right. If we ever coordinated the Maine season and the New Brunswick and Nova Scotia seasons, there'd be a glut.

Moderator: To coordinate doesn't mean that you'd come up with the same thing. Coordinate means that you'd take advantage...

Laurence Cook, fisherman, Grand Manan Island: But, if she's trying to get past post-shed, that puts her in November which is when we open. I mean, it's the biology of the animal. There's nothing we can do about it but that's the way that goes. I'd like a couple of things clarified if we could, please, because we tend to say very vague things. Charlie's talking about high-speed hoisters in Prince Edward Island. There's no water. I don't know why they'd bother with a high-speed hoister and what is high speed? Bruce and I were just talking about that. He said 250 feet per minute. Mine runs at 1200 feet per minute. He thought his was high speed. I think mine's high speed. When you say high speed, if someone is doing a test on this, what is high speed and when you say deep water, what do you mean? Because when I say deep water, I mean 120 fathoms. Right? When Prince Edward Island guys say deep water, they mean 95 feet. Right? So we need a little better set of terms here, Herb, if we're going to go ahead with this to say what is a high-speed hoister. You don't want me to have a high-speed hoister, I don't know if I've got one or not. Maybe I don't. I think I do but I don't know. So, we need some definitions. You know? How many feet per minute is a high-speed hoister, how deep is water? When you say warm water, you said your pound was 55 to 60 degrees. I almost choked. Ours are 36 or 37. Warm is not a good term. Fast is not a good term. If we're going to talk about it, let's talk about how many feet per minute. When you said you tested these fast hoisters, how fast were they?

Herb Hodgkins, Lobster Products, Hancock, Maine: Okay, I can tell you that on the paper that Dr. David Basti did on his test he lists what speeds per second or he listed them in minutes for certain depths and so forth.

Jean Lavallee, Aquatic Science and Health Services: Jean Lavallee, Prince Edward Island. I think if I remember correctly what Dave Basti did when he compared the high speed and the

slow speed, the high speed was about 400 feet a minute and the slow speed was a leisurely 60 to 80 feet a minute to bring the gear up.

Moderator: Thank you. Okay, we're going to need to move along here so Herb, maybe we can come back to those other issues a little bit later if we can.

Herb Hodgkins, Lobster Products, Hancock, Maine: About the bacteria?

Moderator: Yeah. See if there are other things that need to go. Yes, Bob?

Dr. Bob Bayer, Lobster Institute: Bob Bayer, Lobster Institute, University of Maine. This might be a time when we're talking about quality and vulnerability of the new-shell lobster to think about something that might improve the quality and deals with some other issue and that is, at least for Maine, having say week-long closure by zone starting in the Southwest and moving Northeast where the molt goes to give those lobsters a little bit of time to harden up. Maybe it's not a week. Maybe it's only a few days in each zone but this also would maybe meter out the supply as well. But the biological consequences I think are most important. Giving those lobsters just a little bit more time to harden up so we've got a better quality product.

Moderator: Thank you, Bob. Alright. Some other comments, questions, directions? I thought I saw some other hands coming up and I turned Herb off. Maybe we need to go back to that. Yes?

Bruce Fernald, lobsterman, Cranberry Island: Bruce Fernald, Cranberry Island. We got all the traps in the water, we can't take them out in that short a time for that short a time and then all their doing is crunching and munching on each other. So, you know, it sounds good but I just don't think it could function.

Moderator: Thank you. Yes? Over here, Charles.

Charlie McGeoghegan, lobsterman and MLA Prince Edward Island: Yeah, Charlie McGeoghegan, Prince Edward Island. I think that a couple points, I guess. A hauler hauling 60 to 80 feet a minute would take you three days to get over the gear I would say and I don't even know even at an engine idle speed if they make a hauler that goes that slow. You'd have to have the valve just about turned off in order to do it. And also on Bruce's comment. I think somewhere in the middle of Bruce's thoughts and Bob's thoughts, there's a happy medium somewhere. I think both sides of the border have been trying to look after the fishery the best way they can. And both sides of the border have a healthy stock right now, probably the healthiest it's ever been, catches being the highest that they've ever been, and yet; the push from everybody to find new markets has found homes for all those lobsters. So I think, if there's a way to improve quality like Kathy Heanssler had talked about, I think it would be in everybody's best interest because we know that lobsters in the summer are not as good a quality. Everybody knows that including the buyers. And, out of Maine's catch, it's somewhere around 27% that are actually hard-shell lobsters. If you could bump that up to 50% or something like that your shore price might come up a dollar a pound. And I think if you took a month or two months off in the summer that's going to be two months less fishing, so you're going to have less overall product

coming in. Yes, when you start fishing again you'll get more of a bump for sure. I agree. And I also agree with Laurence saying that you don't want to start at the same time and I think that that would be a mistake too. Somewhere in the middle there, I think, there's a happy medium. Now fishing 800 traps each for 12 months of the year, I think there's a little room to negotiate. On Prince Edward Island, we're fishing 300 for two months of the year. Just my thoughts.

Moderator: Very good Charles. Some other input? Questions? Areas we ought to be looking at together? Yes, Laurence.

Laurence Cook, fisherman, Grand Manan Island: Laurence Cook, Grand Manan Fishermen's Association. See, I did good, didn't I?

Moderator: You got it this time.

Laurence Cook, fisherman, Grand Manan Island: I just had to fire back at Dana. Dana a little while ago said good luck to anybody trying to get a lobster fisherman to slow a hauler down. Try to get 7000 license holders or roughly that in the State of Maine to agree to a closed season and what time that would be given that they don't all produce at the same time... Dana might find that more difficult than getting me to slow my hoister down.

Laughter

Laurence Cook, fisherman, Grand Manan Island: I think there's a lot of questions we don't have answered and this is something I'd like to bring up to the group and sort of move to a different topic a little bit. We don't know a whole lot about the animal we fish. I can't tell you what the impact of a major change like a closed season in Maine would be marketing-wise. I can't tell you and people in the market that think they can...they can't either. They're going to find out they're wrong if they actually did it or it wouldn't work just like they thought. And I think we're desperately lacking for an overall understanding of the industry: how it works, where the production peaks are, what causes those, what's causing the low-quality lobster. It could be this high-speed trap hauler, it could be bacteria on the bottom, ocean warming, or climate change. I don't know and nobody does, and I think for a group of people as dependent as we are on this animal for the future for our livelihoods that it's sad that we don't know any more about it. Now, in Canada, our Federal government has discovered that cutting funding to everything is really fun and we've lost a lot of our science work here in Canada, and it doesn't seem to me a whole lot better in Maine. There are some groups like the Lobster Institute that are doing what they can but, for the size of the fishery, there's very little study; and I'd like to know what the group thinks about enhancing science effort in the lobster industry so we have a better understanding of what it is that we are doing and we can make decisions. Instead of a buyer saying, "Gee I wish there weren't so many coming in and that I had a few more next month", we could actually make a decision based on the biology of the animal, the science of the ecosystem that we're working in, and do what's best for everybody in the industry instead of one end of the industry or the other trying to steer it all of the time. I'd just like to hear some comments on that some time today.

Moderator: Okay, I hope we will. That's an excellent question. Kathy? The back row there...

Kathy Heanssler, Canary Cove Lobster Pound: I'd like to ask Bruce what he thought instead of putting your lobster traps in and taking them out, what if we started down the coast and had seasons maybe every two or three weeks, sections open up and you'd stay in the water. Because they start, the shedder season starts, south of us.

Moderator: Bruce, do you want to speak to that? We'll get a mic for you there in just a second. Right up in the front row, here, next to Laurence.

Bruce Fernald, lobsterman, Cranberry Island: Bruce Fernald, Cranberry Island. Well, you never know when the lobsters...like, last year, they struck everywhere all at once. I mean, some years it might work, some years it might not. In my mind, it's...I don't know. We've just got to market them better and take care of them better.

Moderator: Annie?

Annie Tselikis, Maine Lobstermen's Association: Annie Tselikis, Maine Lobstermen's Association. You know, we heard a lot last year about what happened after the vacation that sort of happens sporadically throughout the coast and a lot of people have reported poor quality of lobsters that came after that little vacation period so I would also be...

Moderator: Would you like to explain that little vacation period? We can make our guesses but it would maybe be better if we all knew.

Annie Tselikis, Maine Lobstermen's Association: In Maine, harvesters cannot collude to withhold supply or talk about price unless they're within a co-op system, a cooperative system. So, when a lot of the State didn't go fishing, we talked about it as a vacation and not, you know, a lobster supply withholding situation. The "Strike." It wasn't a strike. It was a vacation.

Moderator: Yes, Dana? Over here.

Dana Rice, DB Rice Fisheries: Dana Rice. In response to Annie's vacation, some of us didn't take it. And to get back to Laurence's comments, it is sort of an old song but that's what's important about the Lobster Institute and these Lobstermen's Town Meetings, that we have these conversations. I'll throw out one of the things that worries me more than anything. It's bad economic times for industry in a lot of ways. We didn't get a very good price for the product last year. However, if you go up and down the coast and especially in Eastern Maine, you'll find that some of the fishermen actually made more money than they did the year before. The price stinks. Don't get me wrong but the point that I'm going to try to get back to is that it is incredibly important that we have these cross-border conversations and find the things that we can agree on. And Laurence is absolutely right; 124 million pounds of lobster recorded landings in the State of Maine last year is an incredible amount of lobster. I am actually shocked that we can have that amount of lobsters, and in the density and the time-frame that they came, and not have more mortality. I'm not saying that we shouldn't try to make things better. I'd like to get an argument started here. This is kind of a bland conversation so somebody get up and tell me that I'm nuts. However, we moved all of these lobsters last year. The price was lousy but the industry moved

all of this product. That is an amazing feat at the worst economic time since the Great Depression and world-wide. There are people in the State of Maine that would like to get into a pissing contest with my Canadian friends down here. They'd like to pit the Maine market against the Canadians. Quite frankly, I think that's the biggest mistake we could ever make. Our Canadian partners and the US people need to work to promote this product together. We shouldn't be building walls. We should be building bridges. Somebody stand up and tell me I'm wrong and start a good conversation here.

Moderator: Thank you, Dana. Somebody take up Dana's challenge or at least agree with him if not disagree. Well, you know what, they decided not to bring all the scientists in to this meeting so we're just talking to each other and look how sweet we are. Yes, Bruce?

Bruce Fernald, lobsterman, Cranberry Island: Bruce Fernald, Cranberry Island. Like Dana said, we moved 124 million pounds. I'd like to know how many died. You know? What was the shrinkage and how much did that affect the price. I know it did but, if anybody had an idea of what the shrinkage was out of all the lobsters that we caught, I mean, if somebody could come up with that number and get it to the fishermen just saying it might not be just your fault but this is what died and we want to know how it affected the price.

Moderator: Okay.

Eugene O'Leary, Guysborough County Inshore Fishermen's Association: I'll take up your argument about all the lobsters we moved. That's great but if everybody's losing money which everybody says they're doing, what in the hell is the sense in moving them? We've got to find a better way that we have more income. This is directed right at you, Dana. You wanted an argument. That we make more income off what we're getting and we're not doing a very good job of that. I know it's a reduced economy in parts of the world but there are parts of the world that are booming. I think we have to really work very hard on the marketing part and push more product in places where we're not pushing them.

Moderator: Thank you. Over here.

Geoff Irvine, Lobster Council of Canada: Hi, I'm Geoff Irvine from the Lobster Council of Canada. Talking about Maine lobster, the last numbers I looked at Canadian processing plants bought \$208 million worth of Maine lobster in 2012, so it's important that people keep that in perspective. Canada is the biggest buyer of Maine lobster bar none. In terms of Laurence's comment about the processing plants setting the price, in many ways that's true. When we land that much lobster and we have to move that much lobster, the processing sector, if we're selling to Subway and McDonald's, that's got to be a cheaper product. And, in many ways, that does help set the price. So, I totally agree with Eugene and our friends at the Maine Lobster Promotion Council. We need to invest in promotion and marketing and we need to aggressively compete with beef and pork and crab and all these other proteins out there in the world market. We don't necessarily have to do it together but we need to do it collaboratively between the US and Canada, and work together more. And invest...we have to invest in promotion. That's my comment.

Moderator: Thank you, Geoff. Yes.

Clinton Pendleton, lobsterman: Hi, I'm Clinton Pendleton, a Deer Island lobster fisherman. I was down to Maine last week and I was talking to a few fellows down there and they belong to a co-op and stuff like that. And they were telling me that, when they started cooking their own lobster, like in their own co-ops, it pretty much took care of a lot of their shrinkage. Like, I know in the summertime down there, there's a lot of soft shell going and stuff like that but obviously I see that the soft shell getting from point A to point B seems to be a pretty big problem maybe. Are all the co-ops in Maine trying to take care of their own shrinkage by doing their own processing in their own facilities, or are they still just worried about shipping their bad quality to one or two different companies?

Moderator: Who wants to speak to that? Pete isn't here to do that. Okay, over here. Right behind you.

Mark Nighman, Cranberry Co-op manager: A lot of co-ops, a lot of personal fishermen are also looking at processing and packaging and doing their own thing to keep supply from going... hoping to make more money themselves. We're looking into it ourselves. Obviously, it's very expensive. It's hard to compete with the Canadian processors because of our country and how it's set up with health insurance and our FDA and approvals and that such. We're obviously two totally different animals. We catch primarily soft shell and we need two completely different markets, which I think is what we need to do. Canadian lobsters... you can catch a lot of lobsters all at once. I feel if we had a rolling closure... Sorry, I'm going off back to what Bruce was saying before. If we caught that many lobsters all at once, if we didn't fish for a week, they'd basically catch all his lobsters the next three days and the glut would be worse and the dead loss would be worse. So, we're hoping... Yeah, we want to process more in Maine individually or like they're going to be doing in Prospect.

Moderator: Annie?

Annie Tselikis, Maine Lobstermen's Association: Annie Tselikis, Maine Lobstermen's Association. To get back to Clint's question, I think you see like anywhere in this industry, you see a lot of different business models and a lot of different businesses trying to adjust to the current supply issues, to adjust to develop new infrastructure. Different businesses are tackling these problems in different ways so some people, some individual independent buyers, co-ops, are doing cook-and-pick facilities and are delivering meat to local meat markets. But definitely the volume isn't like something that would come out of even our largest plant in Maine. It seems that we're seeing a lot more investment in shore-side infrastructure than we are necessarily...like holding facilities, more tank spaces, and things of that nature... than we are seeing a massive move toward individual cook-and-pick facilities although some people have made serious \$20,000 investments in developing those sorts of situations for their individual businesses. I was at an event in Stonington, Maine, which is the town with the highest lobster landings and has consistently been the town with the highest lobster landings in Maine for the last five to ten years... so I was there Wednesday night and everybody is talking quality and handling in the State. It's the name of the game right now and a lot of concerns over improving quality and having an incentive to do so, like Laurence has talked about several times today. There are a lot

of concerns about that, but I think that there are a lot of people who are sort of looking at this like, "If we don't start improving the quality of our product, we're going to continue to bear the brunt of it in our boat prices." And the industry is really starting to respond to the fact that shrinkage rates are high. And, in a place like Stonington you could potentially lose \$97 thousand out of the community in the course of a week with the shrink rates that we've been experiencing in the State of Maine... in a community like that with really high volume. I see more and more people talking about improving the quality of the product that is going into the marketplace because people don't want to strictly serve into the processing sector. As Geoff mentioned, when you're selling to places like Subway, that's not the high-quality, high-value sector. And so a lot of people really are looking to leverage the live sector. Just a few thoughts.

Moderator: Thank you, Annie. Charlie?

Charlie McGeoghegan, lobsterman and MLA Prince Edward Island: Charlie McGeoghegan, Prince Edward Island. To comment on what Dana was saying there, he said he wanted to start good conversation. I think we've been having good conversation all morning, Dana. I wasn't attacking Bruce or Maine or anything like that in my comments. I just think that, like the lady in the front just said, quality in some places is an issue and how can we improve that? It's not Canada versus US. In Canada, we've been forced to do a number of different things and the season and the time of year is one of the things we were forced to do. And there is one section that still does fish in the summer and quality is an issue with them too. And they're looking at their season right now; so 90% or probably 80% of Prince Edward Island fishes in the spring; May and June, when the water is really cold and the quality is 100%. Meat yield is off the chart, and protein count is high as Bob would attest to, I'm sure, and Jean Lavallee, too. In talking about that vacation in Maine last year, I don't know a lot about it but I think what I was kind of thinking of would be a bit different. To try to coordinate in different places throughout the State I think would be cumbersome and would be hard to do. In Canada, at least where we are, you're not allowed to leave your traps more than 72 hours without fishing them, which is a good thing because lobsters will start to eat themselves in the traps. They'll attack each other. I think that's a good measure to have. So, if everybody took their traps out maybe Maine could do a pilot project. Maybe it's two weeks. Maybe it's three weeks or a month. Start that for one year, try it and see what it does for quality and have a clause in there that, if this doesn't work or we don't like it, we're going to revert back to the old system the next year or maybe do it for two years. I think start with little steps and see how it goes but I think that leaving the traps in the water and trying to coordinate open and closed times throughout the State would be way too hard to do. But, if everybody was made to take them out for three weeks or a month, you'd have time to go over the gear and clean it up and repair it anyway so I don't think you'd go bankrupt in three or four weeks, but that's just my thoughts on it. Thanks.

Moderator: Eugene?

Eugene O'Leary, Guysborough County Inshore Fishermen's Association: Eugene O'Leary, Guysborough County Inshore. Talking quality, I don't think many of us know exactly what quality is. I've been asking that question for 10 or 12 years now and I can't seem to get an answer. I think, the lobsters that we're landing that aren't dead, of course, there are places for them. Maybe it's Subway. I hope they don't buy my lobsters. I hope my lobsters are all good

enough and strong enough that I can get the best price for them but, if they're not, having these local co-ops that are producing their own lobster and using the product and getting it done without them dying is very, very good. I mean, if we could do that in all of our communities, we'd have more work in the communities and just small, micro-processing-type of ideas and we'd use some product that wouldn't have to be shipped and die. If you're looking at quality, the canned lobster, there's nothing wrong with the lobster. It's good quality. It's just that you can't ship it to China. Let's try to define what things are and use the product for what the product is; that individual certain lobster. I mean, if Laurence has all hard-shell lobster, then they should be going far away. That's what they're good for. But we have an area that's not then fine. Do something local with them so that you don't lose them.

Moderator: Thank you, Eugene. Laurence?

Laurence Cook, fisherman, Grand Manan Island: Laurence Cook, Grand Manan Fishermen's Association. I took a phone call the other day I think everybody here should be aware of and perhaps some of you are from a reporter wanting comments on Germany locking out Canadian live lobster products because they consider boiling a live animal to be inhumane which, given German history, I thought was kinda pushy.

Laughter

Laurence Cook, fisherman, Grand Manan Island: But this has become a bigger and bigger issue in our world, animal rights if you want to call it that. And I think a lot of us are dreaming about the good old days when people were buying live lobster in high volumes and I'd love to see it but I think we have to come to the realization that most of our future is going to be in a processed package because how many housewives want to go deal with a live lobster, cut the bands off it, boil it, cook it, get it out of the shell for supper... and how many want something they can throw in the microwave and go bing! Because that's how most of us eat. They sell pre-cooked bacon ... for twice the price and people buy it because it's convenient. We live in a world of convenience and I think, as an industry, we need to look for new packaging ideas for lobster with the emphasis on convenience, easy to do, quick to prepare, not messy, doesn't boil over on the stove. And I think realistically, I mean, you can tell people it's a good product and they'll go, "Yeah, I'm sure it is" and maybe they'll go to a restaurant and have one cooked fresh that way but there aren't very many people left out there if you think about it that are going to take that home. It would be like giving somebody a live chicken and saying this is the best quality chicken you can have. All you have to do is cut its head off, pull the feathers out of it... Right? No! They go to the grocery market and buy boneless, skinless chicken breasts so they don't have to deal with anything for ten times the price, twelve times the price of what a chicken would actually cost. So I think that's the kind of world we're living in and realistically, we have to look for solutions that deal with that market because I think that's where the market is going to be in the future.

Moderator: That's a very good point. I hope we take seriously thinking it through a little bit because I look around here and we're not all spring chickens or spring chicken lobsters. But a lot of the people who are buying out there are and a lot of the younger people have never cooked anything that needs to be prepared. I just listen to what Laurence is saying there and it's a whole

new generation to come that stick it in the micro and that's it so we've got some thinking to do. Yes, over there is a question.

John Nicolai, Lulu, Inc, Bar Harbor: John Nicolai from Bar Harbor. I think lobsters are getting in a situation where we're losing our image. Lobster was considered a luxury food item. When you're talking about Subway and McDonald's, we're going to lose that image and I think we should be more focused on the image, the marketing that we put into selling lobsters, and not losing that image of a luxury food and I think that's what's happening right now. There are chefs, (I was a chef for over 20 years. I learned my trade in France. I lived there for over 20 years) and there are chefs in their restaurants, if they feel that lobster is a cheap commodity, they're not going to serve it to their customers for a premium price. Another factor that's coming into play is aquaculture and we're going to be facing a big problem. Darden, their long-range vision now is to actually, in Malaysia, raise lobsters, spiny lobsters. And they're investing \$200 to \$300 million in this venture. So we have to be careful that we don't only think about our problems in Canadian and Maine, but we have to think of this problem as being a global problem; and we're going to be facing some pretty stiff competition. It's sort of a choice. Either you want Maine lobster and Canadian lobster to have that connotation of being a high-quality product, a luxury food item, or it's going to be a cheap food item that's plentiful because we're harvesting so much of it. And it's a slippery slope we have to be very careful of.

Moderator: Thank you, John. Okay, yes.

Maria Recchia, Director, Fundy North Fishermen's Association: Maria Recchia from the Fundy North Fishermen's Association. I just wanted to say something about the local market. I think, at least in Canada, there are a lot of local people that grew up eating lobster that aren't eating it anymore. And I know we've done a couple of things like right here in Saint John a few years ago around Christmastime we had a sale at the wharf and we did a lot of advertising. We had so many people there that we couldn't even handle 10% of the people who showed up to sell them lobster. Because, at least here in the Maritimes and I'm sure it's the same in Maine, I think in Maine the public is much more connected to the fishing culture and eating lobster; but here in Atlantic Canada I find in a lot of communities... people are not connected anymore with the fishery. And it's a big effort but, if the local organizations can work on that the fishermen can get a much better price directly. It's a small market. We still have to be selling to the processing and all that because we catch so many lobsters, but there are a lot of people who want to be connected to the fishery and aren't. And the way they can be connected is by buying their local seafood. I think we can do a lot more on that.

Moderator: Thank you, Maria. You got one of the hottest topics going and nobody is saying anything. Yes.

Geoff Irvine, Lobster Council of Canada: Just to follow up on what Laurence said, the statistics today Canada exported about \$1.08 billion worth of lobster last year, about 2/3 of it was processed product. The live market is now just about a third of the value of Canadian lobster and so it's happening now and I agree with you, Laurence, the processing sector is growing. There are all kinds of great new products being produced. I think there are hundreds of processed lobster items out there now so it's happening. It's growing all the time.

Moderator: Thank you, Geoff. Yes, Dave.

Dave Thomas, lobsterman, Cranberry Isles: Dave Thomas, Cranberry Isles. I agree that processed lobster is the way to go because we simply have to. We can't ship all the soft-shells we get but, that said, I don't think we want to lose track of the live market. Last fall, we were able to broker a deal to ship 5000 pounds of lobsters to the mid-West part of the country to somebody who had never had that many lobsters before. He wanted to start out with 40,000 pounds and, never having handled live lobsters, we talked him down to 5000 pounds. And he advertised heavily and he had people very mad because there weren't more than 5000 lobsters there and this was last fall in the height of our soft-shell glut. Between the United States and Canada, Geoff, how many millions of pounds of lobsters? 300 million? Just the United States and Canada alone, there are 370 million people? If you're going to take that 300 million pounds of lobsters, 80% of it is processed, that comes out to not very many ounces of lobster meat per person in the United States and Canada, people that want to eat lobster but they don't want to cook it. They don't do this. That's the process part. Don't lose sight of the live market.

Moderator: Thank you, Dave. Yes.

Jerry Parsons, lobsterman, New Brunswick: Jerry Parsons from New Brunswick. We're talking marketing of the lobster and I kind of agree with what Bruce said too, that the quality is definitely a big issue. When he spoke of the boats that don't have the tanks to hold them, they have too many lobsters for the tanks and you get to the wharf and you have buyers who don't have enough ice in their trucks and the lobsters sit there for long periods of time. I think that's all a big issue. But also another issue that I never hear when we were talking about selling lobsters and marketing it is how healthy is the lobster for us. We're now a health-conscious society and I've been eating lobster for 40 years and I don't even know if it's good for me. Now, if it is good for me, we should be getting that out there. If we get it out there with salmon and omega-3s and we get chicken with less cholesterol than red meat but what about the lobster? If it's healthy, that will certainly sell. But let's get it out there if it is. Thank you.

Moderator: Thank you, Jerry. Yes, Bruce again.

Bruce Fernald, lobsterman, Cranberry Island: Bruce Fernald, Cranberry Island. That's the one thing that our lobster promotional council did that was good. They came up with a poster, a really nice looking poster, that had the cholesterol, the protein, everything that was good for you and a different list of items and lobster being on the top that was lowest in cholesterol. I wish they'd promoted that more because this was probably seven or eight years ago. That was a really good thing to have and, as far as promotion goes, the best thing I ever heard was the Forteau lobster story where this small harbor in Northern Nova Scotia, Cape Bretton. I mean, they had a connection with a summer person there, I guess, who was a culinary professor in New York and she knew a lobster fisherman from Forteau and they got together this plan where the St. Laurence comes down, brings nutrients, cold water, a perfect environment for the lobster so they called it the Kobe beef of lobster. Then they started marketing them in New York and they had them in a seafood market in Chinatown and it was \$17.95 a pound for the Forteau lobster. I went down there for function and I went in and found that market and it was Maine lobster for \$10 a

pound and the Forteau lobster for \$17.95. They couldn't keep the Forteau lobster in stock and the Maine lobster was right beside it. Those expensive ones were going right out the door. The Wall Street Journal did a test a little while later. They got two chefs and a writer together and they did a blind taste test. Two of them liked the Maine lobster better and the other one couldn't tell the difference. But the thing is that they had the marketing. They got this niche market but that is the key. Marketing is going to be the key like what David was saying. We got connected with that guy out in Illinois and he wants to do more lobsters and we've just got to. Whether they're niche markets or bigger markets, marketing is the key. And the quality first but then the marketing.

John Nicolai, Lulu, Inc, Bar Harbor: John Nicolai from Bar Harbor. They have that same thing going on in Europe. The *Homarus gammarus* goes for a lot more money than Canadian or Maine lobster. There's no doubt about it. It's not because the *Homarus gammarus* is necessarily better. They just out-fished it. There's none left. It's supply and demand. They have very little supply and the demand is high and their thought is that the *gammarus* is better than ours and I don't agree on that but, again, it's supply and demand. It's the idea you make of what you're buying, what you're eating and I think Bruce is right. That's a case in point. In Europe, it's the same exact thing. They just have this perception that their lobsters are better than ours.

Moderator: Thank you very much. Bill? Thank you, John.

Bill Adler, Massachusetts Lobstermen's Association: Thank you. Let's go back to the Lobster Institute here and the nutrition. I was having a problem in Massachusetts with people saying these things are bad for you. And I go, okay, we've got to do something about this. And I called the Lobster Institute and I said you've got a whole bunch of professors up there and people that can look at nutrition...can you find something that's good about lobster? I really need this. Meanwhile, the Institute had this thing called a red lobster cutout. She's getting some out now. But, the only thing that was on the inside of these red lobster cutouts was talking about the Lobster Institute. So I said take everything out of that thing and I want you to come up with what's good about a lobster and they did. And this is what we now have. But it was started by the Lobster Institute and I have one of the originals that had nothing in it but talk about the Lobster Institute and I have the original. What they did was they put in the nutritional facts. If you pick one of the things up, you'll see. This is one of the most popular promotional things on lobster that's been put out everywhere and people love it. I did go back to the Institute the next year and they go, oh what do you want now? I want a green one. Why? Well, because in the green one I wanted fun facts about the creature, educational stuff about not how to eat them. And we have a green lobster cutout. And I've had kids come into the office down in Massachusetts wanting to do a report for school on lobster and I'd give them the green lobster cutout and their eyes would light up like, I've got the whole report right here!

Laughter

Bill Adler, Massachusetts Lobstermen's Association: Thank you! So, the idea of this thing does put out the nutrition, how to cook it, how to eat it. Pick one of these things up and you'll see all the good stuff that's in there about lobster, what's good for you. Another thing that I wanted to just touch base on was the marketing and the celebration idea. I was quoted in

Newsweek several years ago. It was during the height of the recession and I don't know how they got it. I know the press had been calling me about the low price of lobster, a déjà vu here. But I had to tell them that it was a celebration food. It isn't bread and milk which is exactly what it was. Now, in the quote they got, on top of me was some congressman talking about something, below me was a terrorist making a statement and I was stuck in the middle... but the idea was that if you look at the demand, the market, and we follow this every week because we put out a price report from our association with help from the Maine Lobstermen's Association. This, of course, by the way, goes back to the Institute, too, when we had this big discussion up here and we ended up nobody knows what's going on between the boat and the market and nobody has a clue. They blamed everybody and that's how come the price report is now around with demand, supply, quality, and price. And, if you follow it, you will see that the demand spikes at certain times, and if you look at what those times are they're celebrations. I've watched this for years. You get Christmas, New Year's, the biggest time in the world for lobster. That surprises everybody. What? Yup, big time. Die. Pick up Valentine's Day. Die. Easter in Europe. Now we have a Chinese New Year's little spike too. Okay. Die. Pick up Mother's Day. Die. Pick up Memorial, Father's Day, Fourth of July and it rolls pretty good through the summer and then nobody even wants to talk about lobster after Labor Day. If you looked at what those spikes were, they were celebrations. And a lot of people are like, okay, we've got to get lobster to be on everybody's meal and I think the processing is definitely something that is good. That's got to come. That Smart One... I'm not advertising for Smart One but one of those things in the frozen microwave-type dinner. But I asked them, do you want it to be an everyday product? Do you want it to be bread or are you trying to keep a little higher level? If you want to bring it down to an everyday tuna fish can, okay. But is that what you really want or do you want to have lobster be a little bit higher end? That's still blowing in the wind as to what do you want. Do you want to move a lot of lobsters? Okay, well, it's going to be a low price. What do you want? That's for the marketing people to figure out. How do you want to do that?

Moderator: Thank you, Bill. Bob first and then over here and then down to Laurence. Bob, you had your hand up earlier. You're next. [Deferred to M. LaCroix]

Marianne LaCroix, Interim Director, Maine Lobster Promotion Council: I'm Marianne LaCroix with the Maine Lobster Promotion Council and going to what Bill was talking about. One thing that we can all be doing to help sell lobster at a better price is think when we're talking to the media how we talk about the product. Because last summer we saw it a lot in Maine where the low boat price was being quoted in the newspaper and, as soon as that appeared in the newspaper, our dealers were getting phone calls from as far away as China saying, "I want \$2 lobster and you can add on your shipping cost about \$0.50 so I want lobster here in China for \$2.50." That makes it much more difficult to get the price higher to the boat because customers are seeing that low price. It also created a lot of confusion locally where people, I'm not sure about in Canada, but in Maine, people want to support the lobstermen and they were saying, Oh, I'm seeing lobster at \$20 in the restaurant. Well, I'm not going to buy that because I think they're taking advantage of the lobstermen." So we have people eating less lobster which is exactly the opposite of what we want. It's confusing to consumers. They don't understand the boat price and how the price actually translates to what their consumer price is. We can also work on how we talk about the product because when people are quoted saying that the lobster is junk, that's kind of an industry term for low yield or for poor ship-ability, And again, people, consumers, don't

really understand that; and they're thinking it's about the quality of the lobster that they're eating which, if they're getting a soft-shell lobster, they're probably getting it locally and it can be a great product to eat locally. So, I think it's really important when you're talking to the media to just think about what you can say to them to make a better sales environment for our lobster rather than making it more difficult.

Moderator: Thank you. Laurence. You're next and then back to Herb.

Laurence Cook, fisherman, Grand Manan Island: Laurence Cook, Grand Manan Fishermen's Association. I think, when it comes to marketing lobster, we need to take a wide approach. Maybe mimic the beef industry where you expect to pay a fairly high price for a triple A grade steak served in a restaurant and you can also buy hamburger at McDonald's. I think, if we're going to succeed in this industry, we need to look past saying every lobster is a white tablecloth experience because it simply isn't. We can't sell 300 million pounds of them. A lot of this stuff that's coming ashore, I mean we have a summer season now in our area. That's not gonna make it to China. It's not going white tablecloth. That doesn't mean we can't still have some high-end marketing schemes and I think, realistically, as a group industrywide, we need to start grading the product and saying, "Okay, this is a full-meat, hard-shell, high-protein animal and this is worth some money and this can travel; and that is a new-shed, not-likely-to-live-five-day lobster and that needs to go to Subway" or wherever Geoff said. I think instead of opposing each other with some saying no we've got to go processing, volume-wise we've got to go processing because the volume is so high. Instead of having the argument to say will we go with a white tablecloth experience or are we going to market through McDonald's and Subway or whatever. The answer is we should do both but we should have a system in place where, right from the boat through the line, if it is a grade triple A product, it's like triple A beef in the states, then it's worth more money. It's worth more money to the fishermen who land it and you'll see better handling practices will come out of that too where you landed me triple A lobsters, they're worth more money. And that guy gets more money and then the dealer can sell to the higher end markets. And we're going to have some product that just is not going to make that market and we need to grade them separately instead of saying lobster is lobster, because I can tell you from experience that if you go into a restaurant and pay \$100 a plate for a lobster dinner and it's a post-molt lobster and a little piece of meat falls out of the tail, that guy isn't ever gonna go pay \$100 a plate for that meal again. So, if we're going to market smart, we have to market everything we've got, whether it's process product or live product, wherever it's going. And we need some sort of a system in place where we can tell a retailer, a restaurant, or a buyer in Europe what grade lobster he's buying. And if its grade A it's a whole lot cheaper than if its triple A and that's the only way I can see we can move forward without losing the prestige of the high-end of lobster and, at the same time, dealing with the realism that my daughter isn't going to boil one, right? She's going to buy something she can throw in the microwave and push the button just like most of your daughters do. I think realistically, that's the type of thing we need to do and if you argue about the success of the beef industry, this past fall wieners, their waste product, were more per pound than our high-end seafood was. We need to learn from those types of industries and move in that direction with our marketing.

Moderator: Thank you, Laurence. Herb?

Herb Hodgkins, Lobster Products, Hancock, Maine: Herb Hodgkins, Lobster Products, Lobster Institute. I've always thought that processed lobster was one of the biggest promoters for the live lobster market. It's like a person wants to know if he likes chicken. He doesn't buy the whole chicken first. Have any businesses ever tried the frozen lobster dinner like TV dinner? I don't know of any and I don't know why that wouldn't be a big seller on the market. Does anybody have any comments on that?

Moderator: Yes, John.

John Nicolai, Lulu, Inc, Bar Harbor: John Nicolai from Bar Harbor. We have to be careful when we're comparing industries too. We can't compare beef to lobster. We don't produce in quantity lobsters as we do beef. With beef, the figures are astronomical. Our production is small. When you're talking about boat prices of \$350 million on the coast of Maine, in industrial terms, it's not much money. I mean we think of it as a lot of money because it's our fishery but if you're thinking on the world market, snowmobiling in Maine brings in over \$300 million a year. So you have to be careful to gauge your industry and compare it realistically to other industries. Beef is huge. Pork is huge. Chicken is huge. We don't want to get into that category where we're going to be conceived as being a cheap product. I agree we have to market to different segments and try to make a profit but we have to be careful that we keep lobster as a luxury food item because, if you don't, we don't have the volume, we can't make the money on the volume compared to the beef industry. We have to compare apples to apples. We don't compare to the beef industry in any way, shape, or form.

Moderator: Thank you, John. Just to comment to you, Herb. I think they've done some frozen lobster stuff in Eastport or around there somewhere. I went to some meeting three or four years ago where they were doing that. I can check that out for you. Yes?

Larry Walsh, Riverdale Mills: My name is Larry Walsh and I'm with Riverdale Mills. There's no way I can replace Jim Knott because you all know Jim Knott, but I was asked to represent the company. We sell wire to markets all over the world so I have a pretty good idea who's making money and who's not making money... because when they're making money, they buy more wire. Has anybody ever studied the Mexican market? Because they're getting \$15 to \$18 a pound for spiny, which is why they want to do aquaculture with the spiny lobster. That's a lot of money, \$15 to \$18 a pound. I don't know if anybody's ever studied how they market it. They have co-ops and they have a Federation. The Federation does the marketing for the whole country.

Moderator: Does anybody have any comments to that? I worked down in Belize with the commercial fishermen down there and the Belize Fishermen's Cooperative Association which is about five cooperatives over the country and, of course, down there, they're basically marketing just your tail. And so your price is, you have to remember you're dealing with the tail and not the whole lobster, and the US is the major buyer of both lobster and conch frozen out of Belize. I know that. And they are turning to aquaculture more and more, much faster-growing. You know, we've got seven years. They've got three years. All kinds of stuff. I don't mean to get into that. Thank you for your presence and for your comments. Charlie.

Charlie McGeoghegan, lobsterman and MLA Prince Edward Island: Charlie McGeoghegan, Prince Edward Island. To comment on John Nicolai's comment there, I tend to agree. And I've been saying this, I think, every year that I've been up here, that if you have pork or chicken or beef, you have a piece of land and you have food you can grow that anywhere in the world. Lobster is basically from, well, New Jersey and the Carolinas, I guess, from there to Newfoundland. That's the only, you're only talking a few hundred miles, stretch of the world that grows that product and it's natural and it's wild and everything else. And it's healthy as we've seen Bill point out to us this morning. We have to keep that in mind and I think that it should be priced accordingly and I think Clearwater has woken up to this fact about ten years ago although they woke up to it one-sidedly. When it benefits them, they do it. Basically, what I'm talking about is that they have about four different grades of lobster and they buy from the fishermen whatever the shore price is, as low as possible normally, and then they put it through an ultrasonic machine and Geoff would know more about this. It kicks lobsters off into four different sections based on meat yield and blood protein and, let me tell you, there's a huge difference between the first grade and the fourth grade in price. If they can sell it that way, why aren't they buying them that way and why isn't everybody else doing that too? I think that's a worthy point and maybe somehow the University could do something on that behalf too, just to see the different grades and the different times of year, maybe, or the different qualities of meat yield. We know there's quite a range. Also, the horsemeat scandal in the last two months, seafood sales went up 20% since then which is both good and bad. Some people say they don't mind eating horsemeat as long as they knew that's what it was when they bought it. Anyway, that's affected the beef industry negatively but it also increased the seafood sales. There can be cause and effect just based on little things in little parts of the world. And the lady in front of me, I forget her name, she had mentioned about, Marianne had mentioned about what to say to the media. I think that's very important in keeping a positive spin is what we want with lobster. And sometimes fishermen, I know I've been down here other years and fishermen are their own worst enemy talking the price down and I'd argue with them all when they try to keep the price down. Anyway, talk positive. Like, John said, it's high quality like steak but it's not steak. It's better quality than that. Thank you.

Moderator: Thank you, Charlie. Yes? I can hardly remember your name. Maybe you'd better remind me... Bruce.

Bruce Fernald, lobsterman, Cranberry Island: Bruce Fernald, Cranberry Island. To what you were saying about the Caribbean lobsters and that, I was talking to a Santa Barbara lobster fisherman (I met him a couple weeks ago down in Portland) and they're getting \$23 a pound for theirs but it's the volume. They don't have the volume just like Australia and New Zealand. Those guys don't have the volume so they get these niche markets. The fancy restaurants like the full-meat and they can sort of cook it better. They can do a lot of stuff with it to make it taste good because it isn't much but I think that's the reason. They just don't have the volume and they can get the higher prices.

Larry Walsh, Riverdale Mills: Larry Walsh from Riverdale Mills. The Santa Barbara guys, I talk to quite a few of them all the way down to San Diego, they just love the Mexican's marketing program because they just get dragged along with the price. As the Mexican's do a better job marketing, the guys in San Diego get higher pricing. And a lot of their stuff just goes

overseas, of course, because of the Asian markets. But if you really asked him why he's getting high prices, he's going to say because of the Mexicans. So they're doing something and I don't know what it is. I just sell wire.

Moderator: Thank you, Larry. Herb, I'm wondering if we could come back now to that third page that you wanted to share with us. Is that okay with you? Yes, okay. Come on up here if you wish.

Herb Hodgkins, Lobster Products, Hancock, Maine: Like I said, we've been studying this bacteria that is showing up in the lobsters especially in pounds about 20 years ago. We started studying it. *Photobacterium indicum* is the name of it. In the lobster pounds because it looks like on a slide, little short rods, we called it rod disease. When observed alive, this bacteria, it's extremely active. You can imagine if it was in the bloodstream of a lobster, how they could live, I have no idea. *Photobacterium* is one of the bacteria that cleans the ocean floor. Incubation time to the point of killing a lobster seems to be as short as five days. They seemed to die between five and ten days of the test we did and the rest of the lobsters lived good. Lobsters appear to have natural immunities to some extent from *Photobacterium indicum* and it's not easily transferred through blood contact when lobsters are in a closed confinement like in lobster crates or test crates or lobster pounds. *Photobacterium* is the predominant bacteria that aides in the digestion of food in the lobster's digestive tract. It must be, because that's what they eat is food that bacteria has attacked already. A sudden decompression caused by too rapid ascent in the water column may cause a lesion in the digestive tract or the stomach. A flood of bacteria into the body cavity causes the slow death of the lobster. I think it is very important to do more studies on this. We don't know where in the digestive system something might break and the bacteria get through it. Is it the stomach or it may be just a pin hole. A lot of bacteria can get through a pin hole. Anyway, Bob Bayer and Jean, this is up their alley more about the bacteria. Do you have any comments?

Moderator: Comments that you'd like to make on that? Because he's relating it back to the point that he was making earlier about the rapid-speed hauling.

Herb Hodgkins, Lobster Products, Hancock, Maine: Causing a rupture in the digestive system of the lobster is what we think is happening.

Moderator: Your request also for more research echoes what was said earlier also about our need to be looking around at other areas that we need to study as lobstermen; where it will help us understand what's going on. Alright. Other things to come to the floor. We have about 10 more minutes and we would be glad to... Yes.

Craig Avery, Lobsterman, Prince Edward Island: Craig Avery, lobster fisherman from Prince Edward Island. I would just like to commend Maine for their recent certification getting MSC and I was hoping we would hear a little bit about MSC here today but anyway. I just thought maybe we could get some discussion going. Prince Edward Island is well under way in the MSC process. I've talked to some other areas in Nova Scotia that are well under way. The Magdalen Islands in Quebec. Anyway, I was just wondering if anybody here that is part of Maine could maybe give us anything that we should watch for as we proceed in our process.

The Provincial government of Prince Edward Island is kind of leading as far as right now on MSC approval. So they've already done the pre-assessment and they're working with processors and the Fishermen's Association, of course. So I'd just like to see if there's anybody who could make some comments in Maine on the different problems that arose for sure in the process and whatnot.

Moderator: Okay, Charlie, you're not exactly from Maine but you can speak to this anyway.

Charlie McGeoghegan, lobsterman and MLA Prince Edward Island: Charlie McGeoghegan, Prince Edward Island. I'm a fisherman but also an MLA on Prince Edward Island, member of the legislative assembly, and my area represents over 250 fishing families over eleven harbors. Anyway, when I heard that Maine was looking to get on board with MSC, my first reaction was that's probably a good thing. And I was down to the Boston Seafood Show last week and I had somebody approach me and ask me where Prince Edward Island was on MSC and I said, well, it's getting kicked around a bit anyway and it has been for the last seven years back when I was on the board of directors of the Prince Edward Island Fisherman's Association like Craig is and Kenny Drake is. There were some reservations over the years on that and sometimes a lot of the questions couldn't seem to be answered. One thing you mentioned, Craig, was that the Prince Edward Island government is the lead on it. Well, I think one bureaucrat is the lead on it and the MLAs have had no say on it so far. It got brought up on standing committee on fisheries last week which I brought it up and discussed it. We want to have somebody in from MSC to ask a number of questions and also from other certification organizations and to look at all the impacts of it. If you look at Alaskan salmon, Alaska got on board with MSC back in 2000 and was certified for five years which, at that time, they had to go through re-certification. The first five years cost them \$2.5 million just for Alaskan salmon, not including all their other fisheries. At the end of the five years when they had to get recertified, they said, well, you have 64 rivers in Alaska that you fish salmon out of. Now we want 64 separate certifications, which is going to cost a lot more money. While they're already in the system, they have had no control over making up those rules. Because they're MSC certified, MSC is the one who decides if you're sustainable and what steps you have to go through so basically your hands are tied behind your back. They decided at that time to opt out and to come up with their own certification through the food and agriculture organization which they have developed since then. And now they have their own certification. I guess the Governor of Maine last week announced at the Seafood Show that they were getting on board. I don't know and I would like somebody to clarify for me, I know the Maine Lobster Promotion Council, and you could speak to this in a bit, signed up and you guys have 1200 or 1300 members I think. Something like that or do you represent all Maine fishermen: It's all of Maine? Okay. Because there were some groups from Stonington that were saying that they weren't on board with it. That's the only reason why I'm asking. Anyway, the Governor of Alaska last year at the Boston Seafood Show said in regard to MSC, he said, "Those of us responsible for managing our fisheries along with our fishing industry cannot, as a matter of principle and form, tolerate a situation where a single private entity on the basis of a changeable private standard, has sole authority to decide who can sell seafood to the public and who cannot. We need reasonable options for the marketplace to avoid a monopolistic lock where consumers and fishing communities lose. In an unregulated monopoly, consumers and fishing communities loose on choice, quality, and price." That was Sean Parnell, the Governor of Alaska. The reason why I

think that's important is because they were in the system for five years. They paid \$2.5 million, got involved, and then decided to get out. Hindsight is always 20/20 and, if you can learn from somebody else's experience, I think it's good. But, before Prince Edward Island gets signed up, I think we need to have a lot more answers to these questions. If that could get some more conversation going, that would be great.

Moderator: Okay, Bruce, did you have your hand up before. Okay, it was Laurence then. I knew there was a hand over there.

Laurence Cook, fisherman, Grand Manan Island: Well, Dana wanted a fight and Craig started it. Laurence Cook, Grand Manan Fishermen's Association. I don't agree with MSC. MSC is a European group. They are experienced in trawl fisheries. They are not experienced in trap fisheries. They don't deal with unquota-ed fisheries. One of the points that they will continue to push because it's in their documentation is a cap on landings. Maine should consider carefully... their highest year ever back in the 90s was 65 million pounds. That would have been a reasonable cap. Last year, it was what? 125 million pounds? It's not as simple as it seems. The MSC people hold their nose quite high in the air that they're qualified to tell the rest of us what to do, but the simple fact is that 80% of the MSC certified fisheries in Europe are listed as critically over-fished. It's a rubber stamp that you pay a lot of money for to make some marketing people happy. My second problem with MSC is everybody wants us to get MSC, they want everybody else to so they can say they have that in certain stores. Perhaps the German folks I was speaking about earlier will put your product on the shelf. That is important. Don't get me wrong. The problem is that all the people who are pushing for the MSC certification aren't paying for it. We are. And even if your government tells you they'll pay for the initial certification, are they going to pay for all the re-ups? And what happens if you go through the certification process and, when you go to re-certify, they change the rules just like they did in the Alaska fishery and say, "Well, you've got to cut your traps back or you become de-listed or you can't use bait that didn't come out of local waters." They can do whatever they want to because they're a private entity. I think, in this country, where we have a Department of Fisheries and Oceans and, in the United States where you have Marine, what is it? DMR down there? This isn't a third-world country. The United States isn't a third-world country. We don't have irresponsible free-for-all murderous fisheries like they used to have in the past and I don't need a private company from Europe telling my government and me how we should operate in our fisheries. It's insane. Why we ever entertained, anybody ever talked about it, I have no idea. It's purely for marketing, I understand that, but as far as management goes, their fisheries are almost all critically over-fished, the European ones. They're in trouble. Our problem is we can't market it because we've got so much of it and they're going to tell us how to manage fisheries? Please!

Laughter

Moderator: Okay, Togue and then Bill and then back over to John.

Togue Brawn, Fund for the Advancement of Sustainable Maine Lobster: I guess we have the argument that you were looking for, Dana. Togue Brawn... and I actually work with the Fund for the Advancement of Sustainable Maine Lobster, which is the client group in Maine that sought and received the MSC certification for Maine lobster. We only just received the

certification two weeks ago so I cannot speak to what you had mentioned in terms of what happens when they change the rules and all of this, but there are a few things that I want to comment on. One is that I hear a lot of people, especially in the beginning of the process, that were sort of anti-MSC based on what they thought MSC was and what they had heard MSC was. MSC is based in London but they're not some foreign entity that is telling us what to do. They established a set of standards in order to recognize and reward sustainable fisheries and, if you want to go for that certification, then you can go for it. If you don't, you don't have to. They're not telling anybody what to do. They are looking over the fishery. In the case of the Maine lobster fishery, they looked over our fishery, they looked over a number of, I guess it's 139 different factors and said, okay, you meet all our criteria. They said you meet our criteria; you are able to get this ecolabel. Go forth and market with it. If it's not worth it to you, then you don't need to go for it. Right now, they have said that any lobster caught by a Maine harvester landed in Maine is eligible to receive the ecolabel. In terms of your question of whether or not it's worth it, I would just encourage you to look at us and talk to John Hathaway a few months from now and he can tell you what his experience is. He is always happy to talk about the process. He had some concerns in the beginning. It took a really long time. I can say that John has actually wanted me to apologize for the fact that he wasn't here today. His son's hockey team just advanced to another round in the NCAA tournament so he had to go to that. I'm better prepared to answer questions than I am to give a presentation but, in terms of the cap on landings, they went through our fishery with a fine-toothed comb. We worked with them for five years and they never mentioned a cap on landings. They were totally satisfied that the practices that we use in Maine right now are sustainable. Down the line, if they do... You know, there were a couple promises that John made. John is the president or sort of the leader in this entity that sought this funding and he said from the very beginning, if they uncover anything that is negative we will bury it before we get the certification. Fortunately, they didn't uncover anything that was problematic and also that it won't ever cost the lobstermen or the taxpayers of Maine any money to get the certification or to keep it and he has maintained that promise. As of right now obviously it's very fresh. We've only had the certification for two weeks. It's been a pretty positive experience. It took a lot longer than we thought that it would but they have been willing to work with us and they've recognized that Maine's practices are very sustainable. John believes that it is something that's going to make a lot of money. He has already had some customers, big customers, calling him simply because Maine was in the assessment. So, it's a marketing tool. The MSC does not tell you what to do and the only thing, the only thing that they could do is take their certification away and, if it's not worth it, then that's not a problem.

Moderator: Thank you, Togue. Bill Adler first and then John and Clinton, just a minute, you're third in line and then there was Dana.

Bill Adler, Massachusetts Lobstermen's Association: MSC certification according to when we discussed it in Massachusetts was extortion. It was an extortion. And, if you look at what it is, we have the same lobster, the *Homarus americanus*. It travels up and down the coast. Think about the money that has been spent to try to get this. It was brought up earlier about the situation in Alaska and all the money that goes into this. And then you need to look at what some of the wording is on how to get into it by a dealer who wants to be able to bring a lobster. He can get a lobster from a lobster fishermen in his town and then somehow get it somewhere with some type of a band on it or some type of a certification and also I sometimes chuckle about

knowing how lobsters move into the big pool, the big market, and then go from there somewhere. They all look the same to me and they usually are dividing lobsters up by sizes. It's unlike a dead fish fillet where you can put it that way, usually the lobsters are brought in and put into ... these are the chickens, these are the quarters, these are the halves. And it's pretty hard to separate out because the Texas guy called and he wants MSC Maine certified lobster and he calls one of the Boston dealers and the Boston dealer goes, "Okay, Maine certified, Harry, Joe, Henrietta", and we put these in and it's going to be a nightmare to separate them and we have to remember that whatever the MSC is looking for as far as rules or sustainability, the lobster industry, never mind the State, the lobster industry basically has the same rules. So, if it's sustainable one place, it should be sustainable the other place as long as they have those rules and the stock is okay and it has been. The last thing is I would like to see, in the end, whether or not all of this posturing and falderal is actually going to raise the price to that fisherman and I don't think it will.

Moderator: Thank you, Bill. John?

John Nicolai, Lulu, Inc, Bar Harbor: John Nicolai from Bar Harbor. I have been to a few of these meetings with MSC and they're not pushing anything on anyone. In fact, Linda Bean and John Hathaway bore the brunt of financing the certification and they did all of the leg work to get the MSC certification for Maine lobster but, if you're a Maine lobsterman and you don't want to be part of MSC, nothing obligates you to be part of that organization. I think it's a marketing tool because that ecolabel goes a long way with a lot of supermarket chains whether it's Whole Foods or whatever. A lot of them like that ecolabel because it seems to sell lobsters better and they seem to get a better price for the lobster that they sell. Am I for it? I don't know. We had a certification system in Maine and we dropped it and I thought it was a great idea to have our own and I think Canadians could do the same thing. Anybody could come up with a certification that the fishery is sustainable. Whether we want to depend on a London-based organization or not, it's still our choice. It's not a governmental thing or MSC saying to the Canadian government or to Maine you have to be certified or you can't sell your lobsters. You can sell them if you want. They'll have to go through Hathaway or Linda Bean because they have that certification for the State of Maine but it didn't cost the lobstermen a dime and they're not obligated to sell through MSC by any stretch.

Moderator: Thank you, John. Clinton?

Clinton Pendleton, lobsterman, Deer Island: Hi, I'm a fisherman from Deer Island, Clinton Pendleton, fisherman from Deer Island, New Brunswick, and when I first heard tell MSC, I watched a documentary called, "End of The Line". And my initial thought of this MSC was just the biggest load of bull I've ever heard tell in my life just for the simple fact... and my opinion of it has actually grown pretty strong now because of, you know, I mean Maine has it, we have the same. I was sitting on the wharf with a fisherman down there in Bar Harbor and we were sitting there having a yarn and our practices are exactly the same as there is Maine as they are here in New Brunswick. Our stocks have increased in every year. Their stocks have been increasing every year. So, okay, so what's the problem or whatever? The difference is that we had two people down in Maine whom I have all the respect for in the world, John Hathaway and Linda Bean, who took charge on this because they thought it would be important. So, they took charge

of it. They didn't put any cost on the fishermen, they didn't put any burden on the fishermen, and they went and did it because they thought it would increase their business. They would increase their market and do well with it. So what do we have up here is that, I don't know where we're at. I think that we're stuck somewhere because we have the same practices they do. Is it money? I don't know. I think that either we should, I don't know. I'd just like to get some answers or whatever to find out. Because, is it the fact that the fishermen don't want to pay for it? Is that what's stopping us or what is it?

Moderator: Okay, Dana and then Togue.

Dana Rice, DB Rice Fisheries: Thank you, Dana Rice. You know I can't let this one go by, Ted. And Togue, I know you've done a lot of work, an incredible job in getting the MSC process through and most everybody in this room knows that I am and was the biggest opponent of MSC in the State of Maine or I'll take credit for being anyway. I don't know of anybody who's more vocal than me about it. I think it's the biggest crock of shit that I ever saw in my life. We were blackmailed into going along with this certification product. We were told some of the initial conversations were, if you don't get this certification, you're not going to be able to sell your product in certain places and Walmart was named in it. That's a real quality place to sell your product, you know. You've got to have this certification to sell lobsters in the Walmart store and, while you're buying these certified lobsters, your kid's down the other aisle buying toys that are made in China and painted with lead-based paint. It's a crock and even though we are there today... Togue knows that we like each other but we've had these arguments before. So it hasn't cost the State of Maine, the fishermen, any money yet. And I stepped out so who paid for it?

Togue Brawn, Fund for the Advancement of Sustainable Maine Lobster: The fund. John and Linda's privately-based [fund].

Dana Rice, DB Rice Fisheries: So two companies raised the money to pay for this for the rest of State and everybody, like me, my lobsters are all certified now thanks to those two wonderful people? I'm not going to ever have to pay down the road? Huh?

Togue Brawn, Fund for the Advancement of Sustainable Maine Lobster: The fishermen will never have to pay. If you as a processor or a dealer want to use the ecolabel, you're going to need to join the client group and there will be a fee associated with that to cover the costs of the conditional certification and the research phase and we're working with the client advisory board to figure out a fair way to do this.

Dana Rice, DB Rice Fisheries: So, thank you very much to my good friend, John Hathaway and Ms. Linda Bean for blackmailing me into something that I absolutely opposed. Thank you.

Laughter

Moderator: Okay, Dana. Togue, it's your turn now.

Togue Brawn, Fund for the Advancement of Sustainable Maine Lobster: Togue Brawn working with the Fund for the Advancement of Sustainable Maine Lobster. Obviously, I'm sort

of in a different position from you, Dana, but I don't understand why I hear a lot of people talking about blackmailing. If you don't want to use the ecolabel, don't use it. It's a business decision. Yes, in order to join the client group, to use the ecolabel, you will need to pay some money. If you don't think the benefits of the ecolabel outweigh the costs, don't join the client group and don't use the ecolabel. I'm not trying to sound defensive. I'm just sort of confused. I don't understand why all of these people are saying there's this organization forcing me to do this. They're not forcing anyone to do anything. We believe that the benefits of this ecolabel outweigh the costs. We think that it's a great opportunity to brand Maine lobster, to tell the story of the Maine lobster industry. We think it helps to differentiate that product. Here we are talking about how can we possibly get more money out of this fishery, out of this product. Here's an opportunity, and everyone's sort of lambasting it. If you don't think it's worth it, then don't use it. In terms of your question, you know, it's the same lobster. There are differences between Maine's management and the management in other areas. This is not an ecolabel that changes the way something is managed. It's not saying that this is different than some other area. It's just certifying that it is sustainable so you could very likely go through the process and use the ecolabel as well, and it's my understanding that a lot of Canadians are looking to do that. I suspect you're going to be talking with John and Linda down the line and trying to figure out if it's worthwhile or not so we can sort of be your petri dish. There was another question, something that I wanted to address. Oh, it is possible to John's point, you don't have to be John Hathaway or Linda Bean in order to use this ecolabel. Although the members of the client group right now, they're in the process of developing a sharing mechanism so that other dealers can join the client group and can use the ecolabel. And that has been their goal all along, was to share it with others.

Moderator: Laurence? Thank you, Togue.

Laurence Cook, fisherman, Grand Manan Island: I get this headache every time I go to one these meetings.

Moderator: That's because you can't remember your name.

Laurence Cook, fisherman, Grand Manan Island: Laurence Cook, Grand Manan.

Laughter

Laurence Cook, fisherman, Grand Manan Island: Everybody needs to understand something here. This young lady said that it wouldn't cost fishermen anything but it would cost dealers to be in the association. Is there a fisherman here that believes that if a dealer pays a fee, it doesn't come out of your lobsters? Anybody here? Oh! Not one! What a stunning thing. It's ridiculous to say that it's not going to cost fishermen because fishermen are going to fund it all. Because, if I sell my lobsters to Dana and Dana wants to sell through, and that's not my decision, it's Dana's whether he wants to sell through there or not, but if he decides to, he takes that cost and that's part of the cost of him doing business. Where is he going to recoup that cost? Immediately, he's going to say, okay, lobsters are down 5 cents a pound because this reflects my fee, or 25 or 30 or whatever it is that he needs to do. I've heard this argument at the very first meeting that we were here, we were going to take 5 cents from fishermen and 5 cents from dealers and I said, no, that's

10 cents from fishermen. Don't be stupid. Because if the dealer gets 5 cents less, he's going to pay 5 cents less to fishermen and the fisherman is going to cough up his 5 cents, that's all 10 cents from the fishermen. We all know that. So, you can say that MSC isn't billing fishermen but that simply isn't true. It is. And, as far as the blackmail part goes, I've had people come to my association and say, if you don't join, you're going to be left behind and you're going to be screwed and people were scared. It's intimidation, it's extortion, and it's wrong.

Moderator: Charles? Over here. Thank you, Laurence.

Charlie McGeoghegan, lobsterman and MLA Prince Edward Island: Charlie McGeoghegan, Prince Edward Island. I think this is good healthy discussion. We probably need to have more of it maybe after lunch but when you talk about it won't cost the fishermen anything, it's all fine for John Hathaway and Linda Bean to pay for getting the fishery certified but they won't have to reduce traps or cut their seasons back or have quotas on their fisheries or anything else. That comes on the fishermen's back.

Togue Brawn, Fund for the Advancement of Sustainable Maine Lobster: It doesn't though.

Moderator: Wait. We'll give you a chance in just a second.

Charlie McGeoghegan, lobsterman and MLA Prince Edward Island: It can and it probably will because it has in other fisheries. And it turns from a voluntary certification which makes everybody feel good, to mandatory regulation; and that's what has happened in other fisheries around the world, Alaska being one of them. So, what you volunteered for ultimately beats you over the head later on. The standards, I think, should be in question too, because, if you look at the swordfish long-line fleets, they're getting certified right now; and I think it could be argued in this room if that's an actual sustainable fishery or not. Also, the seining fleet both in the Gulf of St. Lawrence, we've had a huge issue, if you remember a few years ago. We had 500 fishermen on the wharf protesting the off-shore seiners that were seining right on our spawning grounds. And they had to bring the riot squad in with machine guns and everything against fishermen because they were trying to protect their industry. At the end of the day, Department of Fisheries and Oceans decided we were right and they got pushed outside the line; but they were in there for four or five years first and now we're starting to see the results in our herring fishery. But that fishery is being MSC certified right now and there's not anybody with any common sense that knows anything about fish biology that will tell you taking a 2 and 3-inch herring, and we've seen truckloads of them, each boat was taking between 800 thousand and a million pounds a night... five boats, for two or three weeks at a time; and the longest fish that we saw was 8 inches long where the in-shore fishery fishing gill nets was 12 and 13 inches long. So, I think there are major questions that need to be asked about the validity of the certification in the first place. Another thing they talk about in their documents if you dig far enough is marine protected areas and, I think we should be scared of that. If you look at the central Northumberland Strait region where I happen to fish, I've been in the boat since I was 5 years old and my father fished for 35 years and my wife and I fish now, that area was the highest recorded catches of lobster of anywhere on Prince Edward Island and 20 miles on either side of that bridge. In the late 80s, the catches went anywhere from 25,000 pounds in a 2-month season would be a low boat to 70,000 pounds would be the high boat. We fought the building of that Confederation Bridge across that

section and I'm getting to my point here in a second, you'll see it all come together. As fishermen, we fought it and we had lawyers and the whole thing but big money was behind building that bridge and, yes, it's built and yes, it's convenient to drive on, but we knew it would ruin the fishery. David Suzuki told us at the time and I'm not a big David Suzuki fan but he said it would be monumental stupidity to build that as far as the fishery goes. The bridge got built. The fishery went from the catches I just mentioned to 2500 pounds to 5000 pounds in a 2-month season. From the start of construction, it's been 19 years. The fishery is just starting now to come back where the boats are landing 10,000 to 15,000 pounds in that area. But that took 19 years. So, my point is, if we were MSC certified back then and the fishery basically collapsed the way it did and, it did, what would they do to the fishery? They would close it down because of the catches, it wasn't sustainable. But, it was no fault of the fishermen that that happened. The fishermen didn't do anything wrong in that area than they did in the rest of the island. The North side of Prince Edward Island, if you take the catches, the amount of catches that the South side and the Central region went down, the North side went up the exact same amount so, they moved. Lobsters aren't going to stay in the middle of a sand storm, and when they were building that bridge that's what it was; and that affected their migration patterns and the whole thing. I think there are big questions that have to be asked and that would be a big one that I would have to MSC. If we were MSC certified then, what would you do? Nobody has answered that yet. Russian pollack was also MSC certified. A year later the fishery collapsed, so how close did they look at that fishery? What else? Oh, and when Alaska decided to get out of it, they threw their fishery under the bus and told the public that there was something wrong with it. There is major pressure by this organization, and I think we all need to see the ins and outs of it before people sign up. And I would support fishermen having a vote on whether to be MSC certified or not, State-wide or Province-wide. I don't think and maybe I could be corrected if I'm wrong, that the fishermen in Maine had maybe a mail-in ballot to decide if they wanted to go for this? If it was to come to that stage on Prince Edward Island, that's what I would support – is every fisherman have a say whether they do it or not because whether it costs them money getting signed up, it is going to cost them money down the road. Thank you.

Moderator: Thank you very much, Charlie. We're going to hear the answer to this, a response to this after our lunch.

Laughter

Moderator: I can see Togue over there just ready to go but hold off. We'll get back to you. Okay, I don't know whether it's Deb or whose going to tell us about lunch but they are going to feed us, which is a good thing!

LUNCH BREAK

TOWN MEETING RESUMES

Jean Lavallee, Aquatic Science and Health Services: Alright. Welcome back everyone. I hope you had a great lunch. We're going to get right back into the Town Meeting. For those of you who were very, very quiet this morning and you were too shy; or maybe you wanted to stay anonymous and didn't want to say your name and you didn't want to talk, just say somebody

else's name. But I invite everybody to stand up and contribute to the discussion as much as possible. If you didn't speak this morning, this afternoon is your time to do it and, if you did speak a lot this morning, some of us like to speak more than others, well, keep going. We're going to break around 3:30 again. We will have the evaluation form and I have actually been asked to see just by a show of hands how many people prefer to have the hour and a half for lunch as opposed to one hour? Just a show of hands. Alright I don't know what that means. I think I'll tell Cathy to maybe on the evaluation forms when you fill them out, perhaps put somewhere if you prefer an hour and a half or just one hour. So, we'll get right back into it. Ted, the floor is yours.

Ted Hoskins, Town Meeting Moderator: Thank you, thank you. And, the contestants are still here.

Laughter

Moderator: Oh, Togue! Are you thinking that I might have meant you? Okay. We got really going here on the certification and a lot of issues. What I hear a lot of is words that sort of lob a blast either way. If we can try to work out what's the question, what's the problem, so that we can be more direct in speaking from one side or the other, that really is more helpful than the somewhat threatening words that sometimes come through. And it's just a task that's good for us and allows for effective conversation. Togue, I said you're first up and, indeed, you are. Introduce yourself and maybe recall what some of the questions were.

Togue Brawn, Fund for the Advancement of Sustainable Maine Lobster: Togue Brawn. Okay. Before the break, there were some discussions about MSC and whether or not it's worthwhile and some fears about what MSC might force fishermen to do and I want to actually thank you, Ted, for suggesting keeping a more productive tone to this. I don't want anyone to think that my support of MSC is an attempt to discount your fears or to say, "No, nothing bad could ever happen from this." I mean, when we first had meetings, I'm a relative newcomer to this. I came on about a year and a half ago to work for the Fund for the Advancement of Sustainable Maine Lobster which is quite a mouthful. They have been talking with fishermen and processors and industry members in Maine for six years now. And, in the beginning, a lot of people were very concerned of what might the MSC force us to do or what might we have to do in order to get this ecolabel; and those were very valid concerns. So I understand why you're raising them right now and I think you'd be foolish not to. I can't tell you what might happen to you. I can only say what did happen to us thus far and it's still going to remain largely hypothetical because we just got this certification two weeks ago. But they looked at our fishery, and I think I said earlier something about 139 points. I misspoke. It's 39 categories that they look at; and they give you a score on a 0 to 100 point scale in terms of whether or not you meet their criteria and, with Maine's lobster fishery, we passed really with flying colors. There were only three areas, three conditions. Anytime that you get certified by the Marine Stewardship Council they assign conditions. They want to not just recognize that you are a sustainable fishery but they want to help you to become more sustainable; and they want to be able to market that, that we help fisheries become more sustainable. But none of those conditions pertain to harvesting practices so they looked at what we're doing, they looked at the status of the resource, and they said what you're doing is fine. And there were some questions raised of what would

happen if down the line they change the rules. Well, they can't change the rules in terms of how the resource is doing and how you're harvesting right now. They could say they could apply a new condition, but in order for that to take place something would need to change. So either the ecosystem would need to change or some aspect of our harvesting would need to change. So based on what we're doing right now in this system, they're fine with it and they can't change the game down the line. Our whale rules they think are fine to meet what's going on with whales right now. So to say, well, down the line something might change and we might lose it, that's like saying I don't want to get married because down the line there might be financial difficulties and we might have an argument and that would be bad so let's just stay out of this, you know. As of right now, it seems that the benefits outweigh the costs. It seems like a partnership that makes sense and we in Maine want to go for that. Personally, it would be great for Maine if you guys didn't get MSC certification so, by all means, you know, do what you need to do but we're sort of a good experiment for you. You can look at us and see what happens with us and benefit from our experience so I think it's good for you guys that we got this. You can determine whether or not you want to move forward. But there are a lot of uncertainties, obviously. The one thing that is certain is that the market is changing and consumers want to know that their seafood choices do no harm and our fisheries are exactly what they want. They hear about over-fishing. They hear about by-catch. They hear about destruction to habitat, elimination of small fishing communities, corporate fisheries. We can check off all the boxes. You can too. I mean, the Maine fishery and the Canadian fishery operate in a way that is exactly what most consumers want right now. The problem is, they don't know that because we haven't done a very good job of telling them what we're doing. And the MSC ecolabel is just a tool that can be used to show them that we have what they want. That they can feel good about that purchase and they're willing to pay a premium for that feeling that they get from us. But right now you have a housewife in Chicago that... she's looking at a box of frozen tilapia fillets and a bag of frozen lobster tails and she has no idea about the differences between those two products. And the MSC is a tool that we believe in Maine is worth getting and that it will result in more money for the entire industry.

Moderator: Thank you. Laurence.

Laurence Cook, fisherman, Grand Manan Island: I'm Laurence Cook.

Laughter

Laurence Cook, fisherman, Grand Manan Island: From Grand Manan.

Moderator: Very good.

Laurence Cook, fisherman, Grand Manan Island: I have some issues with what's been said about MSC. MSC's label is for sale. Make no mistake about it. Most of their fisheries are overfished or critically overfished. It is for sale. It doesn't actually mean that it's sustainable. It just means that they were willing to spend some money to put the stamp on it. The consumer is not concerned. That is not true. I asked a gentleman from Sobeys at a meeting I was at who is the seafood procurement guy. I said, how many of your customers are coming and saying, "Is that MSC approved?" None was the answer. This is being driven from the top down. That

housewife you talked about doesn't exist. People are not coming in the store and saying, "Is this product MSC approved?" This is being driven by marketers. It is not being driven by people concerned about the sustainability of fisheries. That is a fallacy and anybody in any of the stores...If you go to Walmart and talk to the seafood procurement people, if you go to Sobey's and talk to those people, or any Whole Foods, I don't care who it is, the average consumer is not coming in off the street and saying, "Is that product MSC approved." That is not true. The other issue I have with the MSC and I said it this morning but it bears repeating again, when the meeting started on Grand Manan and they came to talk to us about MSC approval for LFA 38, they threatened, if you don't do this, you will not be able to sell your product. We will stop you from selling your product if you don't do this. That caused a knee-jerk reaction perhaps, on Grand Manan but we're kind of independent businessmen there and we're independent people; and when they said that the wall went up and we said no. We will not. If MSC approval is necessary to sell product then it should mean something. It should represent something other than an ideal. When Walmart signed on with MSC, several people here know this, MSC had to start approving more fisheries because they couldn't supply fish enough to Walmart. So they started approving fisheries that never should have been approved. The nephrop fisheries are a great example. So, we have something that we're being sold as a marketing tool, you've got to do this or you can't market that, actually has nothing to do with sustainability anymore. I'd like the industry as a whole to stop and think. We're being asked to seek approval of a European company, a European group, and pay for that approval when it doesn't actually mean anything. It's a marketing tool but other than that it doesn't mean anything. It doesn't mean that the fishery is actually sustainable because many of the fisheries that have MSC approval are not sustainable. They're critically overfished. Why, as an industry... responsible harvesters, and I believe we are, the American system and the Canadian system aren't the same but they don't have to be. But we are responsible harvesters, and if you want proof of that look at the landings in the last 20 years. They've more than doubled. We're responsible harvesters. I don't have to prove it to anybody. The proof's in the pudding. Look at the fishery. Look at the results. Look at the biomass. We are doing it right. I don't care if an English group puts a stamp on it that means nothing. That stamp is for sale. I would like the industry to look as a whole instead of being afraid, instead of saying we've got to do this or we can't sell our product. Don't put the lobsters in Walmart. That's fine with me. They're the world's premier junk marketer anyway. Don't put them there. Fine. If they don't want them, they don't have to take them. But we need to look at this rationally instead of looking at it with fear which has been promoted by this group. We need to look at it realistically and the simple truth is our harvesting practices are the best in the fishing industry in the world, period. And nobody needs to tell us that and we need to stand on the good work that we've done and market our own product without interference. Thank you.

Moderator: Thank you, Laurence.

Applause

Moderator: More comments? Questions? New areas. Whatever you'd like. We've got a couple of hours here to dig into some things. Yes? Cathy.

Cathy Billing, Lobster Institute: I want to stay with the MSC...

Moderator: Wait, wait, wait...What's your name?

Cathy Billing, Lobster Institute: Oh, thank you. Cathy Billings from the Lobster Institute. I want to stay on the MSC topic just a little bit. Since it is a done deal in Maine, what are the ways that fishermen, dealers, distributors in Maine can take advantage of it since it's here. Short of buying the label. In my estimation, the label's better purpose would be in the supermarkets or in the restaurants not necessarily at the docks and the wharves. But it seems like there should be ways, since it's in place, we could take advantage of it. I don't know if there are any thoughts on that.

Moderator: Thank you, Cathy. Okay, Togue.

Togue Brawn, Fund for the Advancement of Sustainable Maine Lobster: Togue Brawn, Fund for the Advancement of Sustainable Maine Lobster.

Moderator: Just let me remind you that we're recording this. The reason for the names is so that the comments can be identified with an individual as we transcribe them. Thank you.

Togue Brawn, Fund for the Advancement of Sustainable Maine Lobster: I will address Cathy's question. First, I just want to say that I agree with you, Laurence, that both of our fisheries are extremely sustainable. We happen to think that the MSC is just going to be a vehicle to help us broadcast that to the world. If you can do it without getting the MSC label, then more power to you. It is expensive. If you don't want to do it, then don't do it. But, in terms of what has been done in Maine and, if dealers want to be able to use that label, they can join the client group. As you know, right now there are two members of the client group. It's John Hathaway and Linda Bean. They are right now working on a certificate-sharing mechanism. I mean, as you know, they paid for this so they could just say, "The only ones that can use this are us." They, from the very beginning, have had no intention of doing that. They want to be able to have it used by other people but they're going to have to join the client group and sign onto the certificate-sharing mechanism which will involve a cost which will, I don't know what that's going to be. Those sorts of questions do need to be addressed to John Hathaway. But they'll need to join the client group and they will need to be chain-of-custody certified because the MSC, they are both...They have two things that they really hammer down: sustainability and traceability. And you need to be able to confirm that that lobster that has the MSC label did actually come from an eligible fisherman. So, you'll need to become chain-of-custody certified and there is a one-time cost to be certified and then annual audits. I believe those run between \$1500 and \$2500 per year. There are several organizations that do that. I know Moody Marine, which is who we worked with to do the assessment, they also do audits; but there are other organizations that do audits. All of these questions should really be addressed to John Hathaway. We're setting up a website right now which will be his email address will be johnny@mscmainelobster.com but right now you can get him at WJHathaway@gmail.com.

Moderator: Clinton?

Clinton Pendleton, lobsterman, Deer Island: Hi, I'm Clinton Pendleton from Deer Island, fisherman. If I was a dealer or fish buyer from Canada and I decide that I wanted to buy into the

MSC label up here, would I be able to be certified by buying a Maine lobster? Knowing that their fishery is certified?

Togue Brawn, Fund for the Advancement of Sustainable Maine Lobster: No. This will be, and this is a condition that is going to be put on by the client group, John and Linda want really to use this to promote the Maine brand and believe that if there is a Maine lobster sticker there and a product of Canada sticker right next to it that dilutes and confused the brand. So, if you want to take advantage of the benefits that the MSC label, ecolabel, offers you would have to get your fishery certified.

Moderator: Eugene? And then Laurence.

Eugene O'Leary, Guysborough County Inshore Fishermen's Association: Eugene O'Leary Guysborough County Inshore. I'm not going to argue anything about MSC. We've been, in Nova Scotia, looking at it for four years, since we did our pre-assessment. Some of us have decided that we think it's worth moving forward. Maybe it's a mistake. I don't know. Some of us decided that we don't want to move forward. Maybe they're making a mistake. We'll all know in about 10 or 15 years, may be too late, may not be, may be the greatest thing we've ever done. But, we have decided in our zone that this is what we want to do and we've looked at it and it's not as though we're a bunch of stupid fishermen. We're pretty intelligent about what we've done and we measure it. We talked. We did everything else and we think it's a good idea. Other groups will think it's not a good idea, so that's just where it should go.

Moderator: Thank you. Laurence and then Dana and then back over here.

Laurence Cook, fisherman, Grand Manan Island: I've been told many times that MSC is nonprofit, that there's no financial tie to MSC that's purely about whether something is sustainable or not. If that's the case, the Maine fishery that's certified is certified. Not if Linda Bean says so. Not if John says so. It's certified. The Maine fishery is. If a Canadian company buys Maine product, that's certified product. But it's not because there is a financial tie there. They have no interest in whether it's actually certified or not, it's about money and it always has been. Otherwise, if the Maine fishery is certified, if I buy a product from my friend Bruce here, I should be able to say that's MSC certified because the FISHERY is certified. So what is it we're talking about? Are we actually talking about certification of sustainability in a given fishery that being Maine or Canada, I don't care where it is. Either that product is certified or it's not certified. It's certified if I buy it or it's certified if Linda Bean buys it. What possible difference could that make about whether the fishery is sustainable or not? Absolutely none! It's about money. It always was and it always will be.

Moderator: Thank you. Dana? And then we go over here and then back to Charlie.

Dana Rice, DB Rice Fisheries: Thank you, Ted. Dana Rice and, again, before I start I give Togue all the credit in the world because she did a lot of work with this thing. I think she believes in it. I can't understand why but I think she does. Here is one of the fundamental wrongs with this whole thing you're hearing right here. It is and it was intended in the beginning, it is driving a wedge between two countries of the same industry when we both need

to be working together hand in hand and once we start promoting my product against Laurence's product and get into that conversation, nobody frigging wins. And not to be, I'm kind of a blunt-spoken guy and I don't know how to put this much more delicately than this.

Moderator: Well, we're a delicate crew so be very careful.

Dana Rice, DB Rice Fisheries: God bless the two people who brought this aboard for the State of Maine and got it. They think it was a good thing for them. The problem that I've got with this is, okay, we're certified. But catching 140 million pounds of lobsters and that many years ago that we had a real problem in the State of Maine because of the F10 number that we were dealing with. There were scientists trying to tell us that we were over-fished and all of that kind of stuff. And miraculously the landings started going up so they stopped talking about that. Let the landings go down two or three years and then we'll be having that same conversation all over again, and scientists are going to declare the fishery over-fished because we're not leaving enough young on the bottom. Then the two people who have done this wonderful thing for industry, when the certification gets pulled, every son of a bitch in the State of Maine is going to have to pay the piper for it. That's my problem with it. Thank you.

Moderator: Thank you, Dana.

Applause

Moderator: I'm sorry I don't remember your name but right over here.

Francois Beaudin, President, Maritime Fishermen Union: I'm Francois Beaudin, a fisherman from the Northeast part of New Brunswick and President of the Maritime Fishermen Union. I think to Dana's comment here, I'm just wondering if both countries that have done business since Adam was a cowboy, one country is certified and we all know it's no secret that a heavy percentage of the American lobster is being processed here in Canada. Now, I'd like to know how you would sort or, if it's sortable, the product out assuming Canada was not certified.

Togue Brawn, Fund for the Advancement of Sustainable Maine Lobster: Is that a question for me to answer?

Francois Beaudin, President, Maritime Fishermen Union: Yes, the question is how would you deal with that one?

Moderator: If I can get...

Francois Beaudin, President, Maritime Fishermen Union: One is certified lobster and they bring into another ...excuse me.

Moderator: I've got two people ahead of you so if that's okay with you, let Togue answer that specific question and then we'll go ahead with the order. Togue?

Togue Brawn, Fund for the Advancement of Sustainable Maine Lobster: Togue Brawn, Fund for the Advancement of Sustainable Maine Lobster and, in terms of that question, it is my understanding and I don't want to pass the buck but I do want to say that for really specific question, you really should talk to John; but in terms of shipping Maine lobster to Canada and then having it be separated, once it's shipped to Canada it's no longer going to be able to have this label. That is my understanding.

Laurence Cook, fisherman, Grand Manan Island: That's a load of crap.

Moderator: Wait, wait, wait, wait.

Togue Brawn, Fund for the Advancement of Sustainable Maine Lobster: I want to address that but not out of turn. Within Maine, because there are dealers that deal with Canadian product and Maine product, when they get audited they will have to be able to show that they can separate out those two products so that there is no mixing of the products.

Moderator: Thank you, thank you, Togue.

Charlie McGeoghegan, lobsterman and MLA Prince Edward Island: Charlie McGeoghegan, Prince Edward Island. I think this is getting to be a pretty good discussion that we've got going here. To finish on the gentleman from the Maritime Fishermen Union, as Geoff mentioned earlier, \$208 million in Maine lobster went to Canada to be processed last year. If that product was certified and then gets put in a Product of Canada label, I'd like some clarification on that because I can't see how, if it was certified coming in, it wouldn't be certified coming out. Maybe it depends on the area that it's processed, I don't know. But I know that there's a fishery certification and the chain-of-custody certification. And the processors, I'm well aware most of them would like to be MSC certified or some sort of certification because they feel it's a benefit to their bottom line, which maybe it is. You had mentioned earlier about people will pay a premium. Well, none of the MSC certified fisheries yet have gotten a premium out to the fishermen. The processors might have a premium paid to them but they're not passing that along; and I think that that's where the problem, most of the problem, lies. Also, the World Wildlife Federation is a big proponent of MSC and some of the same people sit on both boards. And I've done my research and I know that that is a fact. So they also have a certification process in the logging industry, in the beef industry, in the poultry industry, and pork and oil and everything else; but it's all about the kickback. How much they can get for their stamp of approval on the industry. So, like Laurence said, it does come down to the money. So, if it's not benefitting the fishermen more in their back pocket, why would they want to sign up? I think that's a pretty good question, especially when down the road within two years any certification company will want to manage that fishery – and they have in the past. It goes, like I said before, voluntary certification turns into mandatory regulation. So, they'll be telling you how many traps, how long your season, the whole thing; and they have in other fisheries around the world. I think that, oh also, another point. There are lobster shippers both live and processed in Maine now that, even before two weeks ago before Maine signed on, that were European Union certified. They could ship into the EU with their own certification. So, buyers can do that. Processors can do that. They can do the chain-of-custody certification. If they want to sign up for that, all the more power to them; but don't suck the fishermen in because the benefit to them

hasn't been seen yet. And costs, in looking back at the Alaskan model again, they say that cost control is a major long-term issue. Alaska spends \$100 million on fisheries management annually. MSC raised its fees over 12 years. The percent of revenue from fees has gone from 0 to 50%. The MSC raised fees on logos from 1% to 5% and these fees are additional costs into the supply chain. Fees are levied at their discretion and clients have no ability to control this cost. Well, that's a problem right there because you're going to be told what you've got to do, and you have to pay and you have to pay more. One last comment here. Former CEO of MSC, Brendan May, and you can look this all up on line. This is all stuff that I pulled off of the web but it's in quotations: "In the five years during which I ran the MSC, governance rose and standoffs between conflicting parties including those who should have been on the same side as each other, started life as irritating squabbles and ended up as one big giant monstrous farce. But, if others follow it will prove once and for all that the paralysis in bureaucracy inherent in the MSC's governance is a multimillion dollar death sentence administered slowly and painfully." He ran MSC for five years so there are a lot more questions that I think need to be answered.

Moderator: Thank you, Charlie. Right here.

Joanne Losier, Officer, New Brunswick Department of Agriculture, Aquaculture, and Fisheries: Joanne Losier, I'm with the New Brunswick Department of Agriculture, Aquaculture, and Fisheries. Mr. McGeoghegan asked kind of the same question that I had in mind but I just want to maybe add or ask for some precision on that. Our understanding is that, like he said, processors and brokers who sell MSC certified product can pay for a third-party assessor to get their chain-of-custody MSC certified. So, as long as they can prove that that product came from an MSC certified fishery, the label can go on. That's the way I understand how MSC works. Second thing, you mentioned that the two proponents in this case were working on a way of including other organizations under the label. If other fisheries are the example or the norm or the standard, I think MSC doesn't force them but strongly recommends that they have a scheme in place to include. Like, they cannot refuse, unreasonably refuse, other potential participants. That's all I had to ask.

Moderator: Thank you. Laurence, you had a comment? Oh, and then Togue, okay.

Laurence Cook, fisherman, Grand Manan Island: Laurence Cook, Grand Manan. Sorry, Ted. Sorry. If the aim is a certified, sustainable fishery, it shouldn't matter where that product goes and I want everyone to think about that and keep that in mind. If Dana Rice buys product from me (and we'll talk about accountability and balancing the books) if Dana Rice buys product from me, I fish mostly hard-shell lobsters because of the season enforcement in Canada. They're higher quality. He buys 40 thousand pounds we'll say from Maine, and he buys 40 thousand pounds from me. He ships my product to Europe because it is hard-shelled and it will travel. He sells product he bought from Bruce that was a little softer and they won't travel so well. And all he has to do is make the books balance. Yes, I bought 40 thousand pounds from Bruce and sent them to Europe as MSC certified product and I bought 40 thousand pounds from Mr. Cook and I sent them back to Canada because they were garbage. Does anyone believe that story? Because it's not true. And I want you all to think about it. The way it's going to work on the ground, I don't care if it's swordfish or lobsters or what it is. If I'm buying from an MSC certified group and a non-certified group I'm going to force as much product, if there is any dead loss wherever

it comes from, I'm going to force product into the MSC certified group if I can actually get a better price for it. There is no mechanism in place to stop Dana from doing that once I sell him the product and Bruce sells him the product. Not one thing. So, it's a farce. So we're all supposed to pay and buy into a farce. Why would we do that? We're doing it because we've been threatened, because we're afraid, because of fear mongering. Is there any actual real reason to do it? In my opinion, the answer is no.

Moderator: Thank you. Togue?

Togue Brawn, Fund for the Advancement of Sustainable Maine Lobster: Togue Brawn, Fund for the Advancement of Sustainable Maine Lobster. I am in no means here to convince you all to get MSC certified. If you don't want to get MSC certified, then don't. I once again encourage you to see what happens in Maine and, if you like what you see, get certified, and if you don't, then don't. Definitely, Laurence you had said that this was supposed to be about sustainability but it seems to be more about money. Absolutely. This is about money. We believe that this label will enable our fishermen and our processors and our dealers to get more money and that's why the MSC was established; because, sure people like to feel good about what they do and you need an incentive. I mean, it's just pure and simple economics. This provides an incentive for people to fish sustainably. This recognizes that the Maine fishery is a sustainable fishery. Yes, I believe yours is too. But we spent a lot of money proving that we are certifiably sustainable according to the MSC standards which you may or may not think is a crock of shit. We seem... I can tell you they were pretty strict and rigid in terms of what they looked over, and they said there are some things that we need to look into... to do some more research. I'm not going to sit here and say the MSC is great and all their fisheries are sustainable. I'm just saying that the Maine folks believed that there were benefits there and they chose to pursue that. Now that it has been certified, they want to share that and, as to your question about the certificate-sharing mechanism, yes, they are going into it and there was an option of just letting anyone be chain-of-custody certified and use that label. The clients inserted that condition that, no, it needs to be... The exact semantics of this you really want to talk to John because I don't... Right now we're working up the language. It needs to be Maine lobster processed in Maine. So, that is a condition that was put on and, in terms of your question of why does it matter, well because it was a fairly expensive process and the clients, John and Linda, who paid for it want to be able to recoup those costs. And if you just enabled anyone to get chain-of-custody certified and to purchase lobster, then just what you said might happen, would happen. There would be mixing and they want to make sure that the people that use this label have some skin in the game, have a vested interest in promoting it, and keeping up and paying for the upcoming assessments and all that. And, if you don't like it, then don't do it.

Moderator: Okay. Clinton. Just a minute, Laurence. Clinton is next and then Charlie. Listen if you can to what we're dealing with together. In other words, there is a group that has accepted this certification and a group that has wondered about it or said no to it. It's perfectly fine to be either place and it's helpful to listen to see, well I would like that or I wouldn't like that, or this or the other thing to confirm or to assess or to change wherever you might be so the advantage we have here is to listen to one another, one that has moved in that direction and one that has not, and just to allow yourselves to feel that your position is supported or questioned or whatever as it

moves along but keep it an open conversation so that it becomes advantageous to all of us as we listen to different perspectives. Clinton?

Clinton Pendleton, lobsterman, Deer Island: Clinton from Deer Island, lobster fisherman. I've only been in the industry for, my family's been in it my whole life, I'm just basically coming into it, two or three years full-time fishing. I kind of consider myself as an outsider looking in. But now that Maine and the Maritimes are kind of all sitting in the same room or whatever, why can't we just create our own farce? You know? I mean basically, why can't we create our own farce. Maine's fishery and I don't know too much about Northern New Brunswick or whatever, Northumberland Strait but, what this gentleman here who is from Prince Edward Island is telling us is that he is giving us fact about the risks that are involved in going this MSC route and how it's really not going to affect the bottom line for the fishermen. I don't know why we're even entertaining MSC. To me, it's a farce. It's a bunch of European scam artists or whatever that are over there going from restaurant to restaurant saying don't eat that seafood because we don't approve of it because we didn't get money in our back pocket. To me, it doesn't make any sense to me at all. If companies want to buy it fine, however. But I don't think that we should put up with managing a risk when we don't even know what the conditions are.

Moderator: Thank you, Clinton. Over to Charlie and then I'll come back to you.

Charlie McGeoghegan, lobsterman and MLA Prince Edward Island: Charlie McGeoghegan, Prince Edward Island. I think that Bill Adler brought up some good points earlier. And Bill has been involved in the industry for probably as long as I've been alive and I've been involved, well, most of my life and I know Laurence has too. I think everybody needs to take a sober second look, sit back, get the facts, do some research online. The information is there. Togue had made a comment earlier, if you don't want MSC, don't take it. Well, my question is, did the fishermen in Maine have any say in that? Because they're getting it driven down their neck it looks like. I don't think they had a vote. If I'm wrong on that, I'd like to know but I would like an answer on that. And also, if two fishermen, say Bruce and Dana were fishing side by side and Dana's lobster were coming to Canada to be processed and Bruce's lobsters were going to one of Linda Bean's plants to be processed – what you just said is that if lobster goes to Canada to be processed it's not MSC certified, which means technically that it's not sustainable. So they can be fishing side by side, one product is going to Canada to be, right now Canada is not certified so that technically is not sustainable. The two guys are fishing side by side. So, if that isn't a farce, what really is it? Because the two products are the same product. I would like to have an answer to that one question. You said, if we don't want it, we don't have to take it but, did the Maine fishermen have a choice... because they got it now.

Moderator: Okay. I have one comment here and then I'm going to go back over to some of our Maine people and see what their answer is.

Keith Flett, Open Ocean Trading: Keith Flett, Open Ocean Trading. I just want to kind of say the same thing that Charlie just said. It's not up to the fishermen in this process. Two processors paid for this and it really is a way that, it's a competitive advantage to them, to actually corner a market and hopefully get a few more cents; and pay a few more cents down to the boat if it makes it that far. But it's up to whoever the processor is that decides to do it. I agree that the

consumer does look at it and say, “is this sustainable and is this not?” I think the biggest trouble that you have is exactly what Charlie said. It could be the same exact lobster even from the same exact boat that just went in two different directions and one of them is certified sustainable and the other one isn't. I think the best thing that can be done to carry something that is sustainable through is that the government is sustaining their fisheries. You know, look at the management that is currently in place. All their doing is saying that the management is doing a good job when it comes down to it. You should really start from that level not from an outside company that is going to come in and say, “Oh, yeah, you're certified and pay us royalties for everything that you sell.

Moderator: Thank you, Keith. The key word there is certified. It doesn't mean that it is or is not sustainable. The question is, “is it certified?” And that is what is one side of the argument. Both boats might be fishing very sustainably and one...Okay, that's all I wanted to get into. I thought I had another one over here. I guess that's it. Okay.

Togue Brawn, Fund for the Advancement of Sustainable Maine Lobster: Togue Brawn, sorry. Fund for the Advancement of Sustainable Maine Lobster. I agree with you, Ted, in terms of just because it doesn't have the label does not mean that it's not sustainable. Maine's lobster fishery didn't have to do one single different thing but we were sustainable as of two weeks ago. So, it's ...

Moderator: Certified sustainable.

Togue Brawn, Fund for the Advancement of Sustainable Maine Lobster: Certified sustainable yes. See, I try to make a point and I ruined it with that statement. Exactly. The absence of an MSC label does not mean that you're not sustainable. And I believe that you guys could get certified if you wanted to go for it. In terms of your question though, I want to answer direct questions of was there a vote? No, there was not a vote. There were a lot of outreach, a number of outreach meetings at the beginning of the process and also at the end of the process. There was also a vote of Maine's Lobster Advisory Council, which is a body of elected representatives of Maine's lobster industry. They voted, not unanimously but they did vote to support MSC. And, at the last round of meetings that we had, I'm trying to think how many we had...Sarah, do you remember? Seven Zone Council meetings, excuse me, and there were a few negative comments at all of those; but I would say that the people were overwhelmingly, the fishermen at those meetings were overwhelmingly in support of MSC certification. Would you agree? Sarah is nodding her head that she agrees.

Sarah Cotnoir, Department of Marine Resources: Sarah Cotnoir, DMR in Maine and I've also had subsequent phone calls since then that this is a great thing for Maine, what took it so long, we needed this, and so I think it's been positive.

Moderator: Okay. We can move or we can stay with this. Bruce?

Bruce Fernald, lobsterman, Cranberry Island: I just have one quick question. Bruce Fernald, Cranberry Island. This is being paid by Linda Bean and John Hathaway and maybe a

few others and it comes up in five years again to be ... Will they continue to pay the price for the certification or it is going to get spread around another way?

Moderator: Togue?

Togue Brawn, Fund for the Advancement of Sustainable Maine Lobster: Togue Brawn, the fund. They will continue to pay their share of it but the goal is definitely for people that think that it's worth it, that join the client group because they want to use this ecolabel, the costs for upcoming certifications, for audits, some of the cost for what has already gone by will be disbursed amongst the members of the client group.

Moderator: Okay. I think if we can move on to some other subjects it might be helpful. This has been a very important discussion. There is a lot that we have hopefully learned from each other and one another, and we can take that into whatever decisions are left one place and another. Good. Yes? Cathy.

Cathy Billing, Lobster Institute: Cathy Billings from the Lobster Institute. Moving to a different topic, Annie had mentioned earlier about the Maine lobstermen going on vacation... and it is interesting to me that in Maine unless you're part of a co-op you can't talk to each other about price and whether to fish or not to fish. Yet, in Canada, there are unions whereas in Maine there are no unions; although recently there has been a small group starting to talk about unions. I'm not sure legally if it's possible. Would we want to form unions in Maine? What are the advantages of being in a union in Canada? I'd just kind of like to hear a little talk about that topic.

Moderator: Alright. Good. Yeah. I know I've been seeing pamphlets about the union at meetings, Fishermen's Forum, etc. Maybe somebody can fill us in and give us some ideas. What's that, Bruce?

Bruce Fernald, lobsterman, Cranberry Island: Just what I read in the papers.

Moderator: Okay. Dana?

Dana Rice, DB Rice Fisheries: Dana Rice. I'm sorry, Ted. I didn't get all of what Cathy said there, but I'm afraid it's something that my nerve endings tell me I have to respond to. Unionizing the fishery and all of the reasons and connotations and everything that this conversation brings up, I hope that we don't talk about that at this meeting. That's a very, very dangerous thing.

Moderator: When would you like to talk about it?

Dana Rice, DB Rice Fisheries: One thing that I will point out. There is a movement in the State of Maine. Some fishermen have contacted an existing union and they're trying, they'd like to have a union. But, I think the law in the United States is that, if you are a business, you can't unionize. Only an employee can. So I think, does that answer your question, Cathy, a little bit there? So, it's totally against the law for a business to unionize. So any lobster fishermen that

think that that's a good idea, you're sternman can unionize and go on strike with you but you can't do it the other way. Thank you.

Moderator: Okay, back here.

Melanie Sonnenberg, Grand Manan Fishermen's Association: Melanie Sonnenberg, Grand Manan Fishermen's Association. I also represent another group, the Eastern Fishermen's Federation. I think it's worth noting, Cathy, that while there are unions in Canada, really in the lobster fishery there is a great percentage of the fishery that is not represented by a union; and there are a lot of independent fish harvester organizations that represent those folks too. So I wouldn't want people to walk away thinking that everybody is under the umbrella of a union because that simply wouldn't be true.

Moderator: Thank you. Francois?

Francois Beaudin, President, Maritime Fishermen Union: Francois Beaudin, Maritime Fishermen Union and lobster and herring fisherman. Well, like trying to remind me you were asking question I guess if the union is important. There was a book written about our unions by Sue Calhoun. The title is A Word to Say. Hadn't we formed an organization or a union. I know that word "union" sort of to some fisher folk kind of has a different ring to their ears. Because union, well, we're gonna go on strike and whatnot. But hadn't we formed a union, I doubt if I would be here speaking in this room to make a long story short. First of all, we, well fishermen, might as well use the term, we were all spread out like a dog's breakfast. Everybody speaking for themselves and thinking they could go to the moon which was wrong. So, in a way, in the 60s the Province of New Brunswick, I just want to run a quick, I don't want to burden you guys with long discussion. In the 60s, mid-60s, the Province of New Brunswick decided that they looked at the herring fishermen and they called us the lunchbox folks. We couldn't keep that industry going, it wouldn't be worth it. So they invited the folks from BC, the first seiner in and they cleaned the herring out. The folks from our neck of the woods couldn't salt a bucket of herring for their winter. So anyway, that's one thing. So anyway, we got the speaking of the riot squads coming to the wharf in Caraquet when there was some scuffle. It did happen to us. So, then along came a fleet that built up because when the crab went down in Alaska, ours in the gulf which was the same, the *Opilio*, they got a good crack at it and they decided it would be a closed shop. Well, that wouldn't jive with us because that stock is on our ground, so we were successful in getting some of that. And, we don't bargain for price of fish because at the end of the day, we looked at that and said, well, we don't represent the guy working construction with a hammer slung on his belt. So, as an individual businessman, he'll look after that part. So all this to say that we represent, we've got some folks in Nova Scotia some members. We represent 1400 people. And I've worked in the auto industry under the United Auto Workers. I've worked in a mine in Sudbury, United Steel Workers, and I tell you those organizations have done good to me. That's all I've got to say.

Moderator: Thank you very much. Yes, Charlie?

Charlie McGeoghegan, lobsterman and MLA Prince Edward Island: Charlie, Prince Edward Island. Prince Edward Island is represented by the Prince Edward Island Fishermen's

Association somewhat similar to what Massachusetts does, about 1300 fishermen and they're not unionized so I just wanted to make that point. Thank you.

Moderator: Thank you, Charlie. Further input, comments, and we can change subjects if you'd like to. Yes, Bill and then Laurence.

Bill Adler, Massachusetts Lobstermen's Association: Bill Adler. What about windmills? This seems to be a coming thing up and down the coast and I know we're dealing with it in Massachusetts. And I know that one of our things that we've been trying to push with the government people and with the companies with all this movement for ocean planning, we said to them, there are two things that the fishermen have to have and that's really all they need. It's not "don't do it, don't do it" because they are trying to move into this field. One is that the fishermen have to be at the table from the beginning not after the plan's been solved and say what do you guys think of this? They have to be at the table at the beginning and, two, anything that comes out of a meeting where you have an agreement or a lease that the fishermen in the lease, it must say that mitigation funds must be available if a fisherman is adversely affected by this particular project and down there this is what the fishermen basically say. These are the two things that we need. This is a big thing rolling along and we've gone a long way with electromagnetic energy diverting fish around different things, taking up various fishing bottom, etc, etc and we're still doing it. I just wanted to see if anybody's got some thoughts on this oncoming event up and down the coast of putting wind power out in the ocean. That's fine. Nobody's against it. Except what does it cause and who does it kick out?

Moderator: Thank you, Bill. Laurence, I imagine you had another subject in mind. Let's see if we can respond to this one and then get back to yours. Is that okay?

Laurence Cook, fisherman, Grand Manan Island: Whatever you want to do, Ted.

Moderator: Okay. Anybody want to react to Bill's wind power query? Yes, Maria?

Maria Recchia, Director, Fundy North Fishermen's Association: Maria Recchia, Fundy North Fishermen's Association. Besides wind power, there's tidal power. It seems to me that there are just a lot of new industries that want to go into the marine environment right now and I know in our area we've been dealing with LNG terminals, tidal power, aquaculture, and a variety of other things and we always seem to lose out and I don't know...

Moderator: We being?

Maria Recchia, Director, Fundy North Fishermen's Association: The fishing industry, the in-shore fishing industry seems to lose out on all of these. I think part of it is an issue of scale but I also think that it's that the powers that be, both the public and the government that allow these things to come in. They're not valuing the in-shore fishery as much as they're valuing the new industry that's coming in. I think it would be great to have a conversation about strategies of how to get to the table, whether it's with windmills or tidal power or anything; and have something meaningful, some kind of mitigation or compensation of something that's meaningful, because we've lost out on every single industrial project that's happened in our waters.

Moderator: What was that last sentence again, please?

Maria Recchia, Director, Fundy North Fishermen's Association: That in our area, the in-shore fishermen have lost out with every single industrial activity in marine waters so far.

Moderator: Come back to the two points that were made. Being at the table was one of them and the other was picking up afterward. Were you at the table?

Maria Recchia, Director, Fundy North Fishermen's Association: We are often at the table but we don't have a meaningful role. We're just tokens.

Moderator: Okay, so that's worth some reaction or response, I think. Bill?

Bill Adler, Massachusetts Lobstermen's Association: Thank you. Bill Adler. I heard the name LNG and it rings of the same thing the ocean wind power, tide power, or whatever. The LNG moved into Massachusetts with this proposal to zero off an area where you can never fish again and, in addition to that, they're going to put a pipeline in to shore so every fisherman in that area had to get out of the area at least temporarily. Now this does not go into whether it diverted lobsters or whatever. But the point was that they came walking in and they said this is for the interest and the betterment of everybody... that we're going to bring this big bomb and we're not going to bring it into Boston Harbor. We're going to park it out here. Two companies, and we got involved with the State and with these two companies, Neptune and Gateway; and under the agreement for them to get the permits they had to pay the lobster fishermen, which we worked through our association, \$1.7 million to be distributed to the fishermen who would be affected. And we had to form a committee. We had to get with the Division of Marine Fisheries. We had to formulate how, and who, and how much. Very difficult to do because, of course, everybody comes out of the woodwork. I mean, I had people out of Sandwich, the thing was taking place off Marblehead and Gloucester... and, Sandwich, "I got affected." Yeah, right. But we did it and we passed it out, and then Neptune came along and they had to do the same thing. So we had to do it again. But we were at the table and we had mitigation put right into the contract and it got done. Incidentally, I think they delivered two boats, ships, two ships in all this time – because the gas price went somewhere else and this great big project is still sitting there with no boats tied up. But, the point was that we got at the table and we managed to get into the contract that you've got to help these fishermen because you're going to displace them. And the same will go with the wind power, tidal power, or whatever you want and it's coming. And I know – we've gone through. I don't know how much, Cape Wind as you're probably all aware... they want to put 9 trillion windmills in the middle of Nantucket Sound. And now they're working South of Martha's Vineyard. We did get the government to kick out some of the squares south of Martha's Vineyard in federal water. They had originally put this great big square map up and go “all of this is up for sale”; and the fishermen were yelling and screaming and were at the table and they ended up taking half of it and crossing it off. No, you can't go in here. You can't get...this is a fishing ground and so they were somewhat successful. It's not over yet but the thing you have to look for when they come knocking on your door to put these wonderful things (why they want to put them out on the ocean is beyond me anyway) they have to put cables under the water. I tried to have them put them on Nomans which is an island south of the

Vineyard where no one lives. Couldn't do it. I said if you want to put cables in the water, you like running cables ashore from the water instead of putting it on a mountain, fine. Go to Nomans. Oh we can't go there. It's a bird sanctuary and there are unexploded bombs so we've got to put it out where you fish.

Moderator: Thank you, Bill. I know I was looking in on that. Yes, Herb.

Herb Hodgkins, Lobster Products, Hancock, Maine: Herb Hodgkins, Lobster Institute. I can give you an actual experience of an electrical leak in a lobster pound. This fella down in Buck's Harbor, East Machias, in Maine. His lobsters were taking off out of the pound trying to get up this vertical ledge and falling back in. I couldn't find out what was going on. They were acting alright when I was there. As I was about to leave, he says, "I had an awful electrical leak," he says, "out here on the dam, electrical stuff. It measured about 30 volts." So I said, wait a minute. I said, I think you're giving those lobsters a hot foot. Sure enough. The electrician had put some ground rods into his dam and those lobsters were taking off. So, I think if those electrical lines coming from those windmills to shore get electrical leaks, I think you're going to see that kind of proves out.

Moderator: Thank you, Herb. Thank you. Any other comment? Okay, Charlie and then Cathy.

Charlie McGeoghegan, lobsterman and MLA Prince Edward Island: I remember last year when we were in Portland the discussion came up on windmills somewhere off Maine and I forget exactly.

Moderator: Yeah, well, they're planning them off the coast, Monhegan and some other places.

Charlie McGeoghegan, lobsterman and MLA Prince Edward Island: So they're still, it was supposed to be a pilot project or something is what they were talking. I remember there was discussion on it last year and I never heard anything about it. Based on what I found out, there's none in North America that are actually in the water yet, right? To my knowledge, I don't think there is.

Moderator: No, I think they've got some down in the Bay down there, yeah. Yeah.

Charlie McGeoghegan, lobsterman and MLA Prince Edward Island: Off shore?

Moderator: Well, yeah, I mean, off in the water. When you want to talk, off the end of the shelf or whatnot. Because they have them planted in the ground and then they have them secured, cabled, into the ground, two different types.

Charlie McGeoghegan, lobsterman and MLA Prince Edward Island: That's right. I think under, from 30 meters and less, they can just put a post down and stick them on the post. On Prince Edward Island, we have two, well, I guess three, wind farms you could say; but they're all on land. And the V-90, the Vestas 90 windmills, I've done some research on those. They're 410 feet high. The blades, each blade, is 40 tons. The tower is over 100 tons and combined weight,

is 267 tons. The base is 3.6 million pounds of concrete and those are the same size windmills they want to put off Massachusetts. First of all, and they're planning on floating those. First of all, how are they going to get it to float; and second of all, how are you going to tether it and get it to stay if a storm comes up? Because the Ocean Ranger which I mentioned this last year was the biggest, at the time in the 80s, off-shore oil rig off Newfoundland and it was tethered the same way. A storm came up and, I don't know if one of the tethers broke or what happened but anyway, 83 or 84 men lost their lives that night. And it was supposed to be the most advanced in the world. I think engineers sometimes when they think they have it figured out, I don't know if they have all their i's dotted and their t's crossed or not. But, in the Bay of Fundy, which Laurence can probably speak to this better, but they put two turbines down there like underwater turbines a few years ago; and within three weeks the blades all flew off because the tide was too strong. But they had it all worked out on paper that it was going to work fine. So I think, Bill, if I have any advice to you, get the best lawyer you can get and make sure that your fishermen's backs are covered; because on Prince Edward Island when they put that bridge in, that's where we dropped the ball. So get that together and make sure you're covered.

Moderator: Cathy, did you want to make a comment?

Cathy Billing, Lobster Institute: Yes, please. Cathy Billings from the Lobster Institute. When Bill Adler and his fishermen down in Massachusetts first started becoming involved in this situation, they came to the Institute and asked if we could do a literature search to find out what sort of scientific information there might be out there that deals with issues of electromagnetic fields and lobsters and the placement of these turbines and so forth... and we did do that. There is a report that is available on our website, lobsterinstitute.org, and I think I actually have a few copies out on the table. But, in addition to being concerned about the placement of these, which is a very big concern not only the concern about taking up the habitat and also taking up the fishing grounds, there is also the concern of digging the channels to bury the cables and how that will disrupt the habitat for a while. The same thing, basically, that happened with the bridge situation on Prince Edward Island. Things to be aware of that might settle themselves out over time. But there was very little research done on the effects of these electromagnetic fields on the *Homarus americanus*. There has been work done in Norway. There's been a little bit of work done, I think, down in Massachusetts but not really enough to tell us how these electromagnetic fields are going to impact lobsters, if they will impact lobsters. What research was done in Norway seemed to indicate the concern was more with the magnetic field and not the electronic fields as far as disorienting, changing normal movement patterns and so forth and so on. But, as far as work done on that scientifically, there's not really enough for your associations, I think, to have in their toolkit when they go to the table on these discussions. So that, I think, would definitely be an area for future research if we can find the funding to do that. There are a lot of different issues involved in the whole topic of off-shore wind.

Moderator: Thank you, Cathy. Amanda?

Amanda LaBelle, Island Institute: Amanda LaBelle. I work for the Island Institute in Rockland, Maine, and we have been engaged to some extent in what's going on in Maine to the extent that we've been trying over the past couple of years to try to help foster a kind of relationship across fishermen and State agencies that are working in this, as well as developers.

So I thought it would be useful to give kind of a list of the types of things we've been doing to the extent that any of those resources are useful in how you guys are thinking about these issues. I'm happy to talk to you about them further. So, in Maine, there are kind of two parallel tracks going on right now which is the University has a test site area where they are looking to deploy a small-scale-sized turbine for R&D purposes. Then there's also a developer from Norway called Statoil who has a lease bid in for an area off, kind of 12 miles off between Boothbay and Monhegan Island for a pilot-scale park, which I believe would be four turbines. And they had to show to the Public Utility Commission that they had capacity to expand to a full-size commercial scale in order to apply for that, but not necessarily in the same location. They just had to show that they had capacity. Anyway, so that's kind of what's going on. So, some of the things that the Institute has been doing to try to promote a useful dialogue about what's going on is we did some programming to try to bring folks from all of these different sectors together and have some conversations. We also put out fact sheets that might address some of the questions that Cathy was referring to, too. There is a series of them that were kind of peer reviewed by experts in the field – about anything from the regulatory process and kind of the economic side of off-shore energy development to effects on marine mammals or, I don't know, I'm spacing on what the other ones were. But, anyway, there is a whole set of those ... birds and bats, thank you, Sarah. Oh, and also one about what sort of precedent exists for community benefit agreements. So, in terms of the question about mitigation, what do those agreements tend to look like? How have they been used in the situation of kind of marine space?... and things like that. So we are still kind of continuing to look into that question of how can communities benefit. And another project that we did related to that was to do some mapping of community areas of commercial fishing off the coast of Maine – to start to make that argument that, you know, these spaces in the ocean are very much tied to shore-side communities; and how do you start to have a conversation around that and understand what impact you'll have and where that hits on the shore, and think through how to work together better.

Moderator: Okay, thank you, Amanda, and much of this is available on the Island Institute website, too, I'm sure. Okay, just a word here. Apples, chocolate, coffee is over there. We've got water, soda over here. Help yourselves as we go along because we won't break until about an hour from now. There you go. I just wanted to let you know those things were available. Now, I'm going to go back to you, Laurence, because I sort of put you aside while we kind of went at this so, if you're ready, let's get your point.

Laurence Cook, fisherman, Grand Manan Island: I had a couple of comments. One on the wind power and one on the unionization topic we were on before and I'm Laurence Cook.

Laughter

Laurence Cook, fisherman, Grand Manan Island: Put your finger down, Bruce, or I'm gonna break it. Honestly. The union in Canada, I don't know how it works in the United States, but in Canada if a union is enforced in an area you must belong. And there are mandatory dues that go along with being in a union, which is why we chose to go with an association. We speak with one voice on most topics. There are a couple of other fishermen here from Grand Manan. One is a member of the Association and, I believe, one is not; and that is their choice. They can pay to join or not pay to join. We represent the vast majority of fishermen, particularly in the lobster

industry on Grand Manan; and we have chosen to go that route instead of unionization for the reasons I mentioned. It is a voluntary organization. You can belong or not belong. You can pay the dues or not pay the dues as you choose. And that is how we have chosen to go forward. The vast majority of fishermen on Grand Manan have chosen to become members of the association. That's all I have to say about unions. The wind power question I find fascinating. In this day and age of sensitivity to endangered species it's amazing to me that, with the bird colonies that populate the East Coast, that wind power is even an option. I mean, they've been shown they put them on top of a mountain where nothing is supposed to live and they go collect the dead bats in the morning and the dead birds. And there's a proposition to put wind power in the ocean where Harlequin ducks fly by, where Shearwaters, where Gannets, where all these endangered marine birds travel. And I wondered if anybody in opposition to the wind power had brought up the bird question, which I suppose someone has but I'm ignorant of the facts on that. The other question I have, of course, is displacement of the fishing industry. Now, in Canada, we seem to be low man on the totem pole so to speak. When aquaculture came in, they wanted the secluded bays where there was, you know, not too much tide and not too much weather. And they were given those bays and we were just told, "that's now private property and you can get out of there. And I wonder in the State of Maine, I don't know the American rules, what the rules would be about displacing someone. Does a fisherman have any rights is my question? Because, in Canada, we don't. We operate on a privilege. We don't have any rights and I'm wondering if some of the American fishermen managers or whatever from the US side could tell me, do American fishermen have any rights?

Moderator: Good question. Would someone like to speak to that? Dana? Oh, I'm sorry. I didn't see your hand, Sarah. Okay, you're going to get it anyway, Sarah.

Dana Rice, DB Rice Fisheries: Well, Sarah can speak more efficiently to this but my sort of... the short answer, Laurence, to your question (having served a sentence of seven years on the New England Fishery Management Council and having dealt with wind power and something), "No, you don't have any rights." You are window dressing and the process is basically going to happen ;and there's an entirely political thing that drives it, and I'm a bipartisan-type guy. I'm not blaming any one side. Maybe you can participate in the process, but if the political winds are blowing in that direction you're going to get a windmill where the winds are blowing. Thank you.

Moderator: Thank you, Dana. Sarah, you want to add something.

Sarah Cotnoir, Department of Marine Resources: Sarah Cotnoir of the Maine Department of Marine Resources. Laurence, did you ask a question about birds? Bats? I'm sorry I was watching to see if the cookies had nuts so I got distracted.

Laughter

Sarah Cotnoir, Department of Marine Resources: Sorry. Amanda mentioned that you have some bird and bat information. That is one of the things that they look at in the United States. They do look at marine mammal impacts. They do look at fishing activity and I think that Amanda spoke to their project that they did. Is it Mapping Working Waters, is that the name of

your project? I think they looked at all the fisheries and the recreational sector, anyone that would have any uses for that area. And I think one of the questions that the fishermen have is, how is it weighted? I mean, does it have, if we say there's a lot of fishing activity here, how does that plug into their decisionmaking? Dana, I think you said it well. I think one of the questions we had is will there be any compensation. And Bill, when you mentioned that you did down in Massachusetts, that's something I hadn't heard so that's interesting. When fishermen just call and ask, is there a means to do that? I don't have that answer but apparently there is some precedent that they have had compensation for it. Now, you don't have a project there right now so has the compensation, is it for future work there or is it just while they were doing their study? I mean, if I can ask a question while I'm answering a question.

Moderator: Yeah, you can give that to Bill. Bill Adler.

Bill Adler, Massachusetts Lobstermen's Association: The LNG ones are done. The money's been disbursed. The deal's been set. As we said, they were supposed to be bringing in these ships and it didn't work. It had to do with economics. But I would like to mention something when you're done, about birds. Birds... Don't get me started.

Sarah Cotnoir, Department of Marine Resources: I don't have an answer or input, Laurence, about if a fisherman says this is what it's doing to our area, what means... I don't know yet. We're still in the very early stages of collecting information. At the Maine Fishermen's Forum this year, there was a session from the Bureau of Ocean Energy and Management, the acronym is BOEM, and they wanted to know what does Maine want from them. And I said outreach was critical. Get fishermen at the table, like Bill said, early on and let them bring their concerns to the table early on, not just read about it in a newsletter. I didn't answer your question but I think that question is there still.

Moderator: It's too bad we don't have John Carney here. He would talk to you about birds. Okay, Bill and then I thought Dana was going to talk there.

Bill Adler, Massachusetts Lobstermen's Association: Through the Atlantic States Marine Fisheries Commission of which I am a commissioner, the horseshoe crab issue is a big one; and it had to do with banning the take of horseshoe crabs so that the red knot birds can eat the eggs. Of course, their argument has been, "well, the horseshoe crab (which they don't whether it's overfished or not and I keep telling them that) well, if you're worried about the population of horseshoe crabs, take a look at your birds. You're saving the horseshoe crabs so they can eat the eggs of the horseshoe crab so the birds can survive. Maybe it's your red knot birds that are depleting the resource. But anyway. Monomoy Island, Massachusetts, they banned the taking of horseshoe crabs. And then they proposed the windmills in Nantucket Sound, which is on the way. So I had mentioned that we have the great seabird flock reduction program. We have the birds flying from South America. They're going to try to go to Monomoy Island and we're going to put propellers in the way. Hey, that makes sense. On ocean planning... we do have ocean planning in Massachusetts where they went out and tried to figure out how many fishermen fish in a particular area. And, if the lines were not a lot, they go, "Oh! This area is probably going to be open for a project." And we've brought up the fact that just because there isn't a lot of fishing going on there, doesn't mean you can put your project there; because, for the people who are

fishing there it's a very important place. And this is an ongoing battle too because they plot according to their reports of how much fishing is going on and, of course, if they go to the National Marine Fishery Service, they don't really get the full picture. They need to go to both the State and the National Marine Fishery Service to get the plot of where fishing is done. And they look at those things and then say, "well, we can put a windmill or whatever over here because there's nobody over here. Oh, there's two or three guys." So we continue to argue the fact that... talk to us. We'll try to find you a place but just to cross that off, it seems like the fishermen always lose. Cross that off because there's only three guys there. To heck with them. We're under that right now in Cape Cod Bay, which is Whale City, USA. I don't want to bring up whales but... they want to close Cape Code Bay in the winter to all lobster fishing. We have rules in there now; and their argument has been there's only a small percentage of the catch in Massachusetts of lobsters at this time of year, the winter, and only a few fishermen fishing there, so let's close it. Well, our argument has been that it's important to those guys and prove to us that closing it will do anything about whale entanglements; because you don't have any report of any whale entanglement in that area at that time – and even though it is a critical habitat. So, it's one of these things where you've got to push the fishermen out of the way here, they can't own the whole ocean. And this is an ongoing battle no matter what the fishery is. Lobster, of course, as we've told them is sort of territorial. We can't just say, "Oh, we'll just go over there and fish our traps rather than over here." Trying to get them to understand that we have a little line here, it's not in the book but there's a little territorial thing and we're fixed gear. So, it goes on and on and I will shut up.

Moderator: Don't shut up too much, Bill. Laurence wants to talk in the meantime. Dana, were you waiting? Yes, I think Dana first and then Laurence.

Dana Rice, DB Rice Fisheries: Dana Rice. I was but I don't want to take up much time on it. Laurence asked the question and I answered it. The message is basically that it's political. The wind power or the electricity that the windmills generate doesn't even come into the equation until fuel oil gets to about \$8 or \$9 a gallon. Then you can begin to get into that when it's cost productive to do those things. But, a point of interest I guess. Bill was saying, you know, they came in with the Cape Wind people and the LNG people and basically bought the fishermen off. And my good friend, Bill, and I sat on a lot of councils together ;but the end result, I think, of most of that money that went back to the fishing industry was they used that to buy permits off people in Maine to put us to hell out of business. I'm being kind of crude on that but I think that's where some of that money went so the end result of this whole thing is just divide and conquer to the fishing industry. Unless...Laurence's question was, "Can you be involved and then you can make a difference?" Unless we're paying attention to this and we are doomed. Why would anybody want to put a windmill...let's take my area. I live next to Mount Desert Island, one of the most beautiful places in the world. And we've got this Frenchman Bay out there and you can almost see Monhegan from it. There's nobody that wants to put a windmill on top of Cadillac Mountain. It wouldn't look good. But they'll stick one out in the ocean and hide it behind some bay, and put two fishermen out of business in the process. It's all smoke and mirrors, folks. I'm sorry, I rambled on so long.

Moderator: Okay, thank you, Dana. Laurence.

Laurence Cook, fisherman, Grand Manan Island: I wonder if it wouldn't be beneficial, Ted, to talk about privatization of the ocean as opposed to definitely wind power or whatever. What we're up against here is for all of history, the Federal Government in countries except for the near-shore where Maine has some sway, has belonged to everyone. You're licensed to harvest there. You can sail there. You can do whatever you want there. It has always been a common property. With the advent of the salmon industry heavily in New Brunswick, with wind power coming in Maine, off-shore oil platforms, I don't care what it is – what we're actually doing is privatizing what used to be a public resource. And perhaps we would be more successful as a group if we were to tackle it from the front of privatization of a public resource than saying we should have defined access there because we're fishermen. I think, in both countries, we have this in common – that the almighty dollar has become a situation where that has sway over individual rights or the rights of groups of people. And I don't believe that's the way that it should be. But perhaps it would be more beneficial to talk about privatization as opposed to just wind power.

Moderator: Thank you, Laurence. I think Laurence really articulated some very significant thoughts about this and where this lies, the whole concept of privatization. I know as we've looked at the resource itself, fishery resources, and talked about catch shares and other things that, in essence, give somebody a right over something that's out there rather than a public resource even before it's caught. Important discussions for you. I'm not trying to tell you where to go with it but I'm just saying this is an important issue for fishermen; and we not only need to maybe think about how we can work together but how we can use resources like the Lobster Institute, which has a real willingness and desire to participate with us in looking at issues and discerning some of the trends and opportunities. How we can use those in our Universities and others to the advantage of a group of people who really are not always paid much attention to. I didn't mean to shut you all up when I made my little speech but... Yes, Charles. Over here.

Charlie McGeoghegan, lobsterman and MLA Prince Edward Island: Charlie from Prince Edward Island. This seems like I keep doing this but it's different subjects anyway. I think Laurence made a good point. Sometimes we just, we're in our own little world, and we go out in our boat and fish our lobster and come back home and we think that that's basically the extent of it. The lobster industry is a resource the same as the oil industry is a resource. And I think in fighting or making the argument against some governments who would see maybe the wind industry as a win-win for them, what about the inherent loss or the adverse loss of another industry that's just as important, if not more important, because it actually feeds people. I think looking at it in the big picture sometimes would give you more clout, I think, to argue. I just wanted to make that point.

Moderator: Thank you. Thank you, Charles. Yes.

Tim Barrett, Open Ocean Trading: Hello, my name is Tim Barrett. I am here with Keith at Open Ocean Trading. I've spent much of my life as a commercial fisherman as well. I grew up fishing out of the same port as Bill Adler. And the conversation recently has started to raise my blood pressure a little bit because it's something that hits home with me. The proposed Cape Wind project which is in Nantucket Sound is going to take place, if it ever takes place, in a place where I earn 50% of my income. I participate in a fluke ground fishery there as well as the fact

that I know the owner of Cape Wind personally. He has the distinction of being the only person I absolutely hated after the second sentence that ever came out of his mouth. The first sentence was, "Hello, is this Tim?" That set aside, I would just like to say that it is a very important issue that kind of wraps up everything that everybody has been saying here... is this ocean spacial planning, which I believe was put forth in the United States through President Obama by an executive order against the Senate and the House. It is something that everybody really needs to pay close attention to. It's a very important issue that's kind of escaping a lot of the views of the fishermen and local communities that it is going to adversely affect. There is quite a bit of money. If you consider all the money that is being made in North America here up in the Northeast in the Northwest Atlantic here, you can talk hundreds of millions of dollars in the lobster industry, a billion dollars in all the industries maybe? Our area that we earn our living from, the amount of money that comes out of that doesn't even match the bank accounts of some of the people who own these companies who have billions of dollars in the bank account; and you're going to wind up facing an uphill battle. The people who are looking to come into the area that we make our living from have very, very deep pockets; and have a defined want for the area that we fish. Now, you can say that, you know, you can go into the effects on the fishery that it will have, you can go into the effects on the community that it will have; but they have the money and they have the pull – and it's something that you really need to pay attention to. I think that the local communities can face a great loss when they do take one of these areas such as the LNG terminal. The LNG terminal was put in...the lobster industry got an amount of money for it. The ground fish industry got \$12 million for it, \$1 million which came down to the South Shore where we fish out of and started a community fisheries' preservation fund for buying permits. I'm not sure how many came from Maine. In order to help some of the fishermen continue to fish at least quota from that. That pipeline was used twice and I forget how long it's been in place now. I would bet it's eight or ten years now. No one's ever been allowed to go back there and go fishing for something that doesn't work and isn't utilized. I would just like to say that it's an important thing, and it can affect in a great and long-reaching way – how it will affect our communities in the long term. It's something that people really need to follow. We will have our squabbles on imports, or who's crossing who setting their gear; but it's something that everybody needs to...this will overshadow all of that. What comes down from that can be a big problem for the future of the fishery.

Moderator: Thank you, Tim. Reaction? Comments on what Tim and others have been sharing here? There's an unfamiliar hand. I don't know who he is but I think he's going to talk to us. He'll tell us who he is.

Laurence Cook, fisherman, Grand Manan Island: Laurence Cook, Grand Manan Fishermen's Association. I think one of the things we talked about when this all started, Ted, ten years ago, I've been here every year, was things we could work on in common. There are a lot of things we don't agree on. Maine's gone MSC and they'll have to shoot me to get me to sign the paper for our area. There are disparate conservations schemes in both countries. Both work but they're not the same. You could try to convince me that I should have a large lobster measure while I try to convince you that you should close your seasons for part of the year. But, we do have some things in common. Not a lot. Here's one thing that I think as a collective voice we should speak out and that's against the privatization of the oceans. I would just like to have some comments cross-border. We have a Canadian contingent here. We have an American contingent

here. We have many things, I said, we don't agree on. But we can all agree that, when the government, whether it's yours or ours, lays out an area of the ocean and says that's no longer accessible, that belongs to an individual or a company, that hurts us all. This is a common ground that we could work on together. Thank you.

Moderator: Over here?

Melanie Sonnenberg, Grand Manan Fishermen's Association: Melanie Sonnenberg, Grand Manan Fishermen's Association. In the Province of New Brunswick we have a group called the Marine Resource Planning Group. I don't know, some of you might be familiar with it. The purpose of the group when it started a number of years ago was to do just this. To look at things that are coming, whether it be aquaculture or kayaking or weir fishing or turbines in the water. Sadly, the initiative, while it had some good points to it – it has a perception by some that it's to advance another industry and it's just a way to gloss things over. But certainly there are a number of initiatives in other areas where they do have some marine planning on the water. And maybe it might be something for us at a future Town Hall Meeting to take a look at. If this is something that the group is interested in, collectively we could look at it; because there are some definite benefits to having the discussion. And I know up in the Gaspé, they've done it and they've done it quite successfully. But for us, it hasn't worked as well as we'd hoped. It still is very much there and it's being used, but it hasn't really got the legs that we had hoped for. There are examples out there that, certainly here in e, that we have.

Moderator: Thank you. Think for a minute of the various parts of the ocean that can be privatized. In other words, it's not just the bottom, but the resources of the fish and other things; and all sorts of territory and resources that can move from the public access into private resource. Bill?

Bill Adler, Massachusetts Lobstermen's Association: Bill Adler. I wanted to ask whether in Canada... I heard around Grand Manan there had been some areas set aside for salmon and, is that what we consider privatizing part of the ocean? I don't know. I don't know whether that's worked out or it is going on or whatever. The other part about privatizing oceans that we want to be careful of is – frequently when we get into a debate, (I'll put it that way) with mobile-gear fishermen and they go, "Well, wait a minute, we want to go in here too and you've got your traps here"...we go back and forth and that works sort of. I want to know what happened in Canada and did they shut those off? I know they've talked about, the Council had on the agenda, about setting up a mussel farm out East of Gloucester. I don't whether it was a proposal of somebody and whether it ever will go anywhere, but can you tell us what happened there and how that gets along or doesn't get along?

Moderator: Thank you, Bill. We'll give it to Melanie. Melanie, do you want to speak to that?

Melanie Sonnenberg, Grand Manan Fishermen's Association: Well, there are other people in the room that can speak to it as well. But, if you have a piece of water and you mark it off with boundaries and you say this is yours to a particular interest, and it's very much a big piece of property with boundaries and buoys and markers; and then that owner or the lessor sends a message out to fishermen, "If you cross over this boundary you're a trespasser and we will take

you to court,” then that's privatized in my opinion. But that's my opinion. Okay? So, we've been pushed out, pushed out, pushed out in Southern New Brunswick in the fishery because in-shore everybody wants to fish in these places where it's ideal to have another industry, which is the aquaculture industry. I might as well say it. So, it's been a very contentious battle back and forth to watch fishermen get shoved out more and more. Yes, as far as privatizing the bottom, it's a problem.

Moderator: Laurence?

Laurence Cook, fisherman, Grand Manan Island: Just to further on what Melanie said, we have had a situation with the salmon site in Seal Cove Sound...it's in proximity to the main wharf there where all the boats came in... where the salmon site actually took a boat to court for going by at too high a speed and disturbing their site. And the boat owner was fined. So we're not talking about, “I've got a trap there and I don't want you to tow there,” and having an argument with another fisherman. We're talking about ownership of a water lot. And these are not small water lots. I wish I could convert hectares to acres, I could tell you how many so it meant something to you American folks; but I really can't do it in my head, and I have no idea how a hectare relates to an acre. But these sites hold upward of twenty-five 100-meter cages with appropriate spacing. And then, of course, the moorings have to be some distance from the cage to make it hold. So, the site itself is marked with outer boundary markers, and if you go inside the outer boundary markers you're liable for any damage done to the site. So this is complete privatization of a chunk of the water without any consultation of any kind with fishermen. They came and said, “We're putting sites in.” We said “no”, and they put the sites in. If you call that consultation, then we had consultation; but there really wasn't any. So, they've parcelled off lots of water for private companies to own and do with as they choose. The big problem with this is that it isn't just a parcel of water. Generally speaking, it's an inshore secluded bay. For example, places where lobsters like to molt, to reproduce, to release their eggs into the water column where they float. One of the problems with the salmon industry is sea lice, a small crustacean. Remember the word crustacean. They have to treat it with chemicals to kill sea lice, so the sea lice don't damage the salmon; and they're allowed to do so. Now remember the story about the in-shore bay where the lobsters are released and the eggs are in the water, which are what? Small crustaceans. And they're all in this same bay; and they're allowed to poison the sea lice which, of course, kills the crustaceans. A chemist, I'm terrible with names and I'm sorry but I can't repeat his name, at St. Andrew's one day told us it's foolish to think you can kill a crustacean without killing a crustacean. So the government has parcelled off these lots of water, privatized them. We have no fishing rights in the area. In fact, we're not allowed to travel through it unless it's under a means that the salmon company agrees with. And they're allowed to kill crustaceans in the secluded bay where lobsters reproduce. So, privatization, if you talk about that on Grand Manan, it's a real sore issue because we happen to be just in that right spot where we don't have winter kill, the water temperature doesn't get low enough to kill salmon. We have a lot of secluded bays or we used to have a lot of secluded bays. We don't anymore because we're not allowed in them. And we have this uprising industry that started in the 80s and now has prioritized rights over bottom that fishermen don't have any right to at all... that started in the 1800s. And this is what I see coming down the road in our coastal communities; whether it's for wind power, oil, or salmon, I don't care what it is. The government

will parcel out and give rights to individual corporations that, as fishermen, we have never had. It's something that we can all speak on together and I would encourage you to do so.

Unknown: A hectare is 2.47 acres.

Moderator: Clinton? Your name, please.

Clinton Pendleton, lobsterman, Deer Island: Clinton Pendleton, Deer Island. I'm a fisherman. Is that industry eco-certified?

Laurence Cook, fisherman, Grand Manan Island: Yes. Yes it is.

Moderator: Maria?

Maria Recchia, Director, Fundy North Fishermen's Association: Maria Recchia, Fundy North Fishermen's Association. This is a new but related topic. I think, because we have Maine and Canada here together, it would be nice to talk about some things where we might be able to work together or learn from each other. And one issue is related, Laurence started talking about it. It's this pesticide concern. In Canada, the Canadian government has foolishly fired or laid off the entire toxicology program in all levels of the Federal government. Right, all branches of the Federal government. So those are the people who study the poisons in the marine environment and how they're impacting things. So we have no more research going on. We know we have real concerns around pesticide use in salmon aquaculture. We also have real concerns around agricultural pesticide use and run off in some areas, like in the Gulf. So the fishing industry is now going to have to get together with maybe academia or maybe just amongst ourselves –do our own research on this, because there is no more research being done by the Canadian government. So, I'm wondering if these are issues that are important or a problem in Maine and where is your expertise as far as doing the research. And is there any way we can work together on some of these?

Moderator: Yes? Let's come over here. Dave?

Dave Thomas, lobsterman, Cranberry Isles: Dave Thomas, Cranberry Isles. I'm not a toxicologist or an expert in any sense of the imagination so... We had our town meeting. We're a small island community, two islands inhabited year-round. I think we had 55 people at our town meeting. One of our articles was to... We have a lot of mosquitos. It's quite a problem. Somebody passed a petition around last year to study the mosquito problem, which...they can be quite unbearable. They got 92 signatures in like two days. So these people looked at the problem and what was brought to town meeting was a proposal to bring in a mosquito expert, find out where the mosquitos, the larvae, were being laid and hatched, and treat it with BTI. BTI supposedly is a naturally-occurring bacteria that, when the mosquito larvae ingest it, it reacts with the pH factor of the mosquito larvae gut and they die. I think the vote on the issue was 31 to 6 against using it. The fear was there had been no study done with BTI and lobster larvae; and it's like with Laurence, a crustacean is a crustacean. I guess there are similarities between a lobster larva and a mosquito larva. Bob may know better. I don't know. Maybe I'm getting way in over my head real quick here. But, we voted against it because we didn't know what was

happening next. There was no one that could help us with it. There was no research done. It's ground level is what works. I know there was a lobster die-off at Grand Manan because of treating sea lice. I'm only 80 miles from Grand Manan. It scared the living bejesus out of me when I read about it in the paper. It sounds a lot like what happened in Long Island Sound in 1999 with all the stressors that lobsters have. That's how we dealt with it. There's not a lot of help with it. Pesticides are supposed to be controlled but, in our discussion, we found out there are a couple of people that are spraying their summer properties with pesticides to knock the little darlings out of the air right beside the water where there has always been a lot of big lobsters and a lot of egg lobsters. So, we don't know. I guess what I'm trying to say is this is a common ground that I think we have to get together with each other and get a handle on, because what I do can screw you up and what you do can screw me up; and the last thing that if you live on the Coast of Maine and you're a fisherman and you like the lifestyle and you want to leave something for your kids, is you don't want a Long Island Sound. So you take all the stress factors you can out of it for lobsters.

Moderator: Thank you, Dave. Bill and then John.

Bill Adler, Massachusetts Lobstermen's Association: Bill Adler. I don't know if this is a Maine legend, but I read when a couple of years ago they were talking about mosquito and the problems with the pesticides and whatever and there was an area in Southern Maine going to bring bats in and let them loose. Now, I don't know if this is just Maine but, I mean, the bats against the mosquitos instead of the pesticides. I would like to divert to Bob Bayer, where is he? Oh, Okay. This is something the Institute has been working on and that is all those fancy _____ or whatever that thing is and it's something that the Institute can put together, which could benefit the Canadian and American lobstermen on this pesticide issue. And Bob is an expert so I would like to divert to Bob and see what he has to say about this.

Moderator: Okay. John? It is okay if we get Bob?

Dr. Bob Bayer, Lobster Institute: Thank you, Bill. Bob Bayer, thank you. Guilty. What I would say if we can decide what it is we want to look for, the University of Maine does have the analytical capacity to find almost any contaminant that is in our environment, organic or inorganic, and we have done a lot of this. And we can do toxicology. Again, we've got access to some amazing equipment. I don't know anything about it but I know what it will do, and I know the people that know how to run it. So, if we can ask the questions, get the samples, we can run them. And, as Bill can tell you, we've done this very quickly with the lead incident that happened some years ago, where there was a concern about lead in lobsters. It turned out to be bogus but that's another story for another day. Anyway, we're there. We have access to the equipment. Decide what you want to do and we'll do it.

Moderator: Thank you, Bob. Let that just be a reminder that, out of this, there may be questions after today and after tomorrow that you feel the Lobster Institute ought to be dealing with. So keep that in mind and we'll give you an opportunity to pass them in and let us share. John?

John Nicolai, Lulu, Inc, Bar Harbor: John Nicolai from Bar Harbor. A lot of times, we're at odds with environmentalists and, why not weaponized them? If they fired all the toxicologists in Canada, why not approach the environmentalists? They seem to get their message across better than we do; and when they want to cause trouble, they cause trouble and there's not much we can do about it. But, if there's really an environmental threat out there, why not use them? I mean, we have whale issue. By the way, I'm surprised that nobody's mentioned the Maine Lobstermen's Association, which is a potent group and they work very hard to protect the lobster industry and represent the fishermen that are part of that organization. Maybe we can sensitize them to the fact that we're trying to do a good job with protecting the environment, keeping the fishery sustainable; and, on the other hand, we're throwing chemicals into the water and nobody is controlling any of that because the toxicologists have been fired. I mean, I bet they'd sink their teeth into that. So, why not use them? One thing about a fishing boat going past a platform where people are working, if the guy got fined for waking that installation, he should have. You're responsible for your wake. Somebody's working on that platform, he doesn't have an issue. He's just working there. He gets thrown off that platform, that could be his life in danger. I go through this with the tour boat all the time. I'm giving a tour and guys will come by me doing 8, 9, 10 knots and they'll throw a wake; and I'll tell you what, I have to tell everybody to hang on. I guess it's part of the experience. But, safety is a big issue and, if guys get fined for that kind of thing, maybe they should. A lot of issues have to do with politics. Windmills is one of them. If you have somebody campaigning saying we want to replace nuclear by wind...it's ridiculous to me because wind doesn't really cover our energy needs anywhere close. There are experts that will tell you this because on land they don't work so why would they work any better in the water -- and why would we want to ruin our maritime resources by sticking windmills everywhere when we know they don't work on land? There are places where they work very well because the wind is there but... if a politician promises to his constituents, "I'm going to get you green energy," they're going to vote for him. So, they're pandering to their constituents. There are so many issues and there is such a risk of rambling on with this issue and other issues we covered, it's hard to restrain yourself but...That's what I had to say.

Moderator: Thank you, John. Yes. Back over to Dave.

Dave Thomas, lobsterman, Cranberry Isles: Dave Thomas, Cranberry Isles. We have asked the Lobster Institute to look into the interaction of BTI and lobster larvae and we'll see what we can do to set that up. The second is a question, I guess, how do we create a data base of general information so that when something comes up in our community that we have a problem with, perhaps somebody from Prince Edward Island has dealt with that problem. Fishermen there have had the problem or, I guess the best way to say it is sometimes we know things you don't know and sometimes you know things we don't know and how do we find out what everybody's got without having to reinvent the wheel every time?

Moderator: Good question. Good question and something we always have to work on. How to access what we all know. Charlie? Oh, excuse me. We haven't heard from you.

John Levy, President of the Fishermen & Scientists Research Society: John Levy, sixth generation fisherman from the South shore of Nova Scotia and an elected representative of a lot

of fishermen in that area. Anyway, on a humorous note, I will say I'm not a chemist although, over the years, I have turned a lot of beer into urine if that counts.

Laughter

John Levy, President of the Fishermen & Scientists Research Society: Anyway, the one thing that I enjoy when I come to these – and not only this but the Maine Fishermen's Forum and other different events – is that you do learn a lot just by speaking with your counterparts or other people in other countries, other areas. Such as this information that, as an example, we're told one thing by either our government or plant owners or people who buy our lobsters, etc, that, well this is what's happening in the States... only to find out because now I have a lot of friends in the States, that you contact them and they're being told the same thing in the States only it's in Canada that this is being done. So the reason I like to come to something like this is that you do learn a lot. And you're right, as this gentleman said, that there are things that have been done, you know, by other organizations or other areas that we know nothing about... that now we're being faced with. If we could get access to that info, it would really save us a lot of time and money on research. Thank you.

Moderator: Thank you, John. Okay, time for maybe half a comment and maybe not. Yes, Charlie.

Charlie McGeoghegan, lobsterman and MLA Prince Edward Island: Just to get back to the pesticide discussion there. Wayne Fairchild is a toxicology biologist and he produced a paper about two years ago that dealt with pesticides and lobster and lobster larvae and the effects from it. It is interesting to note that as soon as he had his paper done he was fired by Department of Fisheries and Oceans, but we found that pretty interesting. Anyway, his document is online. I think maybe the Lobster Institute might have it but, if not, I can get you a copy if you want one. One thing that he pointed out that nobody else had up until that point that I know of, he looked at the effects of mosquito sprays and also potato sprays to protect against potato beetles – but also what both of those chemicals did to mosquitos, which we know killed them. And, as you pointed out earlier, mosquito larvae and lobster larvae grow in the same way. They all have to molt in order to grow and the pesticide affects the molt and that's what kills them. The one thing he looked at was when mosquito ingest either potato spray or mosquito spray, they go for water because it starts to dry them out inside. So they fly out over the water and then they die. And those sprays are done in August through to about September, which is the same time of year that lobster larvae are in the top three feet of the water column. Lobster larvae eat what's in the top three feet of the water column, so they are eating the mosquitos that have already ingested the spray; and it was killing the lobster larvae. And he connected that all together and it was the first time that I had heard that. So it's a really interesting paper and the Lobster Institute maybe should get that up on their website. There is a correlation and you guys were right. But bats will eat them, that's for sure.

Moderator: Thank you, Charlie. Good thing to look up and know about. Dana. Okay, I'm sorry. Did you have a comment. Oh, okay. Cathy. I knew somebody back there did.

Cathy Billing, Lobster Institute: Yes, I have a comment. Cathy Billing from the Lobster Institute. In regard to the comments from the gentleman from Cranberry Isle, the Institute is more than willing at any time to sort of serve as the conduit of information between and among all the different associations. If you have a question that we can't answer, we'll help you find the answer. We do have a very extensive library of scientific articles – thousands, literally thousands – searchable on our website as well as the hard copies right in our office. As I said, we helped the Massachusetts Lobstermen's Association when they wanted information on off-shore wind turbines. We did a whole literature search to find what was out there. So, we're always willing to help associations with that sort of thing and help you communicate amongst each other as well.

Moderator: What we'd really like some information from you about is what comes next because I think it's 3:30 and I think that's when you wanted us to end our discussion and so who takes over? Dana? Very good. It's all yours.

Dana Rice, DB Rice Fisheries: Thank you, Ted. Well, as always, these Town Meetings provide some lively and very informed discussions and today was no exception. I tried to keep my mouth shut but you all see that that doesn't work very well. It's important for us all to get together and hear what everybody's thinking, on both sides of the border. And some of these last questions here, they're important. And the Lobster Institute and its cross-border connections or Town Meetings or the Board has people serving from both countries and, as far as I know, is the only venue that we can ask these questions of, both countries together. And I think that's very important. Let's give Ted a round of applause for a great job as usual again.

Applause

Dana Rice, DB Rice Fisheries: As our moderator. And, if you would, please take a moment and pull this green-colored thing out of your folder, an evaluation sheet in your packet. And, if you haven't already done that, we'd like your input on today's activities before you leave today. In fact, we will reward you for filling out the evaluation form by making anyone who hands in the form eligible for the door prizes we will be giving out in just a few minutes. We are reserving some door prizes for tomorrow for those who stay with us for both days. Please stay if you can. Again, it is the green form in your packet and with the door prize tickets attached. The Lobster Institute staff will come around and collect those. Please, if you've got something positive or negative to say about the Town Meeting, please put it in your form there. Once again, I want to say a special thanks to our primary sponsors, Darden Restaurants and Riverdale Mills as well as the other sponsors whose names are noted in your packet. Before we give those people a round of applause, I want to share just one story with you of how important the Lobster Institute is and I'll try to keep it short. There was one afternoon that we were at a Darden's restaurant facility in Portland, Maine, having a board meeting of some sort; and there was a big scare in Europe about copper or something and lead in lobsters. Some flights had been stopped and telephones started to ring or whatever and there were a couple of dealers that were there and somebody said, "Well, what's going on?" Then, "Well, there's some lobsters getting stopped." Anyway, the moral of that story is that the Lobster Institute and these two sponsors, one of the other sponsors sort of slid some money across the table because he, Mr. Knott of Riverdale Mills, has been a great supporter of the industry; and the Lobster Institute went to work. And I

think in a matter of 48 hours with the information Bob put together and that little incident was cleared up. And I'm quite sure if they'd been left to our respective governments or agencies, legal agencies to deal with it, it probably would have taken much longer. So that's just kind of a little story of how important the Lobster Institute really is. Please give them both a hand.

Applause

The Town Meeting will reconvene right here tomorrow morning at 8:30. There will be a continental breakfast available at 8:00. Once we finish up this afternoon, you're all invited to a reception sponsored by Fishery Products International and High Liner Foods. The reception will be from 5:00 to 7:00 in the Trinity Room. I think that's where we had lunch. Now I'd like to call on Cathy Billings to explain how you can get reports on today's meeting and conduct our door prize drawing. As Cathy finds her way up here, on behalf of the Lobster Institute and myself and my partner, Jean Lavallee, thanks to all of you who had very valuable participation today at this Town Meeting. I think you all deserve a round of applause and thank you very much for coming.

Applause

DAY TWO

Jean Lavallee, Aquatic Science and Health Services: Alright, if everybody wants to grab your coffee, grab your muffin, and grab a seat, we're going to get started. Well, good morning, everyone. I hope you've all had a chance to think a little bit about what we talked about yesterday. I don't know if you're like me and you woke up at 3 o'clock – or maybe you were not in bed yet at 3 o'clock in the morning, I'm not sure – but, if there's anything that you thought about and you wanted to add to the discussion we had yesterday – or maybe you want to clarify something you said or maybe you woke up and you said, “oh, I wish I would have said that, or I wish I didn't say that,” well, this is the time. We're going to have a couple of hours this morning to continue the discussion and then we're going to break. I guess we're going to stop the discussion around 10:30 and we're going to go into break-out groups to go and have small discussion groups. We're going to try to talk about what kind of action points we can take or put in place to try to address some of the issues that we talked about yesterday and today. So, without any further ado, I'll turn the mic over to Ted and let's get this thing done.

Ted Hoskins, Town Meeting Moderator: Thank you very much, Jean; and welcome again to all of you. It feels just like church. Everybody sits at the back so they can sleep but, you know, as long as you can hear each other and see each other, that's what counts. It doesn't look unusual to see everybody seated where they are. We're going to get stated here pretty quickly, but before we actually get into the day's session I'd like us to take a moment and just have some quiet around remembering the fishermen that lost their lives a short time ago. I don't know their names. If there's anyone here who knows their names, I'd be glad to give a chance to personalize that. I'm not seeing any hands. So we remember how dangerous an occupation we all have as fishermen. Let's just take a minute and we'll just remember them and keep them in our minds and thoughts and prayers. Just for a moment.

Amen. Okay, we're here again to continue as we've just been told. And let me remind you that we are recording this session and the mics will be available as they have been before, and after you get your hand up we'll get you recognized. And be sure to give your name. Not necessarily because we don't know who you are but because we need to get that for the recording, because all of this will be put out on a sheet and available to you. There are request forms for the transcript of these sessions in your booklet. And fill those out, turn them in or send them in and we'd be glad to give you a full accounting of what has happened at this session. We will be going here for a couple of hours. And remember the rules about speaking one at a time, using the mic, and being cordial as we were. I thought we had some good discussion over some heavy-duty subjects, but we did quite well yesterday. So, let's keep it going; and whoever's got their hand up will have the first shot of setting the agenda for today. Looking around, some people are still opening their eyes and getting a little bit of coffee and oatmeal down; but as soon as I see a hand we'll get going. Yes! I think that's Mr. Bayer if you'd identify yourself.

Dr. Bob Bayer, Lobster Institute: Bob Bayer. I forgot. That's what happens. I was thinking about this, if there was a break in the action. It seems like there is. This is a good chance to ask a question to the fishermen that are here in the audience. I had heard from a couple of Maine dealers and from a couple of fishermen that there seems to be an increase in the incidence of shell disease. No numbers but just an observation – particularly in sublegal, in shorts. So I was curious whether any of you have seen this in the catch that you're seeing at the moment or even the last fall.

Moderator: Yes, Bruce? Thank you, Bob.

Bruce Fernald, lobsterman, Cranberry Island: Bruce Fernald. Cranberry Island. Yeah, I'd noticed in the past I'd see one or two or three a year; and then, starting in oh say June or so last year, I was seeing two or three or four or five a day. And there were a lot of pound and a quarter, pound and a half ones. And that seemed to last about two or three months, and then I didn't see hardly any anymore. Occasionally you'd see one, but there was a bunch there for a while. I was talking with Jon Carter and he had been seeing the same thing. Snd it was mostly female, you know, pound and a quarter, pound and a half, perfectly healthy looking other than starting the shell disease on it. Snd you see the occasional over-sized one that hadn't shed in a few years and they had signs of it. Nut that was something I'd never seen before – was that many. And it was just in a couple-month period, but I just had never seen it like that. Like I said, a couple times a year and that was certainly something different.

Moderator: Thank you, Bruce. Any others seeing any of this shell disease coming on? Okay. Yes, Dana.

Dana Rice, DB Rice Fisheries: Thank you, Ted. Dana Rice. To add to what Bruce had said, it's more prevalent than it used to be, and I think I've talked to Bob about that, but I guess nobody else has got a topic to get things going this morning. In Maine, as some of you know, we're trying to raise more money for promotion. We have the promotion lady here from Maine that's heading it, over there. So anyway, I just wanted to start a discussion about that this morning and see what is happening on this side of the border. There's a bill in the legislature, I think, to raise a million dollars short-term; and there's a bill in the legislature to raise \$3 million over five years

by license increases. And there seems to be a lot of support in Maine to promote or market or whatever your take is on it. Some of us think promotion is the key word and some of us think marketing, but the discussion seems to be “who to hell pays for it?” Industry or harvesters seem to think that the dealers should pay for it all; and, being a dealer, I don't necessarily agree with that. Nut, anyway, I would throw this topic out there for the discussion and perhaps we could ask the young lady who is with our existing promotion council down there to give us an update and see if there's any conversation about that around the floor. Thank you.

Moderator: Thank you, Dana. Marianne? You want to comment to this? Okay.

Marianne LaCroix, Interim Director, Maine Lobster Promotion Council: Marianne LaCroix, Lobster Promotion Council in Maine. Sarah can speak to this a little bit too. I can give an update on the two bills if people are interested in that. There's one for a million dollars from appropriations, and the Marine Resources Committee had voted that that ought to pass. So now that will go on to appropriations.

Moderator: Just a moment so we can hear what you're saying.

Sarah Cotnoir, Department of Marine Resources: Sarah Cotnoir, Maine Department of Marine Resources. It's been voted at the Marine Resources Committee level that it ought to pass as amended, and the amendment was just to have the money go to the Maine Lobster Promotion Council and not Department of Marine Resources. So that was the only adjustment to that bill. It now will have to go to the House for a vote, to the Senate for a vote, and then the whole legislature has to vote on it. But it did come out of our committee, “ought to pass as amended.”

Moderator: Thank you, Sarah. Back to you, Marianne.

Marianne LaCroix, Interim Director, Maine Lobster Promotion Council: Sarah, did you want to give the update on the other bill as well since that's something you're working on with the funding?

Sarah Cotnoir, Department of Marine Resources: Sarah Cotnoir, Maine Department of Marine Resources. The other bill is a much more broad bill. It is to phase in \$3 million over the course of three years. The bill does have a sunset on it at the end of five years. There's an audit that would happen to see if the performance or the measures that people are expecting with this bill are met, and they would vote on it from that point to see if it would continue. It has been heard by the Marine Resources Committee. They've had one work session on it. It has now been tabled. They want us to go back and look at the different funding splits. Kind of what Dana was speaking to – when the bill originally went in it was a 75%-25% split: 75% paid by the harvesters, 25% paid by dealers and processors. And they have requested that we look at different funding splits, whether it's 50%-50%, whether it's 60%-40%. So, I'm crunching those numbers now. There has also been a request to look at additional dealer breakdown, whether it's a supplemental license or a transportation license. So, I'm trying to crunch those numbers and that bill will be worked again next Wednesday.

Moderator: Thank you, Sarah. Go ahead, Marianne.

Marianne LaCroix, Interim Director, Maine Lobster Promotion Council: Okay, so, what we're working on right now is sort of our standard things that we generally do for marketing. We have a pavilion at the Boston Seafood Show, we did a buyer's reception, we do some other events coming up this year...but we're also working on sort of a brand strategy for Maine lobster that will actually work regardless of the budget. It's more of what our best market channels are, what our key messaging should be. And we'll develop a tactical plan once we find out what the funding is. Nut right now we're moving forward with our existing budget, which is about \$380,000. One new element this year is we're sort of kicking up our public relations effort to help get ahead of the media coverage; and hopefully have some more positive media coverage during our season as opposed to what we saw last summer with a lot of talk about low boat prices, and glut, and that type of thing.

Moderator: Thank you, Marianne. Any comment from the fishermen from Maine? Because there was a lot of discussion last year at the Institute down at Portland. There was discussion about this issue and, after that, the fishermen were going at it one way and another and, if anybody wants to comment where you feel we are in relation to these bills, that would be helpful. You want to, Bruce? Okay.

Bruce Fernald, lobsterman, Cranberry Island: Bruce Fernald, Cranberry Island. I think most everybody is for this. Just figuring out how the money is going to be raised, and then my concern is how's it going to be spent; but I'm 100% for it. It would be a small investment of I think it was \$1800. And if we can get an extra dime or 15 cents a pound for our efforts, or more; the payback would be pretty quick. Most people I've talked to are for it; and it's just, okay, how's it going to be raised and how's it going to be spent.

Moderator: Thank you. Anybody want to comment on the Canadian side in terms of how you fund the promotion work. Yes, Laurence.

Laurence Cook, fisherman, Grand Manan Island: Laurence Cook, Grand Manan. Promotion of seafood in New Brunswick is done by the Provincial government. Mark was here yesterday. I don't see him but he's probably here somewhere today. The Provincial Department of Fisheries and Oceans looks after marketing of seafood. We have a booth at the Boston Seafood Show every year, quite large, promoting New Brunswick products including lobster. They also seek markets overseas. So most of our work is done by the Provincial government. I do think it could be better done and I do think that lobster specifically could be pushed a bit harder; but we, in general, I don't think do a great job promoting lobster specifically as opposed to just New Brunswick seafood in general. That is who is responsible for it and how it's done here.

Moderator: Thank you very much, Laurence. Okay. Either more comment on this or we can move to another subject. Yes. Just a minute and we'll get over to you.

Joanne Losier, Officer, New Brunswick Department of Agriculture, Aquaculture, and Fisheries: Joanne Losier, Department of Agriculture, Aquaculture, and fisheries. I feel I have to respond to Laurence.

Laughter

Joanne Losier, Officer, New Brunswick Department of Agriculture, Aquaculture, and Fisheries: We do a whole suite of promotion activities, a lot of them on the export market so they would not necessarily be visible here. We are present at at least four international trade shows, namely Boston. We go to Brussels for the European Seafood Exhibition, which has 26,000 people attending from over 130 countries, I think. We go to HOFEX in Hong Kong. We go to Barcelona; and we also do a fifth one in China, which alternates between cities. Relative to the weight of each species – as you know there's lobster but there's also salmon, there's oysters, there's other species – and we try to keep a balance with the type of promotion activities that we do. We are also working as much as we can with the other Provinces to try to do joint promotions, a lot of them being on lobster specifically. I can tell you there's one that we just finalized a deal at the Brussels exhibit. There's a daily newsletter going out. Well, when you open the cover, the second page is a bright red lobster from Atlantic Canada. So, like I said, many of those promotions are done outside the regions because we export most of our lobster. So they wouldn't necessarily be visible here. But we try to also work with the people who market and sell those lobsters abroad so that what we do helps them instead of being in their way.

Moderator: Thank you very much. Yes.

Annie Tselikis, Maine Lobstermen's Association: Annie Tselikis, Maine Lobstermen's Association. Our association, along with the Downeast Lobstermen's Association and Maine Department of Marine Resources, and in conjunction with the Maine Lobster Promotion Council, really helped to spearhead this effort to overhaul the promotion council and increase the budget, which ended up as the bill that Sarah and Marianne were referring to previously. Just listening to Joanne speak about what's going on with the Province here in terms of marketing the product and where you do that marketing, and that it wouldn't necessarily be visible to industry... one of the things that has been very important for our harvester sector in Maine in thinking about overhauling the promotion council is being much more accountable to industry so that people are very well aware of what those promotion efforts are even if they're happening in Brussels or in the Midwest United States or in Europe or Asia or anywhere. And I think Marianne in her tenure as acting director of the promotion council has been much more responsive to the industry; and people are feeling, I think, generally more satisfied with the work that's going on at that level, because information back to harvesters is really important. If you're funding the work of the council you should know what's going on, and I think that that's been lacking in Maine. And it's something that we've been working really hard on... and I think you're doing a good job, Marianne.

Moderator: Thank you, Annie. And I underline what she's emphasizing here, which is communication between what goes on up here and where we live our lives down here. If that communication isn't good, then you get tension. But the communication always is important and we have to push for it as fishermen. Melanie?

Melanie Sonnenberg, Grand Manan Fishermen's Association: Thank you, Ted. Melanie Sonnenberg, Grand Manan Fishermen's Association. Geoff isn't here this morning but, as most

of you know, he represents the Lobster Council of Canada, and there are a number of us in the room that are participants in that group. It's relatively new and it is intended to do some of the things that we're talking about right now. We are struggling with the funding side of this. I think we've been, really we've been in formation for three years. That's been the focus a lot of times of our discussion, But Geoff, to give him his due, he's done a lot with a little and getting out there, trying to get the product so that we're branding it as a Canadian product, Atlantic Canadian. So we have a lot of work to do. We spent the last year looking at branding and quality, pricing, and now we're moving into the next phase of that. So hopefully next year we'll have some good things to report that – we're getting our legs under us as a new group, and that we'll be able to take that forward with some positive results for the industry.

Moderator: Thank you, Melanie. Other comments on this. Yes, Bill.

Bill Adler, Massachusetts Lobstermen's Association: Bill Adler. We don't have a lobster promotion council in Massachusetts other than our association, and we do have projects going on to promote lobster. And we do have the green band, which has a whale tail on it. And so, not to be outdone by the other lobster-producing empires, we're sticking our own nose in with trying to promote. Actually, what we're trying to promote a lot of is “buy local, buy fresh.” And we were accepted by the Massachusetts Commonwealth Quality Program, Department of Agriculture, I guess it is, that normally are promoting tomatoes and lettuce and milk and whatever else Massachusetts makes. We were the first wild-caught seafood to be put onto the Commonwealth Quality Seal, which we have several places we go and we have our little booth and we have our giant lobster, 39 pounds stuffed. People go, that's not real. Oh yeah, it was! But, it draws them in. And, as I told you earlier, we have the red and the green cutouts and we go to do our educational promotional stuff, which is just another little arm of our association. I don't have big bucks to do this. We have a budget and so we have to run around and be careful where we go; but we show up at the seafood shows down there, the New Bedford and Wellfleet and everything like that, just to promote lobster. It's more of less we still try to adhere to the fact that it's all the same lobster; and if we can sell to everybody, the American lobster, it helps us all. Now, whether it came out of Canada or it came out of Maine or came out of Massachusetts, if we can move it through to the public then everybody in the end will gain or we hope will gain. And so we do our own little thing with our green bands and our running around with our buy local, buy fresh. We're basically promoting just eat lobster and have fun with it, you know, that type of thing. I'll leave it there.

Moderator: Thank you very much, Bill. If I don't see a hand immediately, let me, oh... okay. Go back to him, and then I want to get back to what Bill mentioned about the connection with the agricultural arm of things, which is an interesting connection. Go ahead, Bob.

Dr. Bob Bayer, Lobster Institute: Bob Bayer from the Lobster Institute. I want to mention an educational activity that we're involved in that does have implications for marketing, and I know Annie's been up to this, and this is our Lobster Academy. Lobster Academy takes place at the Huntsman Marine Lab in St. Andrews, New Brunswick, but it's open to the world. And what we do is we bring in people who are interested in using lobster, or are using lobster and want to know more about it. For example, one of the sessions we did last year we had every seafood manager from a supermarket chain at our Lobster Academy. And the way it works is we teach

them lobster biology, lobster management so they know about sustainability and they can talk to their customers about it. We get them out on a lobster boat. We teach them about cooking lobster. We take them to the St. Andrews Community College and there's an excellent chef that has them working in the kitchen making lobster dishes of a number of types. They get into a processing plant so that they can see what the product looks like before they get it, if they're using processed lobster. It's worked amazingly well. We have had people from almost every State and Province that you can think of at some point or other. We've had a number of restaurant chains from the United States that have sent people, chains I'd never heard of. There's one called Houlihan's, and we had Mr Houlihan actually come to one of our sessions. And, although it is educational, it certainly helps in teaching these people about the product that they use; and I think they do use more of it as a result of this Lobster Academy experience.

Moderator: Thank you very much, Bob. If I may come back to what Bill Adler shared. Okay, you wanted to speak first over here? Go ahead and then I'll jump in.

Craig Avery, Lobsterman, Prince Edward Island: Craig Avery. I'm with the Western Gulf Fishermen's Association on Prince Edward Island. I just wanted to comment on a couple of things on Prince Edward Island, some steps we've been taking. Right now, the Fishermen's Association is working on coming up with a Prince Edward Island brand for lobster. As well, we've set aside a fairly large sum of money for marketing initiatives. We work through the Province, through the processors on Prince Edward Island. We have a good number of processors on Prince Edward Island as you all know. We're also helping fund the Lobster Council of Canada. We work with them. We've done events such as... Prince Edward Island is so small, it's hard to... We're not going to sell a lot of lobster on Prince Edward Island to our own population but we like to promote there, especially in the summer months because our population triples. We have a large cruise ship industry coming into Prince Edward Island right now so we're trying to promote through there. We've put on functions, a lobster bash. I forget the name of it now... but we had a big tent rented in Charlottetown and sold tickets and had a big lobster bash there. We've also had Lobster on the Beach, kind a unique experience where we had a tent basically right on the beach. Some of you have probably seen pictures of the event. And it went over quite well. And the people who came out to experience that, we bused people in from Charlottetown, tourists coming in and people took that kind of stuff back to where they had come from. We're doing a lot of stuff on promotion. And one of the things is that, ten years ago, I never felt I had to help promote lobster. Like, if you wanted my lobster, you come and kiss my you-know-what because everybody was looking for them. And basically, you know, all of a sudden when the crash hit here back six or seven years ago, we started to learn that this thing it not going to sell itself. We have to help sell it. Everybody is pushing hard and I think we're on the right track. And any time, like the gentleman across the floor mentioned a while ago, anytime anybody eats a lobster, it's helping everybody because you're taking that lobster off the market. Thank you.

Moderator: Thank you, Craig. That's all very important stuff. I think what I have to say really feeds into this because it takes off from Bill's point about the connection with agriculture. We all know about CSAs in the United States. The Community-Supported Agriculture, where you pay an amount and then you get corn and beans and whatever comes into play. And we've started the last few years with CSFs, which is Community-Supported Fisheries, which means

individuals or families would pay in a certain amount of money and then over the course of the summer, if you were doing any ground fishing or anything else, you'd get some of that – or else you'd get lobsters or crabs or whatever. But it would give you money up front to get going and buy new gear and stuff like that as you move along. Northwest Atlantic Marine Alliance with Niaz Dorry and Brett Tolley have been doing a great deal about getting connected with institutional life – with hospitals and schools, etc. – trying to get seafood onto their menus, which they tend not to do no matter how healthy it seems to be. And they've had some degree of success. An, if you ever want to look up Northwest Atlantic Marine Alliance's site you'd find out about that. And they have felt that the connection with agriculture and getting the people in agriculture to understand that, in a sense, we're all harvesters. We call ourselves harvesters. And, when it comes to the legislative process and counting votes, etc, that can be a very important connection – to get the people who are involved in agricultural ventures to understand that fisheries face a lot of the same issues and it gains a wider support. Because I know, in Maine for example, you know the guys along the coast know a little bit about fisheries – not a great deal, but you get very far away and they don't have a clue what's really involved. And it's very helpful to have some support. Well, I don't mean to keep on rambling here. I'm waiting to see a hand somewhere. Bruce and then right behind you.

Bruce Fernald, lobsterman, Cranberry Island: Bruce Fernald, Cranberry Island. I just wanted to ask the Prince Edward Island guys if you think in the future there's going to be a possibility of the canner market disappearing and would it go to legal-size lobster? I've just always been a little concerned about that and wondering if those extra 10 to 15 million pounds get up to legal size, how much of an effect that would have on the overall market. I'm just kind of curious on that question if anybody wants to or if there is an answer.

Moderator: Charles? And then, I'm sorry, I passed you by, Dave, but I'll ...

Charlie McGeoghegan, lobsterman and MLA Prince Edward Island: Okay, Charlie McGeoghegan, Prince Edward Island. Kenny or Craig could probably talk to this better because they both fish in an area that has more cannery but, from my perspective, you've probably seen on the news where New Brunswick and Prince Edward Island in one zone, which is area 25 in the fall season, have been kind of going back and forth. And New Brunswick buyers are basically telling the fishermen if you go up in size then we'll pay you more; but they're not paying any more for the markets that they're catching now, and they weren't paying Laurence any more either ...and he was catching all markets. So it kind of blows that theory. And I had that discussion with the Federal Minister two weeks ago in Boston, and the real issue comes down to quality at that time of year. And I think little tweaks in the season can fix that up. In the spring fishery there was no discussion on that whatsoever. The quality in the spring is off the chart, whether it's a one-pound lobster or a 10-pound lobster. The quality is excellent. It's interesting you said the legal-size lobster. Well, it is legal... Well what you call legal and what we call legal is two different legals, and that's fine. There's nothing wrong with that. But, there is a strong market for that size lobster, mostly in the cruise ship industry. Also overseas there is a huge demand for it and it seems to be growing now. New Brunswick buyers, as far as spring product, I think they agree with that. In the fall, not so much I don't think. So, it takes a bigger lobster to have the same amount of meat in the fall. And you guys know all about that where you're fishing, but anyway, that's kind of the comment. I think... I know there's a strong market

for that size. But I guess to get to your other point, if everybody went up to 81 mm or 3-1/4 or 3-3/16 I guess it is, but you guys are 3-1/4 right? So you ought to be about 81 I think mm. I think if everybody went to that size it would probably be bad for both of us. Based on the fact that the processors on Prince Edward Island have a niche market for that product and the stock is in really good shape. I mean, where most of that size lobster is caught are the highest catches on Prince Edward Island and have been for 30 years straight. They've just been going up and up. So, the stock is not in trouble. With the water temperature in the Gulf in the summer, they can get two molts out of that size lobster; and, anyway, it's a really healthy animal. It's in good shape. I think, based on depth of water and water temperature and all that, you can have different sizes in different areas. It might not work in Maine. But you guys do v-notching. We don't. And the number of traps, the length of seasons, all of that is different; but you're all doing things that have worked for your area. And I think that's what we're into on Prince Edward Island. While I still have the mic, I just wanted to continue on with what Craig said about our marketing. We also have been marketing Prince Edward Island as a culinary destination. The last four years we've been really focusing on that, with both seafood and agriculture. And local products is a big thing that we push. We do promotions where we have like a lobster month and all the restaurants do their special thing with lobster and they promote it heavily, the Province does, and the restaurants all get on board. Also, they do one with beef and they do an oyster month, too. Also, the Culinary Institute in Charlottetown, which is basically a college for chefs from all over the world, we fly people in from India and Japan and China and Korea, everywhere; and treat them to a whole bunch of lobster dishes. And that seems to be going over really big and we've been getting orders from that. And so I think that's working out quite well and we're planning to continue doing that. Other than that, it's basically just the Provincial Department of Fisheries that has their annual budget for lobster promotion and trying to get the word out there. That's about it. Thank you.

Moderator: Thank you, Charlie. Dave and then Joanne.

Dave Thomas, lobsterman, Cranberry Isles: Dave Thomas, Cranberry Isles. We've heard from Massachusetts, Maine Lobster Promotion Council, New Brunswick, I'm sure Nova Scotia has a promotion council, Prince Edward Island. Do these organizations that are all trying to promote lobsters, do they ever sit down at the same table and look at the big picture and toss ideas around? Because the ultimate goal is to get rid of all of them and to create a demand for all of them. And I think it's great if a lobster never leaves the island I live on and it gets sold there. That's the best lobster you can possibly have. And the same thing for all of us, is local is the best one because it's not competing on the global market against everything else. Do you guys ever get together and chat things over? Is there room for that in this business?

Moderator: Good question. Anybody want to speak to that and then we're going to go right to Joanne. Speak right to that question of collaborative meetings. Okay. Well, Bill and then Joanne, do you want to get in first because we're getting further away from where you were wanting to jump in.

Joanne Losier, Officer, New Brunswick Department of Agriculture, Aquaculture, and Fisheries: I was hoping I was not going to have to talk about size.

Laughter

Moderator: Introduce yourself again.

Joanne Losier, Officer, New Brunswick Department of Agriculture, Aquaculture, and Fisheries: I guess we can't escape this question with all the noise that it made last summer. In New Brunswick, what we saw as the root cause of that situation, there are many causes but one factor that lead or preceded all this was the announcement by Darden last spring that they wouldn't buy 2 to 3 ounce size tails, the smaller ones that come from the smaller canners. And subsequent to that, the processors told the fishermen, "we don't have a market for this. You can continue fishing it but we can't pay the same price." I mean, it doesn't make any sense. Everyone would understand that. Inventories were kind of proof that it was the situation. So, we feel there are market reasons, but there is also one reason or conservation issue in the Southern part of the Northumberland Strait where there is a conservation issue. And raising the size certainly wouldn't hurt that fishery and the fishermen who fish in that area. So that's all I'll say about that. There was an issue of quality, of course, and it's one that was probably compounded by the warm weather. And there are always good things, I guess, that happen from crisis. There are projects underway right now or ideas of projects being discussed, I should rephrase that, to look at with Department of Fisheries and Oceans, to look at possibly changing the dates of that season – so we could maybe play more with the biology of the lobsters and not fish it when it's at prime molting time, or try to get the best value out of that resource. I'm switching to the promotion. It's interesting that the question about working together, because my observation is that there are more and more brands being developed everywhere. There is Maine brand. There's talk about Canadian brand. Prince Edward Island is developing its own brand. It seems to be going counter to what you're relating to, so it is certainly something that... when you look at international markets, *Homarus americanus* is one beast. It's the same beast that we sell all over the world. When Bob mentioned the Lobster Academy, last year, New Brunswick, our department with Agriculture Canada who has a marketing mandate at the Federal level for seafood, we organized a Lobster Academy specifically for international food writers and chefs who came from, I think, 13 countries or so. It was one Academy especially designed for them. And the media coverage that came from that, and it talked about lobster, it was phenomenal; and it was something we would never see here. We had magazines and newspapers this thick... advertising and promotion that we could never buy. We couldn't afford that kind of coverage. And it was in high-end magazines in Hong Kong, in China, in Dubai, in Germany, I think there was even someone from South America. So, there are efforts. I think every time we talk about lobster, people who know a bit about lobster realize it's the same species. So, in the end, we are talking about the same animal. So any effort ultimately, I think, benefits everyone.

Moderator: Thank you, Joanne. This sort of highlights Dave's question and, you know, is there a new way to do both? And have we thought about it? Have we really put our minds at the proliferation of local branding and the need for single-species branding? Laurence.

Laurence Cook, fisherman, Grand Manan Island: I think the idea of the Canadian...
Laurence Cook, Grand Manan.

Laughter

Moderator: Thank you, Bruce.

Bruce Fernald, lobsterman, Cranberry Island: I think there's something broken.

Laurence Cook, fisherman, Grand Manan Island: Yes, it is! That's for sure! The idea was that the Canadian Council was to promote lobster nationwide just as lobster, not as Prince Edward Island lobster or New Brunswick lobster or Nova Scotia lobster. So there was a recognized need in Canada to promote the animal itself and not just New Brunswick promote New Brunswick and Nova Scotia promote Nova Scotia. The problem is, this is industry funded; and, of course, you know things are tight so the funding isn't great. Our problem is funding. This gentleman asked the question, "can you all work together on that?" New Brunswick spends money to promote New Brunswick products. They don't spend money to promote Nova Scotia products. I suspect if you went to the taxpayers in the State of Maine and you said we're going to promote Canadian lobster, you'd get quite a reaction. So, the funding mechanism, in my understanding, isn't in place for us to help another Province or State or whatever to sell lobster... other than, I do believe, if we can get people to eat lobster and try lobster, they're not likely when they go into their grocery store to say, "Did that come from New Brunswick?" I've been in restaurants in the State of Maine and I've been in Massachusetts and seen Maine lobster written on the side of a glass tank; and, if you look through the thing, the bands say Product of Canada. So, I don't think people necessarily know. So, if we can promote... whether it's promoting Prince Edward Island lobster or New Brunswick lobsters or Nova Scotia lobster, it doesn't matter. If you can make the animal visible and promote lobster, it's going to promote all of our sales. But, I don't think, in answer to this gentleman's question, the mechanism is in place for New Brunswick to fund Prince Edward Island marketing or Nova Scotia marketing or Maine marketing.

Moderator: Thank you, Laurence. Annie? And then we'll go over to you, Marianne, and then Bill. Go ahead. Oh, all right. We've got to get our pecking order here.

Marianne LaCroix, Interim Director, Maine Lobster Promotion Council: Marianne LaCroix, Maine Lobster Promotion Council. So, in answer to the original question, the marketing groups are not all working together right now, although I do talk to Geoff to find out what he's doing and let him know what we're doing. But I do think there's a great opportunity for us to work together more with the individual groups; and there is also a good opportunity to promote individual brands like Maine or Prince Edward Island, and still have a complementary marketing program between those groups... so that they're not working at the expense of the other brands. Because ultimately, as I think everyone agrees, we need to move all the lobster that we're catching, the 300 million pounds or whatever it is; and our competition isn't each other. There are a lot of other products out there that people are considering. And I think there's a good opportunity to work together without compromising the individual brands.

Moderator: Thank you, Marianne. Annie and Bill next.

Annie Tselikis, Maine Lobstermen's Association: I agree with what Marianne just said but one of the things that I was going to add was that thinking about...

Moderator: Can you give your name...

Annie Tselikis, Maine Lobstermen's Association: My name is Annie Tselikis. I work for the Maine Lobstermen's Association. One of the things that Marianne talked yesterday is about messaging, and how we talk about the product in talking about price and things of that nature when the media makes calls to harvesters. I think the other thing we need to be aware of as the harvester sector is that our product, our industry, works in a cycle. Maine guys are fishing, Canadian guys are fishing... our seasons complement each other. And when you have one season really on top of another, it's sort of hard to point fingers; and I think that we need to understand that better as the harvester sector. It's something that we've been trying to educate our fishermen in Maine about a lot... so that, you know, we're not saying "those guys in Prince Edward Island," or those guys in New Brunswick," and vice versa. Because you definitely see that in the media in Canada and in the United States... that, you know, the glut was caused by X, Y, and Z. Well, it's a cyclical system and we need to be aware of that and understand it. And speaking...not even speaking to it but just understanding how the system works so that the finger pointing, which is rampant in this industry throughout the supply chain from harvester to harvester to dealer to dealer to harvesters to dealers and vice versa... and it's killing us. Instead of starting to learn more about the industry, it's a lot easier to sit around and point fingers. And we're trying very hard as an association to better educate our harvester sector and have more understanding of how the supply chain works – how our industry in Maine works with the Canadian industry. And so that's what we're working on from our side.

Moderator: Thank you, Annie. Bill?

Bill Adler, Massachusetts Lobstermen's Association: Bill Adler.

Moderator: Your name?

Bill Adler, Massachusetts Lobstermen's Association: Bill Adler. It's still the same. The answer to the question from over there, the gentleman. I don't think we are working as closely together as we probably should to sell the *Homarus americanus*. We have a lot of competition in the big world from other seafoods. I frequently tell my members to go into the International Boston Seafood Show, you think you're the top dog? Go in there and take a look at what's in there. That's your competition. Rather than playing with this particular lobster comes from New Brunswick or this one comes from Maine or this one comes from wherever. In our weekly catch report/price report that our association puts out – we work closely with the Maine Lobstermen's Association to put this out every week – and I call the big dealers in Boston and Massachusetts, basically which are the big wheelers and dealers to the world, and I ask them about the demand, the supply, the quality, and the price. And I also ask what do you have to pay to get a Canadian in here or a Maine in here, what are you paying the local guys? We do this every week, 52 weeks of the year. And this report shows that the lobster that's available to the market in the world varies. Like right now, the majority of the product going out to the world... there isn't much going out right now but what does trickle out until the next big event, is a Canadian lobster; and our catches are insignificant. Maine pounds are available to supply the Boston market. And then it switches and then as the fresh-caughts start to come in the end of March,

then the pounds and the tubes will try to get rid of that stuff because it's been around a while and we've got some nice, fresh lobsters whether it be from Canada or Maine or wherever. And then, the big Canadian areas that supply Boston, as they end the end of May or whatever, their supply continues to be available to the Boston market while Maine and our Massachusetts lobsters start to fill in the inventories. And you can watch this go through the whole scenario where, in general, the Canadian lobster is done by Labor Day, pretty much. There's not too much left to come into Boston, and remember Boston is turning the handle to the world. I mean, yes, there are some coming out of Maine or Canada going direct but Boston seems to be the big boys. And what they have to pay... It was interesting that this Tuesday, it was \$10.50 to get a Canadian lobster into the Boston wholesalers before they could sell it. What a difference. But, anyway, so it's still the same lobster. And they come in and they go into their tanks in sizes and quality and that's how they get shipped out. But it's the same lobster; and that's why it would be beneficial if we could get together to sell the American lobster... because there are other products that are just as fancy. They don't come from around here but they're in the market too. I think if we could work that, let's just sell the lobster, the American lobster or the US lobster/Canadian lobster, let's put it together, *Homarus americanus*, and try to sell it that way. Because it's the same creature, and I think we would benefit if we could raise the level of demand for this particular creature because there are so many other things around there. Thank you.

Moderator: Thank you, Bill. Yes, Dana and Dave.

Dana Rice, DB Rice Fisheries: Thank you, Ted. Dana Rice. Well, just a couple of my personal thoughts, I guess. This is a great conversation and I'm glad to hear it. I'm just sorry that we don't have more Maine folks or more US folks down here. But, you know, the Lobster Promotion Council in the State of Maine has been a bone of contention since day one; and I won't get into my gripes about it but, we're talking about raising a lot of money and creating a new entity. And I certainly hope that the new entity.. we have a bill in place to raise a certain amount of money and it's going to sunset in five years unless the people think what happened in that five years and that \$3 million we raised was successful. So, as far as I'm concerned, this is a chance to do it right; or a chance to just kill the creature forever and we'll just go on our own ways. What troubles me about this is some people are talking about marketing and some people are talking about promotion. This should be about promotion. That is my sense of this thing. It should be about promotion, and we shouldn't be marketing my hometown or my State against each other. We should be marketing – using \$3 million to promote the ultimate white meat. There is no cholesterol, no fat, whatever and it's full of omega-3s and all of those things. But all of these campaigns and salesmanship that have worked with other products around, they're... all I want from my share of this huge donation that I'm going to have to make for the next three years here to see if it all works is somebody to try to get whoever – somewhere on this planet – to want to eat this product, and let the industry take care of the marketing. Quite frankly, this is a very complicated marketing process and the people who do it, do it very well. There is evidence of that with last year's thing, And neophytes should not enter into this arena at all because that has been one of the downfalls of our previous promotional council. They seemed to think historically, I don't want to pick on anybody, but that they could market the product... and it got kind of segregated and it pitted one against the other, and it didn't work. Anyway, I'm sort of

rambling on but I hope as we go forward in Maine that we can have enough participation in this and bring in all of the players and create an entity that works best for everybody. Thank you.

Moderator: Thank you, Dana. Dave?

Dave Thomas, lobsterman, Cranberry Isles: Two years ago, the first one of these meetings that I came to, I posed the same question to the panelists that we had talking about lobster promotion. And, I guess, it was like a judge summarily dismissed the case. No, can't do it... I'm having a hard enough time as it is with my own people. But I kind of get a feeling that the air has changed. It's not quite as rarified as it was a couple of years ago. And I really hope the possibility exists for the animal itself to be promoted, and hopefully it will trickle down to us a little bit. Thank you.

Moderator: Okay, Herb?

Herb Hodgkins, Lobster Products, Hancock, Maine: In order to get any price for your lobster...

Moderator: You have to let us know who you are, Herb.

Herb Hodgkins, Lobster Products, Hancock, Maine: Herb Hodgkins, Lobster Products. If you're going to get any price for your lobsters shipping them and so forth, you've got to learn how to get them there alive. You're never going to get a decent price – fishermen are never going to get a decent price for the lobsters unless they get them there alive. That's all I've got to say.

Moderator: Okay, thank you, Herb. More comments. Yes?

Deb Seekins, Lobster Institute: Just in promotion and education and I'd throw in technology and youth... it would be really cool to see a contest with our high school video/marketing teachers and students to see what could get done, and not just the coastal areas. I was thinking if you could educate in Minnesota and Calgary in those school departments, and see if you could get anything viral on YouTube created to market and promote. And that would be a low budget too. I think maybe a contest for the students to get \$1000 scholarship or something. Just a thought.

Moderator: It sounds pretty good. Yes, Cathy.

Cathy Billing, Lobster Institute: Cathy Billings from the Lobster Institute. I'd like to pick up again on what Herb was talking about and the discussions yesterday on handling for quality. I know there is a lot of education going on around that; and I know there's also a thought that, how's that actually going to end up increasing the boat price. I'm wondering if perhaps we could talk about some kind of mechanism or program or something that would actually allow that to happen. Can you work with the dealers on getting standards in place and how would you make sure that those standards were being met? I know it's a whirlwind; but the ultimate goal, I guess,

is to get the price up for the lobstermen. And one of our questions we had on the focus was how can we do it? How can we make it happen? So I'm hoping I can open that up for discussion.

Moderator: Thank you, Cathy. Ken, did you want to... Right here in front of you.

Kenny Drake, Prince Edward Island: Kenny Drake, Prince Edward Island. I had a few things I wanted to talk about. One of the issues was size. I just wanted to tell you a story. My father used to grow potatoes and he wasn't satisfied unless he grew the biggest potatoes you could find. Nice big potatoes. You'd get one of them on the plate and he just thought that was great. Or if they grew big, he was pretty proud of them. Well, now you go to the grocery store and guess what? The most valuable potato in the grocery store is that little tiny one, about that big; and the reason being is the promotion on potatoes is that that little potato is not as bad for you. It doesn't have as much starch in it as the big potato. And those potatoes were the ones that were left in the field years ago when they dug the potatoes. It's not necessarily the size... and I think we just hit on a big issue here, which was that nobody wants to buy a bag of potatoes that have rotten potatoes in it, and nobody wants to buy lobsters that aren't the very best. Everybody likes, if they're buying it in the shells, that it's got two nice claws on it and looks good. So, I think quality from a fishermen's point of view... one of the biggest things that I have to do, and I have to talk about with the people on my boat, is that we take the best care we can take of those lobsters; so that whoever we're selling them to has the best chance at the marketplace to have the very best lobsters. I would just like to say after listening yesterday and listening today, I might as well make my summation. I thought it was a really good conversation here yesterday. I thought there were strong points. I thought people had some really good points to make and it reminds me of a line that I heard some time ago and that was that a smart man knows his one-way street but a wise man looks both ways.

Moderator: Thank you, Kenny. Joanne?

Joanne Losier, Officer, New Brunswick Department of Agriculture, Aquaculture, and Fisheries: Thank you. Joanne Losier. Speaking on training, as I said, I am a firm believer that all crisis leads to good things. To some good things, I should say. Last winter, in our department we started a series of training sessions on the handling of lobster and its effect on quality and Jean Lavallee developed that presentation. And, I think, at this point in time, we're up to almost 40 sessions that we delivered on the Southwest coast...56? Just in New Brunswick? Yeah, but you took your tour elsewhere after, which is a good thing. But anyway, those sessions... and we also developed after the sessions a sheet. That page is kind of the result or the take-home tool to remind everyone of some recommended practices. At those sessions, what was interesting is the questions were almost always the same, based on the areas of fishing; and that told us that there were already a lot of discussions. Our aim was to share some information with everyone, the most recent information, so that everyone could make decisions based on their own operations. Then we had last summer; and when the peak of the crisis happened and there were high quantities, the first days of the season when there were high quantities landed, the processors asked their dealers and their fishermen, those who supply them, to label all of their crates. And it was interesting because as this was happening we also had another project going on with the Lobster Council of Canada on traceability in the lobster industry. And, when we started that traceability pilot project everyone was saying, "It can't be done. It's impossible.

You can't follow lobster like that.” Well, during the peak of that crisis I spent three weeks on those wharves ,and it does change behaviors. I remember clearly one fisherman arriving with his crates asking the dealer if he was tagging today; and it was as simple as putting a post-it with a number in each crate – and the number was John Smith is #9 today and all his crates had #9s in them. Well, he asked if there was tagging that day. The dealer said “Yes,” he said, “We’ll get those in the truck right now.” It was 35 degrees with humidity. It was not a great day for lobster to be outside of the water. So it did maybe bring some awareness that all those practices do have effects down the chain. That's my sharing for now.

Moderator: Thank you, Joanne. And those sheets you've got there, Melanie, are about care for your lobsters, you know, lobster handling?

Melanie Sonnenberg, Grand Manan Fishermen's Association: Yes.

Moderator: Penobscot East Resource Center has done a series on this and I'd like to take one of those back and show it to them. Jean?

Jean Lavallee, Aquatic Science and Health Services: Jean Lavallee from Prince Edward Island. I just want to follow up a little bit on this quality training. We have done now over 50-some presentations. What we've been trying to do is, instead of going to one place and do the one big presentation where everybody goes, we decided to do it the other way around and go to the different fishing communities. Just because typically, if we were to do a presentation here today, for example, it's always the same people who would go. And I would say, “Okay, Kenny you go over there and you see what they're talking about and come back and tell us.” We try to avoid that because we wanted to reach out to as many people as possible, and I think it's been working. I'm looking at the room. There are a lot of people here that, unfortunately, have been stuck with me in a room and had to listen to me for three hours to talk about biology, because I think it's important to understand the biology so we know why the handling has an impact on lobster quality. It's been working really well. We've had some fantastic feedback. In terms of would a presentation like that or a session where we talk about the information we have or the little information we have, is it going to be 25 cents more? I don't think so. So, I guess to answer Cathy's question, I think it's a step in the right direction. To speak a little bit on behalf of the Lobster Council, they're looking at that. Exactly what they're working on right now is quality and it's grading standards. Once we have the quality there and we can grade it by quality, then we can go with the brand. Because we need to be able to back up the brand if we want to have a high-quality brand. So, they are looking at trying to come up with some easy-to-do, highly reproducible types of quality standards. And then that will, in my opinion, translate, hopefully in 25 cents or 50 cents or whatever it is.

Moderator: Thank you, Jean. Yes, Charles.

Charlie McGeoghegan, lobsterman and MLA Prince Edward Island: Charlie McGeoghegan, Prince Edward Island. I think it's a very worthwhile topic. I've been to one or a couple, I guess, of Jean's presentations. They're really well put-together. And also we have a lobster biologist on Prince Edward Island, Robert McMillan, and he works closely with the fishermen. And we have a sea sampling program where there are 60 harbors on Prince Edward

Island involved; and they take students and they come out, usually three or four students in three or four different boats out of the harbor, and they go out four trips per season, and they usually spread it apart two or three weeks at a time, and they measure every lobster that comes aboard – all the undersized, all the egg-bearing females, everything, every lobster. They record that and they have it in a database and they've been doing that for 13 years. And, as one scientist in Department of Fisheries and Oceans, Moncton, said, Prince Edward Island has the best lobster science in the world because of that program. And I have to credit the former government who was there before us: Minister Kevin McAdam put that program in place and it was a great idea. And we've increased the funding into that program and I think it's very valuable information; because it shows a complete snapshot of the whole island – every harbor, every year. And you can just watch...you can look at, say you want to look at Beach Point. What's the catches in Beach Point and how have they been in the last 13 years? And you can pick any year and get that information. And then you can look at the carapace size increases, which Bruce had kind of talked about earlier. We've gone up a number of times on the gauge since 1990. The latest increase is coming again this spring. And every time that happens you can see a change in the size of the lobsters, because you're going to get less of the small ones because you're jumping that up so that it takes a year for it to catch up every time you go up on a gauge. But then the next year you can see where it does catch up. So, anyway, it's just neat things like that. But I think it's very important to have that information, and I would urge anybody else to set up a similar program. And if you need help doing that, I can put you in contact with Robert McMillan if you would like. Herb had talked about, earlier; about if you want more money for your lobsters keep them alive. Well, I think especially in the last five years, Prince Edward Island has really focused on that. And, as I said earlier, in the spring our quality is top quality. We'll put it up against anything. We'll send it to Jean and he can do blood protein counts and meat yields and it'll prove what I'm saying. We were getting word from the processors back about four years ago that quality...they felt that the reason why they were paying a low price was because of quality. So, through the vet college and the Prince Edward Island Fishermen's Association, they set up a series of three meetings to talk about quality with the Prince Edward Island Fishermen's Association, the vet college, and the processors. All three meetings, the room was full of fishermen. Not one processor showed up. Three meetings in a row – and it was set up by the vet college. So, if they want to talk about quality, they better come to the table. We knew it wasn't a problem and they knew it too. That's why they didn't come. I think from boat to boat there can be differences in quality, and that's handling practices. And also there are handling practices on the truck drivers. I've seen you land your fish and you treat them like eggs, and then they take the crate and they throw it from one end of the truck to the other. And then you start yelling at the guy and he's like, "Oh, that won't hurt them." Well, it will hurt them, and we know that based on Jean's presentation. So, I think the training has to go to the truck drivers too, and all the way down the line. It's interesting and nice to see that the price is up quite a bit this spring right now or this winter. And they say, well, there's none on the market. Well that's true. But there were none on the market, there were no lobsters coming in or very little this time last year either and the price was \$5 a pound. So something has changed in the marketplace. You could tell that in Boston when I was there two weeks ago. You could barely squeeze your way through the hallways and every lobster both had a line-up of people waiting. So, there is something different in the air this year, and it's great to see. And we hope that that translates into a good price in the spring too. It's also interesting to note that usually every year at this forum, there are processors and restaurant owners and big dealers. They're always here and

there's always a number of them. This year, there's not one. I'd like to know why that is. One more comment that I had before I let go of the mic...This kind of relates back to yesterday's conversation. It's a question for Togue. If Maine's catch... like we're at record high levels right now. And with MSC as long as everything stays up like you said, there are no changes in the ecosystem, everything's hunky-dory. Say Maine's catch went down 25% this year – now that you're certified, they base it on the last number of years, well that shows that there's a huge problem. But you're still way above you're 40-year average on your catch. Like, there'd still be nothing wrong with the stock but it did drop 25%. How do you think MSC would handle that?

Moderator: Laurence, is it okay if we get an answer to this before we turn to you?

Laurence Cook, fisherman, Grand Manan Island: Yeah, sure.

Moderator: Okay, Togue?

Togue Brawn, Fund for the Advancement of Sustainable Maine Lobster: Togue Brawn, Fund for the Advancement of Sustainable Maine Lobster. The Marine Stewardship Council certification process had a lot of... has 39 different categories that they need to look at, one of which is the health of the stock. We scored very well, as I'm sure you guys would, because we have such a high...the stock is so abundant right now. They looked at the management that's been put in place by the Atlantic States Marine Fisheries Commission and they recently implemented a stoplight approach. So it looks at trends and looks at, I can't remember exactly how many years it goes back, but they do look at the historical abundance. They recognize that we're very high right now. I believe in order...the Marine Stewardship Council... I'm sort of rambling on. The Marine Stewardship Council is fine with what the Atlantic States Marine Fisheries Commission has put in place, which means that, I believe, if effort were to increase by 75% or biomass decrease by 25% – I don't have the numbers exactly right here – then management would need to do something. So, the Marine Stewardship Council was fine with that approach. They were fine with what was adopted by the Atlantic States Marine Fisheries Commission. And I'm sure I'm not quoting those numbers exactly right. I don't know if Sarah remembers or knows more on that, the stoplight approach, what the figures were; but basically, each 25% of increase in effort or reduction in biomass requires some sort of action. One is, at a certain level it's recommended, and then at a certain level it's required, and the Marine Stewardship Council was fine with that; or I should say the certification assessment body that used the Marine Stewardship Council standards was fine with that.

Moderator: Thank you. Laurence?

Laurence Cook, fisherman, Grand Manan Island: Bruce Fernald, Cranberry Island.

Laughter

Laurence Cook, fisherman, Grand Manan Island: Laurence Cook, Grand Manan Fishermen's Association. Quality kind of sticks in my craw and I'll tell you why. A few years ago, I was working with Colin McDonald at Clearwater Seafoods and he is a great preacher of quality. And that this is the problem in the industry, is the quality isn't high enough. He got me

to put a chilled water system aboard the boat – re-circulating water plus an air pump to make sure the oxygen was high and the water was cold. We built slotted boxes so when the lobster came out of the trap it went into its own individual slot, so nothing could bite anything else. It was slow to haul. It was horrible. The catches were high the first of season when we had this aboard and we had to do all this extra work. So we were hauling less traps than the other boats were. And, you know, at the end of I guess it was the second or third day we'd hauled traps Colin was there on the lobster car; and he'd been marking my crates and doing blood protein, and he said they're a lot better. This is proof in the pudding. I said, okay, how much more money am I getting right now? None. I said get the gear out of the boat. We put them in wooden crates the next day and I threw them on the lobster car. If the incentive isn't there for quality, nobody's going to go to extreme measures. Now, there are some simple things we can all do and we all should do to make sure our quality is as good as it can be. Can we produce a better quality lobster? Yes. Am I going to do it for \$3 a pound? No. And it can't be some day down the road, because it's a real cost to the fisherman right now. The gear aboard the boat was \$6,800; and part of that actually, the chiller, came from Clearwater. They gave me that or it would have been higher than that. But the pumps, the extra air pumps, the boxes... it was \$6,800. We hauled less traps, which cost a lot of money at the first of the fall, because we were trying to handle our lobsters in the manner that made them happy. And I got not one penny more for the product. We're not going to do that. The lobster industry is marginal now. The faster I can get around my gear and get home, the more efficient it is. If you're paying junk price, look for junk quality. Okay, so if everybody wants higher quality, put your money where your mouth is and pay for higher quality product. I'll throw the culls back. Kenny Drake says that everybody wants that two-clawed lobster on their plate. I'll throw the culls back. Just pay me enough to compensate for it for the two-clawed ones I'm landing. We'll haul slower. Pay me for it. I'm not going to do it just for fun while Bruce is kicking his lobsters around the deck and we come in the car and get the same price.

Laughter

Laurence Cook, fisherman, Grand Manan Island: You're just an example.

Laughter

Laurence Cook, fisherman, Grand Manan Island: ...and get the same price. And this is one of the things that I think the industry needs to look at, as I mentioned yesterday, grading, which didn't take off which kind of surprised me. But, we need some sort of a system where there is a bonus reward for the fisherman, the wharf-side buyer, the processor, and the live shipper that handles that product all get a bonus out of it because it has been handled in a grade...a manner. And, if you want to put a system in place that works toward that and pays a premium price for a premium product, sign me up. If you want a premium product for a garbage price, I'm not going to even try; and I don't think anybody in the industry is. And everybody's lost sight of this. They come in, the dealers do, and say well, man, it's your product – you should look after it the very best you possibly can and give it to us for a garbage price and we'll make more money off it please. Well, it makes sense if you're a buyer. If you're a fisherman, it doesn't make any sense at all. I said to a gentleman on Grand Manan that bought my product for years and years and years... he went to a quality meeting with Jean and he said something about

quality... and I said for what you're paying me for them, you're lucky I don't throw them at you on the lobster car. And everybody there burst out laughing because at the time lobsters, I think, were \$2.95. \$2.95 and I'm supposed to go slower and handle it like an egg? I suppose I should. It's the price of an egg.

Moderator: Thank you, Laurence. Jean? And then Annie and then back to Cathy.

Jean Lavallee, Aquatic Science and Health Services: Jean Lavallee, Prince Edward Island. I think it's a great point there, Laurence. I think it's fantastic that we preach quality and whatnot; but yeah, there's in my view three reasons why guys will change the way they handle lobster. The number 1 reason, why the hell would I do it? Because I'm going to get paid more, and I think that's a no-brainer. The financial incentive should be there. The second reason, if I'm not going to be paid more, I'm going to change what I do because I'm stupid. And the third reason would be because it's the right thing to do. And I think the right thing to do whether we want to do it or not, it's something we're going to have to get ourselves behind. Market access is starting to be an issue. You know, Germany was in the paper earlier this week. Well, Germany is something that we've been dealing with for over a year now. The animal rights activist groups, or some of those NGOs in Germany, have been able to convince the big supermarket chains over there to not buy Canadian lobsters because they can't prove to us that the way lobsters are fished, the way lobsters are shipped, and the way lobsters are stored is done in the best way possible for the lobster welfare ...and we can't. We're trying to educate them and say, "No, the way we do things is the right way to do it," but they're not convinced and they're asking for more. So why to hell would I change the way I do things if I'm not going to be paid more? Maybe it's because, if I want to keep those markets, I don't have a choice. I'm going to have to do it. But, yeah, I know I told you a financial incentive should be number one reason why we would change the way we do things.

Moderator: Thank you, Jean. Annie? Then we'll get over to you and after Cathy.

Annie Tselikis, Maine Lobstermen's Association: Annie Tselikis, Maine Lobstermen's Association. I hear the same thing that Laurence is talking about from a lot of the fishermen that I talk with in Maine. And to sort of spin things on their head a little bit and just sort of, I don't know, play devil's advocate, I was at a meeting this past week sitting on a panel with a couple of dealers and buyers in Maine and we got talking about quality and handling. We were in Stonington and it was at Penobscot East, the organization that Ted mentioned earlier, that has been doing some product quality and handling work within their community. And everybody wants to see an incentive for improving quality. One of the dealers said, you know, the other way that you could look at it right now is you're being penalized for the general poor quality that we're experiencing on our side of the business. So we got into a very lively discussion over that concept. The other thing I wanted to talk about is the fact that I've been at meetings with fishermen and dealers and having conversations about this exact thing; and fishermen saying, "You know, if you're dong to pay me \$2 for my lobster, I'm going to treat it like a \$2 lobster." Or "I'm going to treat it like a \$1.50 lobster." It's a self-fulfilling prophesy. If you treat that lobster like a \$1.50 lobster, you're going to be looking at that the next week. And I do... you know, we talk about quality a lot. And I think that there... I think that getting to an incentive-based program would be amazing. But I think that, you know, just to play devil's advocate,

there are a couple of different ways to be looking at this in the industry. And I think that talking throughout the supply chain, again, can be beneficial for us.... thinking of different perspectives in the way that we deal with the product.

Moderator: Thank you, Annie.

Kathy Heanssler, Canary Cove Lobster Company: Kathy Heanssler, Canary Cove Lobster Company. I was discussing with my son something we could do, because we know consistently who brings in kind of cracked, smashed lobsters and who doesn't – who handles them better and keeps them in coolers. And I said we need to do something where we give a better price to what we could call "marketable lobsters" and another price for what we would call possibly "processor quality." But I don't know how you'd go about it, and I'm sure they wouldn't like it; but we know who the ones are who are taking care of their lobsters and who aren't. A few years ago we got a complaint from one of our regular dealers that we sell to, and he said you've always had good lobsters but we consistently are getting one or two crates of just pure culls. And I talked to the guy who was weighing who said, "Oh I haven't seen anything." So I went down and I weighed lobsters and I found out who was doing it. And we did a little research and they were selling their good lobsters to the restaurants and giving their culls to us. So we talked it over. You have to be careful in the States ... you get sued for everything nowadays. So when it came time for the bonus, we wrote a little letter to two of the boats and said we think this coming year you should find someplace else to sell your lobsters. And we got rid of two of the bad guys. But, you do, you have to be on top of things. Because we're not a huge business we know who's doing what. But how you go about two different prices, I don't know.

Moderator: Okay, is it Tim? I'm sorry, I don't remember your name.

Tom Haynes, Canary Cove Lobster Company: Tom Haynes. As a result, we did lose maybe one or two good fishermen that we did have good quality from, because they're friends of these people that we let go. So, when you do something like that, there's a fallout from it, you know.

Moderator: Thank you, now over here and then Laurence and then Joanne.

Keith Flett, Open Ocean Trading: Keith Flett, Open Ocean Trading. One thing I want to say is that I go to a lot of these meetings, and this whole thing about quality and about increasing the market price has been going on for six or eight years – the whole time that I've been looking at the industry. And it's through every industry in seafood, you know, it goes beyond just lobster. Lobster is a little bit more delicate because you're dealing with a live product; but, you know, I deal with a ground fish and it's the same thing in ground fish, and the same thing with the boats and everything that you guys are talking about....they are all very, very, very interconnected. Like you talk about marketing, you talk about MSC, you talk about sustainability, you talk about price, you talk about quality, you talk about traceability... it's all extremely interconnected. In order for a lobsterman, one lobsterman, to land a great catch that he takes great care of, it has to be traceable through that entire supply chain to get that best price down to that boat. And, if everything is being sold into the well it gets lost. If all those lobsters get mixed, it's lost as soon as that happens. So there are a lot of problems there. And actually it goes back to what Dana brought up yesterday, "Is the system broken?" This is a big interconnected web of problems and

all of them have to be answered. And there is a bigger solution to this than just saying, “well you have to take better care of your lobsters and I'll give you a payment at the end of the year,” and then you're relying on that end-of-the-year payment. There are a lot of problems in here that really need to be addressed. And I think it's a little upsetting because every single Town Meeting I go to, they all get brought and there are never any solutions and there is never any talk about, well what's the next step. Let's get past about there's problems with quality. We can handle it better. Slow down your haul speed. You know, there are all different kinds of things out there but I never see any steps forward. I'm kind of putting that as a question a little bit to Dana's "Is the industry broken?" and a little bit to everybody. Is the industry broken? And does everybody see it's a big interconnected web of problems?

Moderator: Thank you, Keith. And, of course, you raised a significant challenge to us, to figure out how do we get answers to that in a competitive way. Now Laurence and then Joanne and then I think I saw Dana's hand.

Laurence Cook, fisherman, Grand Manan Island: Laurence Cook, Grand Manan Fishermen's Association. Just to be clear what I said before about the money – the day I land a crate of higher quality product it's worth more money to the dealer who bought it. That day. Not a year down the road. Not later on. This gentleman sat here yesterday and told us about 16% shrink in the pounds. I've seen 13%. Common numbers you hear tossed around are 10% shrink. That's 10% of the price. Now, if I handle mine like eggs and bring them in perfectly and sell them to the dealer, he's going to sell every one of those and put the money in his pocket; and he's not going to come to Laurence and say I'm going to give you 10% over shore price because you didn't have 10% shrink, which is the average. Now, you can smoke and mirror it all you want to, but if there's extra money available in that crate maybe I shouldn't get \$10 a crate extra out of it. Maybe I should only get \$5 and the dealer can have \$5. That's okay with me. But nothing for me and everything for him is not okay with me. And I'm not trying to be difficult about it, but the very day that we handle them well and we bring that product in perfectly, it is worth more money to whoever buys it, instantly. They're going to make more money because they have less dead. They're going to make more money because they have less culls – that day. Not a year down the road. Not two or three years and we'll see how it goes – that day. You want the quality, pay for the quality. It's very simple. I don't think it's fair either for the industry as a whole to come to the fishermen and say you have to change the way you're doing things to help us – and, by the way, we'll give you nothing for it. That's not how any other system in the world works. If you want quality, as I said, set up a grading program. You have to handle your lobsters this way to get grade A price, you have to handle them this way to get double A price, you have to throw your culls away – and, you know, whatever size the dealer doesn't want that day, and we'll pay you triple A price. Set it up. I'd be willing to participate as long as it makes financial sense. If it doesn't make financial sense, I'm not going to do it and neither is anybody else. And that's the problem. The reality of the matter is you can go to all the quality things with Jean Lavallee you want, but if fishermen don't feel they're being used fairly in the process you're just blowing smoke – because they're not actually going to do it on the water. I've seen it 100 times. The last thing I'll say about quality is we have heard the quality story 100 times from the processors in Canada. We've heard it all over the place. They have the opportunity to not buy Maine product in September when it's soft, when it's not full of meat, when it's not a good quality product; and wait and buy it in New Brunswick and Nova Scotia in November when it's 80%

hard shell and full of meat. And they don't because they can get it cheaper in Maine. So let's not pretend that the industry is swinging on quality, because the industry is swinging on money. Because the dealers and the processors will run to get \$1.50 lobster down in Maine. It's very low quality relative to the \$5 one on offer in Canada in November, because it's cheaper not because it's higher quality. If quality was so important like everybody likes to pretend it is, then they'd pay for the quality and get it when they could – but it's not. And they'll slit each other's throat over 25 cents. We've all seen it in this room. Right? Dealers undercutting each other on a quarter. Drop, drop, drop, try to get rid of this garbage. Right? And the buyers will buy into that system. So, if we're really going to base it on a quality – high quality, live-shippable market lobster – there has to be a financial incentive for every person in the step of the chain to do that.

Moderator: Thank you, Laurence. Joanne?

Joanne Losier, Officer, New Brunswick Department of Agriculture, Aquaculture, and Fisheries: I'm repeating something that I said during Jean's session, a question that came up all the time and a perception... and this relates to a remark that the lady said about the two different grades of lobster, the processor-type lobster. What we hear from processors is that the new markets that are emerging for processed lobster is not necessarily processed meat. The Asian markets, those clients are asking for a whole lobster, intact with all its appendages intact. So it's not true that something that's cracked, missing a claw, or whatever injury it may have sustained, is worth the same thing; and that it offers the same processing possibilities – i.e., also revenue at the end that a lobster that's damaged or injured. So let's just keep in mind that the whole chain values a lobster that's all intact. It doesn't end up in the same product form but it is still the ultimate in terms of quality.

Moderator: Thank you, Joanne. Dana and then back to Annie and then Melanie.

Dana Rice, DB Rice Fisheries: Thank you, Ted. Dana Rice. It's been an interesting morning and I guess this is what I've got to say. Kenny's story about the Prince Edward Island potato, the one that you leave in the ground and it never was any good? The moral of that story, the way I got it was some guys found a way to market garbage and made the consumer believe that this is a good buy. That's what we've got to do. All of these quality discussion... Laurence has a point. All of these quality discussions are great and good and we all should do the best we can, but we're talking about over 300 million pounds of lobsters between the Maritimes and the United States – and most of them are processor product. What we need to do is get all of these people in the world who are not eating lobsters to believe that this is good for them. There's no cholesterol in it, and it's great white meat. And somebody could even start a rumor that it's probably a good aphrodisiac. Just get somebody to buy the son of a bitch!

Laughter

Dana Rice, DB Rice Fisheries: It doesn't make any difference whether Laurence takes good care of it or I take good care of it or whoever takes good care of it. If you've got somebody in China or somebody that wants to buy this thing, it's going to increase the price of the lobster. And I know a lot of harvesters don't believe it but eventually it will raise the boat price of lobster. That is the one thing that we can do. And, you know, if my fishermen are selling me

crap I'll talk to them, and maybe we'll work that out at that level. The only thing that I think that we can do collectively as an industry to help ourselves out is make the public aware or make the public believe that this is a good product, and it is. But to Kenny's point, you know, promotion and that part of marketing may just make people believe that they need to eat one of these damn things instead of the negative experience that it is, you know. Usually you set down and you have to put a newspaper on your table and wrap yourself up with a napkin and act like kind of a slob to eat one. I guess what I'm trying to say is that it's all about marketing. For God's sake, why can't we all just give that one huge effort and get people eating this. I think it would probably be somewhere around 60% of the people on this planet that don't eat lobster and never have eaten lobster, so the market is out there.

Moderator: Thank you, Dana. Annie and then Melanie.

Annie Tselikis, Maine Lobstermen's Association: Just to sort of go back to talking about some of the quality and addressing some of the shrinkage that we're experiencing in towns in Maine. The Town of Stonington is consistently the town that has the highest lobster landings. We sort of did a back-of-the-envelope calculation based on shrinkage on hopefully a \$3.50 lobster on average. We looked at the pounds landed for last year and, on average in a week in the peak of our season we could be losing \$97 thousand out of a town like Stonington just based on shrinkage. So, thinking about improving the quality of the product to reduce the shrinkage rate and recapture some of the value that's being lost in this industry right now throughout the supply chain... numbers like that are really starting to hit home for fishermen in towns like that. So, I just wanted to put that out there.

Moderator: Thank you, Annie. Melanie?

Melanie Sonnenberg, Grand Manan Fishermen's Association: Melanie Sonnenberg but I'm going to put a different hat on. I work with a group called the Scotia-Fundy Professional Fishermen's Registration and Training Association, which takes up quite a bit of time if you have to explain to somebody who you are and what you do. One of their mandates is to talk about quality, not just about lobster but about quality in the industry. We spent some time going with Jean when he was doing his presentations; and one of the things that I consistently hear from fishermen, and I'm assuming that the fishermen that are coming out have a desire to be in a room where they can learn more, they have an appetite for having a better product. So certainly we're getting the people who are interested in changing or learning to make a better product for the end consumer. And I think that consistently, the majority of the fishermen that I talk to, that I deal with, we have this discussion about quality. They want to do that and they're doing it. They can always learn more but, sure, there's always that minority of people who are really bad handlers. But I just have to say that I really found the people engaged in the dialogue when we were on the road together. They were interested. They had an appetite to do things. But, again, it always comes down to "show me the money". It's always the end. It's like, okay, I do that, I take extra time, time is money, but never do I see a direct benefit. I'm not given... I'm not rewarded. And that's really... we've heard that already but that's the clear message that I got from the sessions that I was part of and even the other discussions. But it certainly has stimulated the dialogue in the industry, which I think is always good.

Moderator: Thank you. Yes, you're next. Here comes a mic.

Francois Beaudin, President, Maritime Fishermen Union: To make a long story short, I would hate to leave you today without somebody in here sending a message that we're all ambassadors for our industry. Two wrongs don't make a right and we're handling food here, I think. And logic would tell you that we have to do our damndest. And I'm kind of reminded of a comment that Dana mentioned yesterday – still there were some people who moved a lot of product, the highest amounts in the history of lobster. So, by saying two wrongs don't make a right, what my own experience here... about forty fishermen, we belong to a small co-op and when we started out, we're involved as broker, processor, the whole gang. Our name had to be put on the line, some of the folks. And now, just to say our mentality changed, because changes... we're all afraid of changes. Now people make a point that their name, because they're doing their damndest to make the product because it's a four or five hour drive by truck and the folks at the plant says...I asked them honestly, what does our product look like. And they said A1. So that's one thing. So anyway, to two wrongs don't make a right. I'd like to add a little joke my father used to say one time when he came home from church. My father was a storyteller. He said, to my mom, he said, "Josephine, a little fella came home one time from church and he had two black eyes. Well his mom said, 'What to hell happened?' 'Oh,' he said, Catholic Church, you know the ceremony...get up, sit down, kneel down, he said, 'Well, the lady in front of me... well her dress was caught or stuck in her rear.' 'That's all right. That's one eye. What about the second black eye?' 'Well,' he said, 'I tried to put it back.' So the two wrongs making a right... kind of an analogy.

Laughter.

Moderator: Alright. Very good. Now there was another hand up over here. Right here. Thank you.

Jerry Parsons, lobsterman, New Brunswick: Jerry Parson from Southeast New Brunswick. I fished the fall lobster season, which, there were quality issues going on... but I just want to speak a bit on the quality. It seems like I always hear a lot about the quality. If the lobster's full, well that's the quality. But I just go back to the beef industry just for a minute, which we shouldn't compare issues, I know that; but I'll pay so much money for a little tiny piece of tenderloin that's juicy and delicious but I can pay the same amount of money and get a big old round steak. I get a lot more of it but the quality is the opposite. You were saying the quality is there. So I know you have to keep...during the shedders, I know there are some really weak shedders. But there are also some lobsters in between there that are perhaps you might say, in a taste test, would probably be chosen every time over the quantity. So, quality isn't just quantity. As long as it's looked after at certain times of the year, it can be tenderloin instead of round. So I'd just like to make that statement.

Moderator: Right, thank you. That's a good addition. Yes, Bob.

Dr. Bob Bayer, Lobster Institute: Bob Bayer, Lobster Institute. I was waiting for a break in the action before I responded to one of Charlie's comments earlier – and what's different about this year and last year in the price – and something I learned from Herb Hodgkins' dad, Dana,

when I first started to get involved with lobsters, and that is the stock market. He told that when the stock market is good and the economy is good, the price of lobsters is high – and we're looking at record high stock market prices and look at our lobsters.

Moderator: The stock market's up there. At least it was the last I checked a week or two ago. Alright. Yes. Here's somebody. At last we get a chance to hear from Laurence!

Laurence Cook, fisherman, Grand Manan Island: Anybody in the stock market better get out because May's coming and when it does, the lobster price will crash.

Laughter

Moderator: Alright. Okay. Alright. We're just about to a point where we're going to switch into a different mode and have some discussion going on here. So, if you've got something more to say, this is the time and then we'll get after it. There we go; we've got Charles first and then across the aisle to Bruce.

Charlie McGeoghegan, lobsterman and MLA Prince Edward Island: Charlie McGeoghegan, Prince Edward Island. Let's hope that stock market stays up pretty good in the spring. That's what I'm banking on. I think the Lobster Institute and maybe the vet college, too, might be able to help the overall picture with this latest news release in Germany. And we've talked this weekend about how you've got to watch what you say to the media and I totally agree with that. We've got to try to keep a positive message out there. But, if you do some research, which I've done a little bit, on the group that's making those statements and that pushed the government in Germany to put a ban on it, it's run by a vegetarian organization – and they don't think you should kill any animal at all. Cows, chickens, pork, lobsters – they don't want you to kill anything. So you have to take into context who pushed this and government ended up listening to them. But they were bragging the other day in the media saying, "Oh, it wasn't that hard for us to convince government. It wasn't that hard but we're a vegetarian organization." I think maybe the vet college and Lobster Institute might be able to do their own press release and back up the fact that they are treated properly on the boat, they are treated properly in the plants, they are killed in a humane way – and get that press release out there to counteract what this group from Germany is doing. And I think, the sooner the better, it would be very helpful. And one last comment, I think, about what Dana said about Kenny's story. I didn't take the story that way, but what I took out of it is the speed limit in Maine on the highway is about 70 miles an hour, 65 or 70. Well the speed limit at home is a lot less. Both of them, if you go over it, you're breaking the law. But it's the same thing as the carapace size. What's legal in one place is not legal in another place and there's nothing wrong with that. Thank you.

Moderator: Thank you, Charles. Bruce and then back to Jean.

Bruce Fernald, lobsterman, Cranberry Island: Bruce Fernald, Cranberry Island. This is changing the subject totally but I would just like to get it on record – the whale regulations, like what Bill was bringing up yesterday. But he didn't say one thing which is affecting us awful, and it's the whale rope that we have to use on our ground lines – and it is killing us. I mean, guys are losing hundreds of traps and we're replacing the rope very year, every two years. You might get

three years out of it. And when you're using, you know, 10, 15, 20 coils of this stuff a year, it adds up. And I'm just hoping that somewhere along the line that we can get something going so that we can do away with this ridiculous law that got imposed on us. I just wanted to get that on the books because I bitch about it every time.

Moderator: Well, it takes a lot of it to maybe make a change, Bruce. Jean and then back to Togue.

Jean Lavallee, Aquatic Science and Health Services: Jean Lavallee, Prince Edward Island. I just wanted to, I guess, answer Charlie's question regarding the news release for the husbandry issues with Germany. A year and a half ago when I was still with the vet college, we did put something together that was given to the Lobster Council. And it has been, I think, updated somewhat. And my understanding is that companies that are exporting to Germany have this. It's like a two-pager information sheet, kind of a rebuttal to what the NGOs have put together. Because they're saying lobsters don't have bands in the wild so they can't have bands on live lobsters in the display tank at the seafood counter. Lobsters in the wild, you know, there are so many, so no more than eight lobsters per 200-liter tanks or 200-gallon tanks. And we're saying, well, if you're going to have lobsters with no bands in a tank because they're happier in the wild like that, you're going to end up with only one lobster at the end of the day in that tank. Anyway, so we did put a rebuttal and that, I guess, information fact sheet is given to exporters who are then trying to reach their clients and customers overseas.

Moderator: I don't know as they'd last to the end of the day. Togue and then back to Bill.

Togue Brawn, Fund for the Advancement of Sustainable Maine Lobster: Togue Brawn, Fund for the Advancement of Sustainable Maine Lobster... and I just want to say on behalf of John Hathaway and the fund, he's not here so he can't comment on what was said here, but I know that he is obviously a very big proponent of Maine lobster – but that doesn't mean that he is against other lobsters. And I agree with what Dana Rice said, that it's important not to be competing against each other and driving wedges into the industry overall. I think it was a great question that you asked, Dave, about how can we be working together to promote this product. It is one species. And I think there is room to promote the individual brands but at the same time sort of, I hate the word synergy because it's so overused, but there are synergies that can be capitalized on of promoting individual brands while still promoting the overall product. So I don't want anyone to think that just because we're promoting Maine lobster, we're saying that everything else sucks. I'll just end on that.

Moderator: Thank you, Togue. Bill?

Bill Adler, Massachusetts Lobstermen's Association: I'm still Bill Adler. To the vegetarians, my answer usually happens to be, “Didn't you hear the lettuce crying when you cut their head off?”

Laughter

Bill Adler, Massachusetts Lobstermen's Association: Well? As far as the whales go, the real culprit is in the MMPA, Marine Mammal Protection Act, and the Endangered Species Act. And we have been trying to get a Federal senator (actually it was Young from Alaska, I think) that wanted to adjust the ESA, which is controlling the whale rules. And get it a little bit more livable not only for the fishermen but actually for the National Marine Fishery Service because they get sued by the environmental groups if you violate the law. If you hurt the fisherman but you're going along with the law, the fisherman can't sue the government because they're doing what they're supposed to do even though they're hurting the fishermen. But it doesn't go the other way around. And so every time that something happens with the whales, like you bump into a right whale – remember you don't have to hurt them, just bump them – you have a “take.” They don't allow a “take” for a right whale. So, right away National Marine Fishery Service has to do something. If they don't, they're in court – and this is what drives it. With modifying those two laws in a certain way, you might get a little leeway, because National Marine Fishery Service I don't think really wants to attack the fishermen either but they're sort of all they turn and they go, "Well, you know, I gotta do this to you. I really don't want to." And that's part of this sinking rope, floating rope, breakaway buoys... and now the latest was the trawls only, no singles. This is all drawn by those federal laws and help, if we can get the federal legislators to get together to try to adjust it. You'll never kill those laws, I mean that would be political suicide. But you can tweak them a little, which is what we have been trying to do – and say certain things in a certain way, which won't do away with the law but you might be able to get a little bit of leeway. Thank you.

Moderator: Thank you, Bill. We're about at that point to make a little shift in what we're doing. I will remind you at this time that there are all sorts of goodies up there, probably even some oatmeal that's still edible. We're going to take a little shift. Cathy's going to take over and we're going to move ahead and I think the discussion this morning has been very good and Cathy? It's all yours.

Cathy Billing, Lobster Institute: Thanks, Ted. Just one more thing for the transcript record in honor of Jon Carter. I think this might be the first Town Meeting he's missed, but he always brings up the issue of water quality. So I just want to get that on the record – that that is something that we need to be continuously aware of. I don't want to speak for Jon but I'm sure he would have said something on that. Okay, we're going to switch now into smaller group discussions. We've done this the past several Town Meetings and what we want you to do in these smaller groups is talk about things that you've heard throughout the past couple of days. We've discussed everything from pesticides, to off-shore wind energy and tidal power, to marketing and quality, and so forth and so on. What we are hoping to get out of this are some suggested action points from you that either the Institute or other organizations or scientists might be able to address down the road. I'll also mention: in your packets there is a handout that gives you sort of a summary of reactions to action points from previous Town Meetings that the Lobster Institute has been able to address and take some action on. These are just a small examples of things, but people always ask in these meetings what has come out of it – you know, what's the purpose, what happens after all this talk. So, if you'd take a look at that.

To get on the record, we'll have Jon Carter say a few words.

Phone call from Jon Carter...mic could not pick up Jon's call.

Cathy Billing, Lobster Institute: It was a good try. But we do miss Jon for sure. Okay, so again you can take a look at that. Hopefully we can add some more action as a result of this Town Meeting. I will just go over a couple of points from last year's Town Meeting. A couple of action points that came out: "Provide information and training on handling for quality" – and that certainly has taken off a lot this year. The Institute has had a small role in that. We've provided some information to the marine extension team from Maine Sea Grant who's involved in a lot of the TAA educational training programs in Maine on handling for quality, one of the many educational meetings that they held throughout the year. We've also developed an easy-to-read poster or flyer on different steps for good quality handling. We're also working with the Gulf of Maine Lobster Foundation and Jean's new company, Aquatic Science and Health Services. We recently submitted a pre-proposal to continue some of the work that Jean and his colleagues had done here in Canada – bring it to Maine – actually tracking lobsters from boat to wharf, and then from wharf to dealer, and all the way along the chain... and checking the quality all along that chain. So those are a few things we're trying to work on in that regard. One of the other topics brought up was "research on bait and taking a look at the availability of bait" – and this is something the Institute's been involved with for decades actually. We're still continuing some alternative bait studies and testing looking at using fish processing residuals and so forth – so we do hear what you have to say. We also try to share what you have to say so, again, if you're interested in getting a full transcript yourself or sharing one of these transcripts with someone else, you can fill out one of these forms. Either put your name on it or, if you want it to go to somebody in government or somebody in academia or whatnot, put their name on there and we'll send them this whole transcript as well. Okay, so now, if we could have four groups of around 10 or so folks, maybe the people in this area can combine with the people in this area... and we can get five or so folks from this group... and this group to move over into this area. We just want you to talk amongst yourselves, discuss things, and come up with some suggested action points that we can move forward with. And it doesn't have to be only on what we talked about as well. If there's something that didn't get brought up and you want to mention that, some area of research you'd like to see take place, or a program... Again, if you could divide up into those groups; pick one amongst you who would volunteer to be the recorder to get all your ideas down on paper for us, that would be great. And Deb is going to go around and give each recorder a pad and a pen so you can get that done. Alright so let's stretch, get up, bring yourselves a cup of coffee to your group if you want – and we'll reconvene in a few minutes and summarize what you've all talked about.

Cathy Billing, Lobster Institute: If I could have everyone's attention for just a moment please. Take about ten more minutes, wrap up your discussion and, if you would, come up with your top two or maybe three priority action points out of the things that you've discussing so... We want to capture all of them but, if we could also capture what would be the one or two priorities so about another ten minutes.

DISCUSSION RESUMES

Cathy Billing, Lobster Institute: Okay, obviously, there's been a lot to talk. I've been hearing chatter all around the room but we're going to pull it to a close and get a little summary report

from each group. Hopefully everyone has their two or three priority action points ready. What we're going to do is have the volunteer recorder from each group just give us a list of those two or three... and if you want to discuss some of the other things that you mentioned as well, feel free to do that so we can get all bases covered. They will all make their way into the summary report that's available to you after the fact. I will also just mention that, for the transcripts, it takes several weeks to get them transcribed from the recording that we've made, so don't expect them to show up in your mailbox in a couple of weeks. It takes a little bit longer than that to get them transcribed; but we will get that done, and we'll get it up on our website as well as soon as we possibly can. Okay, so let's...Deb's going to take a mic to each group so why don't we start with the group in the back corner there. Wherever your recorder is, if you'd please share with us, we'll get them on the record, your priority action points. Okay, we'll give them another minute to pull it together and we'll move up here.

Togue Brawn, Fund for the Advancement of Sustainable Maine Lobster: Okay, Togue Brawn, from this group. We came up with three things that we thought we would like the Lobster Institute to perhaps work on. We thought that it might be a good place to serve as a clearing house for information on pesticides and herbicides and the impact on all life-stages of lobster. We also discussed aquaculture and the impacts of what the chemicals that they use might have on lobsters, and we had a discussion that it might be useful to bring in other disciplines. Just in terms of leveraging grant funds if you could get other folks involved in this question – you know, agriculture, aquaculture, fishery science and all that. So that was the first thing that we discussed. We also discussed the issue of collaboration between the Provinces and between the States, and US and Canada – and the fact that we're never going to get past the fact that we're always going to have a little bit of competition between us, but that there are opportunities to work together. Because the whole can be more than the sum of its parts and we are interdependent. And it might be useful to have just some research done on how interdependent we actually are, because that might be something that helps to show fishermen that we do actually need each other – and that it doesn't necessarily make sense to be barricading...blocking things from commerce. And then the third thing that we discussed was just the importance of incentivizing higher quality, and how the Lobster Institute might play a role in helping to do that – because it needs to be done across all levels in terms of the fishermen, the truckers, the handlers... and we need to figure out some way to incentivize that. Did I capture everything guys? Alright.

Cathy Billing, Lobster Institute: Thanks very much, Togue. We appreciate that and all your good discussion in that group. Deb's moving over to the other far corner now.

Charlie McGeoghegan, lobsterman and MLA Prince Edward Island: Okay, we have a good cross reference of participants here. We had science and buyers and associations and fishermen and government... I think we had pretty well all aspects covered. Most of our discussion was on a grading system and quality and price. Also, what was talked about was, in Maine, there's a program for pounds that... because you're not allowed to keep egg-bearing lobsters in pounds so there's a government program that pays up to, I think it was \$3000 was it...2000 pounds regardless of the size of the pound. And, if you have a big pound then you're going to lose a lot more. And they only pay about a third of the shore price... and you're not allowed to keep them in the pound. So maybe some changes on that would be warranted because

they're losing a lot of money in that regard. We talked about one-clawed lobsters can still be good quality. And one point that I was going to make that I never got a chance to was that a lot of time in Canada when they process lobster, the tail gets sold for a big price. They either freeze it, they do live tails or do blanched tails – and it's packaged and kind of laid out flat and looks nice. In some countries that's what they're looking for, and some cruise ships. And they get as much for that tail as they do for the whole lobster, and then they can do meat out of the rest of the lobster. So sometimes those things can be used. The buyers expect lobsters to arrive alive, and they expect fishermen to take pride in their product. And I think those are good things and we all need to be aware of that. The Lobster Institute could maybe add a few items to their lobster library that makes it accessible for all Lobstermen Associations on either side of the border to find more information easier. And maybe letters could be sent out to all the Associations with pointers and information to let them know where they can access this. Let's see what else. And just the terminology like we talked earlier. Canadian processors sometimes come to either Maine or Massachusetts at certain times of the year and ask, “Do you have soft lobsters or junk lobsters that we can take back to process?” And then, when they land there with the truck to pick them up, they pay them next to nothing – and then that automatically sets the shore price. So I think both sides of the border need to work on that to stop that from happening; because it's not helping either the fishermen in the United States or the fishermen in Canada, and the processor is processing that product and getting the same amount that they would for a good product. Anyway, I think that pretty well covers everything. Oh and they talked the *Homarus* umbrella... just as marketing lobsters all as one animal. And price based on handling and I think maybe the Clearwater model of the ultrasonic thing. I don't how much those machines cost but that would be one sure way of knowing. And I don't know if there's, maybe the Institute could look at that, Bob, if there's a hand-held version of that. Okay. That's it.

Cathy Billing, Lobster Institute: Thank you, Charlie. Also, if you could give a copy of your notes to Deb, then we'll have those and I'll take Togue's if I could. Thank you. Alright. Next group.

Laurence Cook, fisherman, Grand Manan Island: I guess the key points we wanted to bring up: One was attracting new entrants into the fishery. The bullets I put down here that were discussed, some at length and some not so much were: financing, education, and mentoring of new entrants into the fishery. Financing is a problem in Canada. I understand that the exit strategy and new entrant strategy in Maine keeps people on waiting lists for licenses for years – and we'd like to see a little discussion, next year perhaps, about what we can do to attract new entrants. The second thing we talked about was corporate ownership of the fishery. And the two bullets I had down there were: impact on coastal communities and ocean stewardship – both of which the group feels are negatively impacted by corporate ownership. And we have a question and the question is, “If everyone goes with an MSC labeling what would be the advantage?” And if there is no advantage, what will be the next thing sold to us that we should do to give us an advantage? If all of these groups go with one ecolabel, as soon as that's done, Linda Bean and her group or somebody else will go to the WWF and get the panda seal – and somebody is going to have to pay for that because they're looking for marketing advantage. And the group question was and I think it bears some thinking about and maybe an answer, “If everyone goes with the same ecolabel, what will be the marketing advantage and will it stop

there?" Because I don't think it'll stop there. There'll be another one coming down the line. Thank you.

Cathy Billing, Lobster Institute: Thank you, Laurence. And Deb, I'll get his notes and we have one final group in the back.

Dana Rice, DB Rice Fisheries: I think I missed the part where we were supposed to get together and take notes and give a report...

Cathy Billing, Lobster Institute: Well, we'll get it all recorded.

Dana Rice, DB Rice Fisheries: Anyway, we have no notes and I'll take blame for that but we did have a very good roundtable discussion here. A lot of topics were brought up and then, quite frankly, I didn't get any recommendation for what the Town Meeting could do at the next Town Meeting. Does anybody have anything they want to say to that? Yeah. Basically, Laurence covered it all. He did a very good job. Thank you.

Laughter

Cathy Billing, Lobster Institute: Alright, you're off the hook, Dana. Alright. Well, thank you everyone for participating in that. We'll take this information as I said, and we will review it closely; and we'll share it with whoever is appropriate to help us or to take charge of addressing some of those action points. And now I'll call on Jean and Dana to close out the meeting.

Dana Rice, DB Rice Fisheries: Thank everyone...I got my script here now and my glasses adjusted and thank you very much for attending yesterday's and today's discussion. It's been great to be here and we certainly appreciate what went on. What do you want to add my friend? I'm not good with scripts so you go ahead.

Jean Lavallee, Aquatic Science and Health Services: Well, no, I think we're getting to the end here – and I just want to say a big thank you to everybody who came. I know a lot of you guys came here on your own dime and I think that's fantastic, and we really, really appreciate that. I thought it was a very fantastic couple of days. There were very productive discussions. Hopefully, we'll have some very good action points identified and hopefully for the next Town Meeting maybe we'll have some things to report on. I want to make sure we thank everybody. I want to make sure we thank all the staff of the Lobster Institute for putting this together. I think they did a fantastic job so, thank you very much, everybody.

Applause

Jean Lavallee, Aquatic Science and Health Services: And we thank the staff of the hotel for the fantastic work they've done as well and unless you have anything else to say, I want to maybe ask Bob if you want to come up here and give Ted a little bit of a token of our appreciation for doing a fantastic job as the moderator. You have to come up, Ted.

Dr. Bob Bayer, Lobster Institute: Ted, I'm Bob Bayer from the Lobster Institute...

Laughter

Dr. Bob Bayer, Lobster Institute: I hope I got it right. Thank you for another wonderful job at moderating the Town Meeting, keeping it going, making sure there were no dull spots – that's for sure... also keeping the acrimony to a minimum. We appreciate the terrific job that you've done and we do have a little gift for you. That's the low volume part of the gift and this is the high-volume part of the gift. And there's one for each hand. If you haven't seen it, this is Big Claw beer. It's made in Portland and it goes along with the Big Claw wine that is also very tasty. Again, thank you, Ted, and we look forward to next year.

Jean Lavallee, Aquatic Science and Health Services: You still have something to read, I think, there at the bottom.

Dana Rice, DB Rice Fisheries: I think I do. It has been great and thank you, Jean, for taking up the slack where I was having a nap all weekend. It's been a pleasure to work with you. We have a second evaluation sheet that you found in your seat today that deals with last night's reception and today's session. Please complete this form if you haven't already and pass it in to Cathy. And now...meeting adjourned.

MEETING ADJOURNED

INDEX 2013

Assessments 49
Atlantic 25, 60, 63, 75, 76, 78, 88
Aquaculture 2, 4, 25, 30, 31, 48, 54, 59, 64, 65, 66, 75, 80, 85, 93, 100
Australia 31
Available/Availability 7, 54, 57, 58, 71, 72, 83, 92, 100
Bait 3, 6, 14, 34, 99
Boat 6, 9, 10, 13, 14, 23, 26, 28, 29, 30, 39, 40, 51, 55, 62, 65, 68, 74, 77, 85, 87, 89, 91, 92, 94, 96, 99
Buyer 14, 19, 21, 22, 26, 29, 31, 45, 48, 74, 78, 79, 89, 90, 93, 100, 101
Canada 7, 8, 9, 12, 15, 19, 21, 22, 23, 25, 26, 29, 45, 46, 47, 48, 49, 50, 52, 53, 59, 64, 66, 68, 69, 75, 76, 77, 80, 81, 82, 83, 86, 93, 99, 100, 101,
China 24, 27, 28, 29, 37, 75, 79, 80, 94
Climate 14, 19
College 77, 79, 87, 96, 97
Commercial 4, 9, 30, 58, 63
Community 23, 58, 63, 66, 68, 77, 78, 90
Conservation 3, 64, 80
Costs 37, 38, 40, 42, 48, 49, 52
Dealers 2, 4, 10, 14, 28, 29, 36, 37, 38, 39, 44, 45, 47, 49, 71, 72, 73, 74, 82, 83, 85, 86, 88, 90, 91, 92, 93, 99

Demand 9, 27, 28, 79, 83
 Department of Fisheries and Oceans - DFO 34, 39, 69, 74, 80, 87
 Economy, Economic, Economist 6, 10, 20, 21, 49, 58, 60, 96
 Ecosystem 19, 42, 88
 Education 3, 27, 76, 77, 84, 85, 99, 101
 Environment 9, 27, 29, 54, 66, 67, 68, 98
 Europe 27, 28, 29, 34, 43, 48, 49, 50, 71, 75
 Exit 101,
 Federal 3, 19, 56, 662, 66, 78, 80, 98
 Fishery 2, 3, 4, 6, 18, 19, 25, 30, 34, 35, 36, 38, 39 40, 42, 43, 45-53, 59, 61-63, 65, 68, 71, 78, 80, 98, 100, 101
 Future 13, 19, 24, 25, 58, 60, 63, 64, 78
 Global Market 25, 79
 Government 33, 34, 36, 54-56, 62, 64-66, 69, 71, 74, 87, 96, 98, 99, 101
 Gulf of Maine lobster Foundation 99
 Harvesters, Harvesting 20, 25, 35, 42, 43, 53, 62, 73, 74, 75, 78, 82, 94
 Industry 3, 5, 6, 8, 10-13, 19-24, 29-31, 34, 36, 38, 39, 41, 42, 43, 46, 47, 50, 51, 53, 54, 55, 59, 61-66, 68, 71, 73, 75-77, 79, 81, 82, 84, 86, 89, 90, 91-95, 97
 Japan 79
 Landed 29, 35, 86, 94
 Legislation 13, 33, 73, 78, 98
 Lice 65, 67
 License 19, 62, 73, 74, 101
 Marketing 6, 8-11, 18-32, 34-37, 42-44, 51, 73-75, 77-81, 83-85, 87, 88, 90-94, 96-98, 101, 102
 Mentor 101
 Native 14
 Ocean 19, 32, 34, 39, 51, 54, 56-64, 69, 74, 80, 87, 91, 101
 Owner 63, 65, 69, 88, 101
 Permit 55, 61, 63
 Price 6, 8, 9, 11, 12, 19, 20-25, 28-36, 49, 52, 53, 55, 74, 80, 82-85, 87, 88-92, 94, 96, 101
 Product 4, 6, 8, 12-26, 28-32, 34, 37, 38, 41-50, 61, 71, 74,
 Program 6, 7, 10, 11, 15, 16, 38, 39, 40, 41, 42, 43, 44, 45, 46, 60, 65, 71-76, 79, 81-84, 89-95, 97, 101, 102
 Promote 21, 26, 30, 43, 45, 58, 73, 76, 77, 79, 81, 83, 84, 97
 Process/Processors 12, 13, 21-26, 28-30, 33-35, 37, 38, 41, 46-51, 58, 59, 62, 74, 77-80, 84, 86-89, 91, 93, 95, 99, 101
 Public 25, 34, 40, 55, 58, 62, 64, 74, 76
 Quality 10, 12, 18, 19, 20, 22-29, 31, 34, 37, 49, 76, 78, 79, 80, 83, 85, 86, 87, 89, 90-95, 98, 99, 101
 Quota 34, 39, 48, 63
 Recreational 60
 Regulation 39, 48, 97
 Restaurants 4, 12, 24, 25, 29, 31, 44, 50, 70, 71, 77, 79, 81, 88, 91
 Resource 3, 6, 7, 8, 41, 42, 51, 58, 59, 60, 62, 64, 68, 73, 75, 80, 86
 Seasons 13, 16, 17, 19, 20, 23, 29, 39, 40, 48, 64, 74, 78, 79, 80, 82, 86, 87, 89, 94, 95

Ship/Shippers 3, 4, 6, 10, 22, 24, 26, 28, 29, 42, 47, 48, 49, 55, 58, 60, 65, 77, 79, 83, 84, 88-90, 93, 101
Sinking Ground Line/sink Rope 98,
State(s) of Maine 6, 8, 9, 15, 16, 19, 20, 21, 23, 26, 28, 29, 34, 26, 27, 40, 46, 51, 53, 55, 58, 59, 60, 61, 63, 69, 71, 75, 77, 78, 81, 82, 83, 88, 91, 93, 96, 100, 101
Student 8, 16, 84, 87
Supply 18, 20, 22, 27, 28, 43, 48, 82, 83, 86, 91, 92, 94
Sustainable/Sustainability Tax 6, 8, 33, 35-52, 68, 77, 88, 92, 93, 97, 100
System 8, 10, 11, 14, 20, 23, 29, 32, 33, 34, 36, 42, 43, 82, 88, 89, 92, 93, 101
Tag 86, 100, 102,
Tour/Tourist 68, 77, 85
Traceability 44, 85, 91,
Trap 3, 4, 9-13, 15, 16, 18, 20, 23, 34, 39, 48, 61, 64, 65, 79, 89, 97
Transfer 32,
Trust 6
Value 23, 26, 80, 93, 94
Water/Water Temperature 11, 13, 14, 15, 17, 18, 20, 23, 26, 31, 32, 34, 54, 55-59, 64, 65-69, 79, 86, 88, 89, 92, 98, 101
Water quality 98
Whales 42, 61, 98
Wharf 11, 25, 26, 36, 39, 53, 65, 89, 99,
Wind/Wind Power 28, 54-63, 65, 68, 70, 78, 98,
World/World Market 21, 24, 28, 30, 31, 34, 36, 39, 43-45, 47, 57, 62, 76, 79, 80, 82, 83, 87, 92, 93
Young 24, 38, 46, 73, 98
Zone 18, 45, 51, 78