



CANADIAN
LOBSTER



U.S./Canada Lobster Town Meeting
February 3 and 4, 2023
Portland, Maine

LCC core activities – focus on the lobster market

- 1. Marketing and promotion** of Canadian Lobster
- 2. Market access** – advocacy and information sharing
- 3. Market intelligence** – sharing with all members
- 4. Trade Development** - programs and projects
- 5. Media relations** – consistent positive messaging
- 6. Other key priorities** of lobster sector (MSC)

Sharing our story: Canadian Lobster and NARW

- Monterey Bay/Marine Conservation Society/WWF rating schemes - consumer and trade focused materials focused on what the Canadian lobster industry is doing to protect North Atlantic Right Whales
- Materials include:
 - Op-ed/earned media
 - Industry focused fact sheets
 - Educational video material
 - Landing page on LobsterCouncilCanada.ca
 - Bilateral information sharing with U.S.A.



Sharing our story: Canadian Lobster and NARW



CANADIAN LOBSTER INDUSTRY PROTECTION OF NORTH ATLANTIC RIGHT WHALE

OVERARCHING PROTECTION MEASURES
Daily oversight of regulatory compliance by the federal department of Fisheries and Oceans

DEFINED LOBSTER SEASONS
The defined lobster seasons have historically limited contact with NARW.

DYNAMIC MANAGEMENT AREAS
Season-long Closure protocols in the Gulf of St. Lawrence (GSL) applies to areas in the Dynamic Zone where whales are detected (visually or acoustically) more than once in 15 days and includes special Shallow Water protocols.

UNIVERSAL GEAR REQUIREMENTS
No surface floating rope attaching a trap to a primary buoy is permitted after trap has been set.
No surface floating rope attaching a trap to another trap is permitted after a trap has been set.
In the GSL, if fishing with a primary and secondary buoy a maximum of 2.7 meters of rope shall be used when attaching a primary buoy to a secondary buoy.

NARW INTERACTION AND SIGHTINGS REPORTING
As part of compliance with the US Marine Mammals Protection Act (MMPA) harvesters will report all interactions with NARWs and their condition within 48 hours.

As well, all sightings with NARW and their condition must be reported to DFO 1-844-800-8568

To balance harvester safety
with conservation priorities license holders are provided time to remove fishing gear from the zone prior to a dynamic closure.

If a single NARW is detected, dynamic closure of a contiguous series of 9 grids will be in place for a minimum of 15 days.

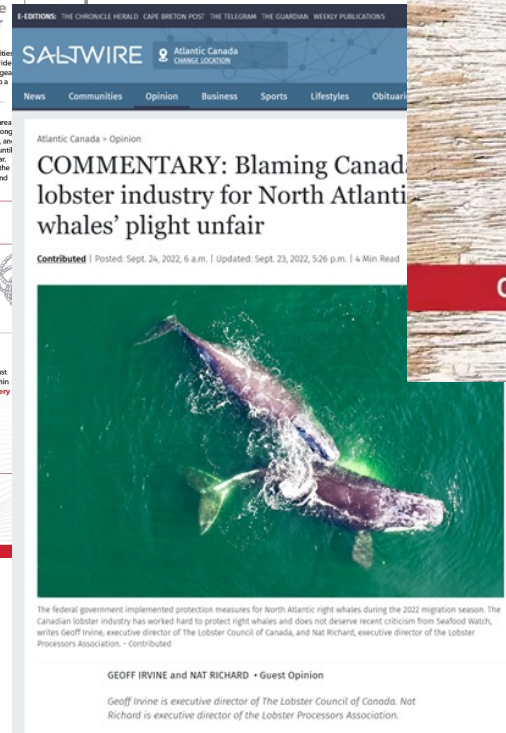
In the GSL, if a whale is detected again in a closed area during days 9-15, a season long closure will be implemented, on November 15th of that year. Dynamic closures apply to the entire GSL, Bay of Fundy and Roseway Basin.

All Canadian lobster gear is required to be clearly identified. Mandatory gear marking measures are in place for all non-winded, foot gear fisheries in Atlantic Canada and Quebec. The gear marking requirements identify country, region, fishery and, for lobster and snow crab fisheries only, the specific fishing area.

License holders must report lost gear within 72 hours of discovery

Season	Start	End
2021	Apr 15	Oct 31
2022	Apr 15	Oct 31
2023	Apr 15	Oct 31

Fact sheet



COMMENTARY: Blaming Canadian lobster industry for North Atlantic whales' plight unfair

Contributed | Posted: Sept. 24, 2022, 6 a.m. | Updated: Sept. 23, 2022, 5:26 p.m. | 4 Min Read

The federal government implemented protection measures for North Atlantic right whales during the 2022 migration season. The Canadian lobster industry has worked hard to protect right whales and does not deserve recent criticism from Seafood Watch, writes Geoff Irvine, executive director of the Lobster Council of Canada, and Nat Richard, executive director of the Lobster Processors Association. - Contributed

GEOFF IRVINE and NAT RICHARD • Guest Opinion
Geoff Irvine is executive director of The Lobster Council of Canada. Nat Richard is executive director of the Lobster Processors Association.

Op-ed



CANADIAN LOBSTER

Committed to protecting North Atlantic Right Whales

Video



CANADIAN LOBSTER

Committed to protecting North Atlantic Right Whales (NARWs)


14365 LCC Video for whales HR

World Leading Preventative Mitigation Measures

Universal gear requirements and trap limits: No rope is permitted to float on the water's surface after a lobster trap has been set. Harvesters in many fishing areas are also required to "trawl up," or attach multiple sea floor traps to a single vertical rope. Coupled with the trap limit—all Canadian lobster boats are restricted to a maximum of 300 traps per boat—these measures limit the number of vertical lines in the water.

Gear traceability: All Canadian lobster harvesters abide by regulations that mandate 100% gear marking, using rope with unique colours for enhanced traceability of gear origin, down to country, fishery and precise fishing area.

Ghost gear reporting: Canada was among the first countries in the world to require lost gear reporting for all fisheries within 72 hours of discovery. Since the launch of our Ghost Gear program in 2020, Canada has already contributed to the removal of 7,560 units of lost gear and 155 km of rope, thereby reducing threats to marine mammals and vital ecosystems.



Landing page

Sharing our story: Canadian Lobster and NARW

- Still to come:
 - The Lobster Council of Canada will attend Seafood Expo in Barcelona this year to advocate for the industry
 - Once launched, we'll drive Google Search ads to the landing page
 - We'll cut the video into social media sized cuts and share those for industry use



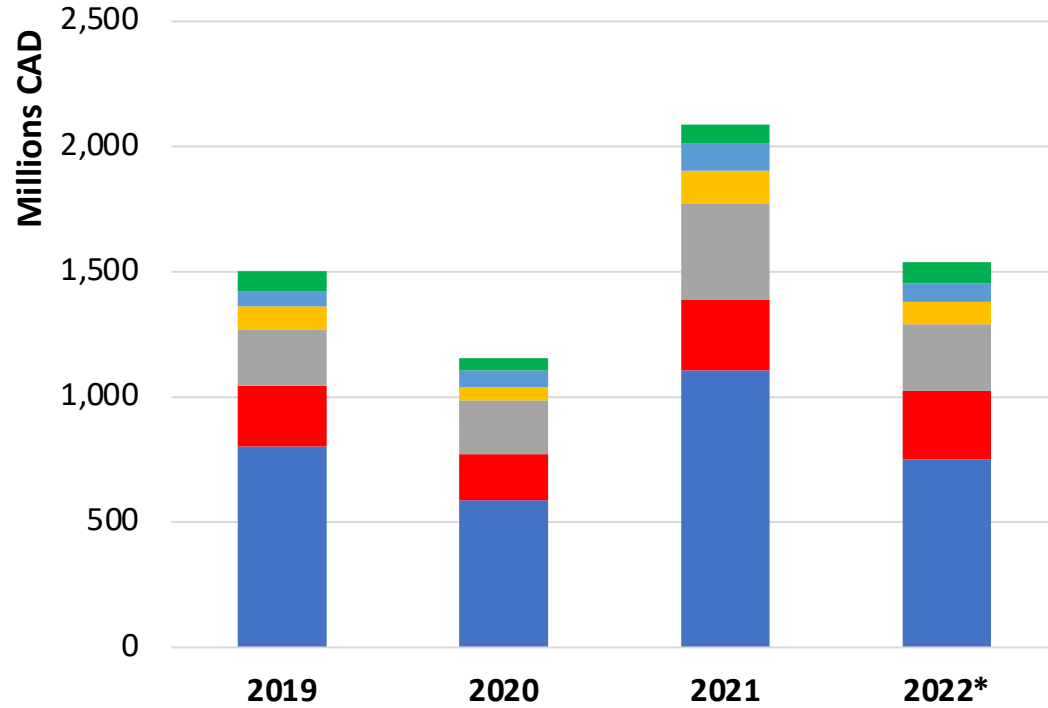
Canadian Lobster landed volume

- 9,500 inshore lobster licenses in five provinces
- Landed volume has been steady for last six years
- Offshore fishery – quota is 720 MT total per year

Year	Metric Tons
2011	66,978
2012	74,790
2013	74,686
2014	92,779
2015	90,875
2016	90,624
2017	97,452
2018	99,553
2019	106,861
2020	95,309
2021	105,638

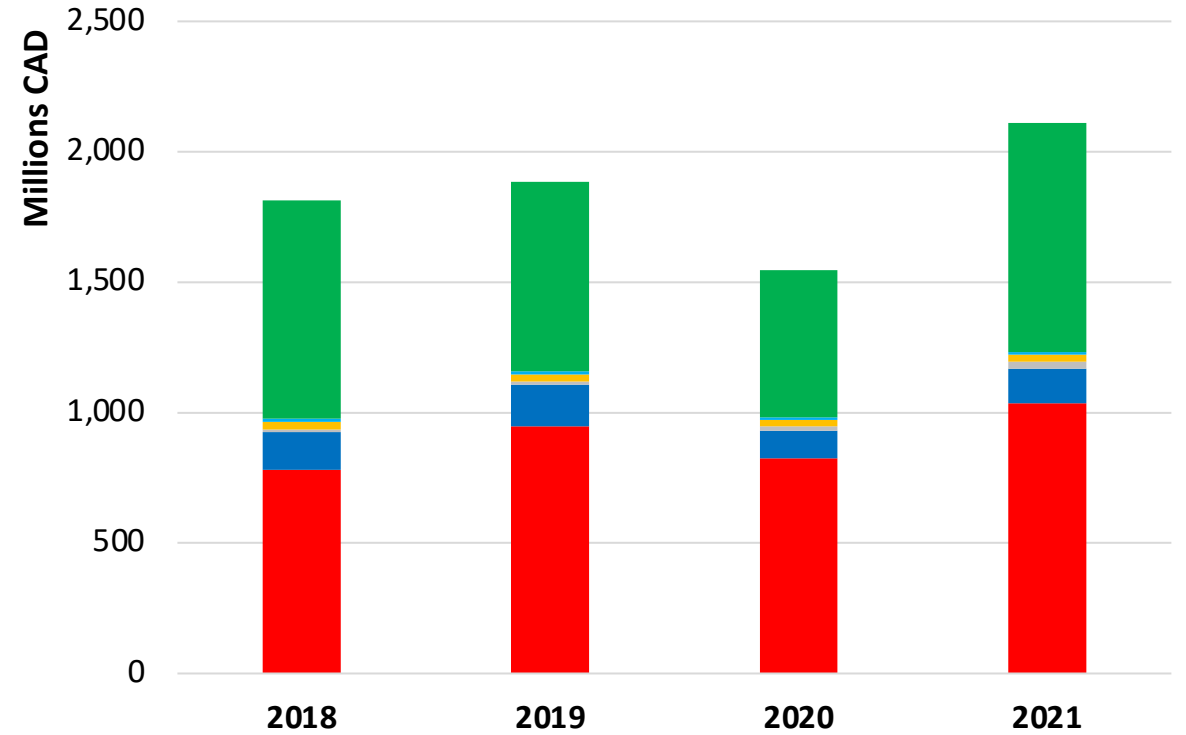
Global Supply of *Homarus Americanus*

Global Supply of Frozen Lobster (*Homarus Americanus*)



- New Brunswick
- Nova Scotia
- Prince Edward Island
- Quebec
- Newfoundland and Labrador
- USA

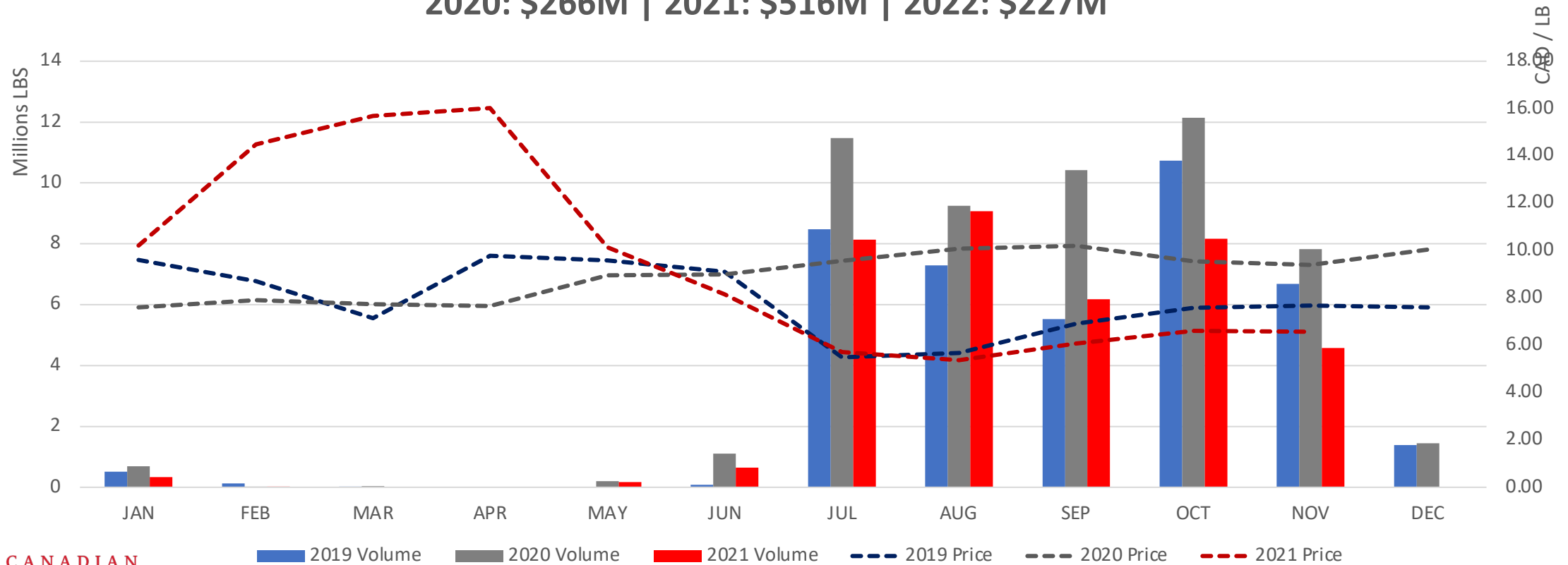
Global Supply of Live Lobster (*Homarus Americanus*)



- Nova Scotia
- New Brunswick
- Prince Edward Island
- Newfoundland
- Quebec
- United States

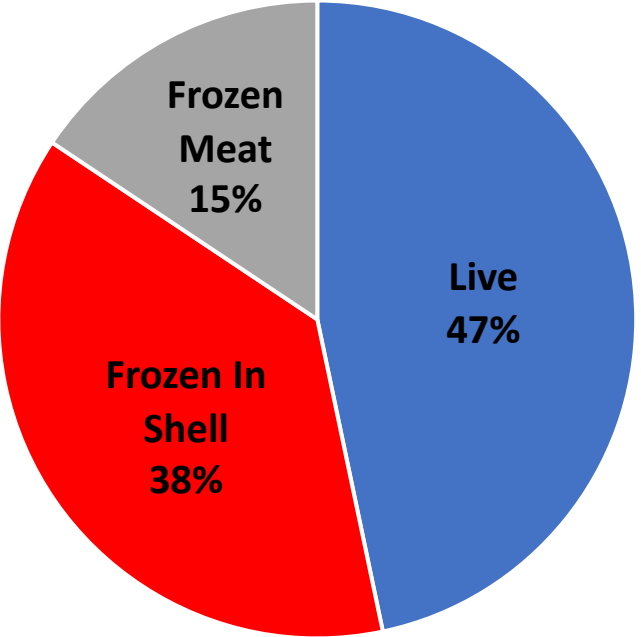
Lobster imports from U.S.A. – 2020-2022 to end Nov.

Live Lobster Import from USA (JAN-NOV)
 2020: \$266M | 2021: \$516M | 2022: \$227M

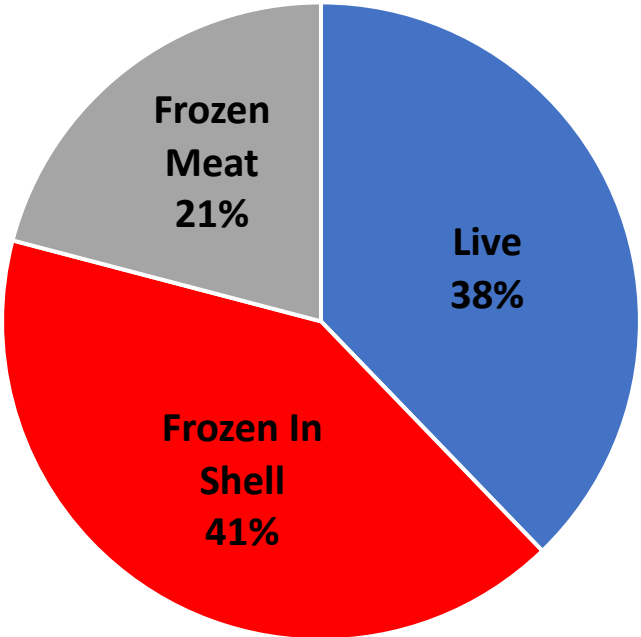


Canadian Lobster Exports 2020 – 2022 to end November

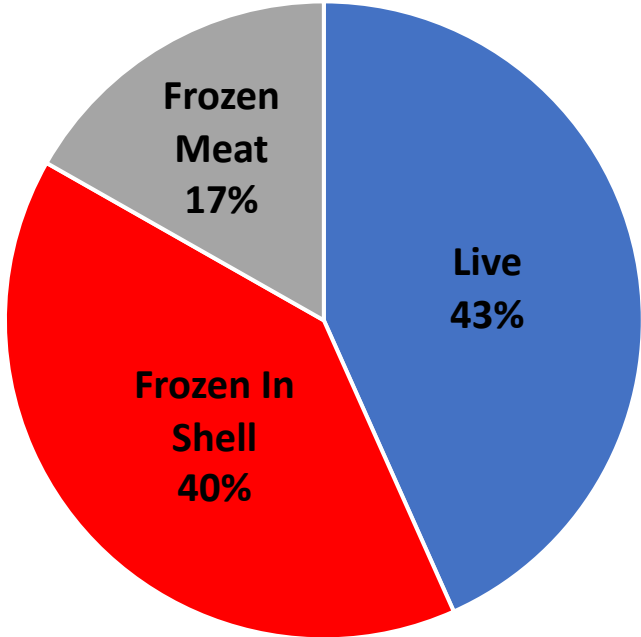
Canada Lobster Export
2020: \$2.09 Billion



Canada Lobster Export
2021: \$3.26 Billion

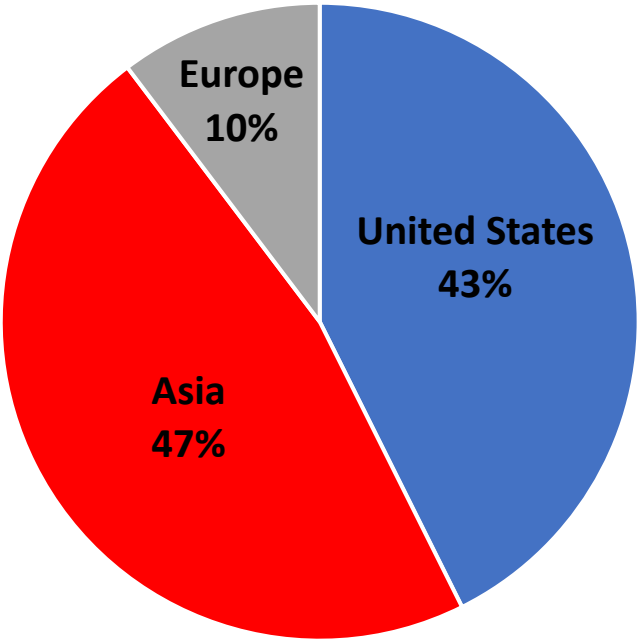


Canada Lobster Export
2022 (JAN-NOV): \$2.56 Billion

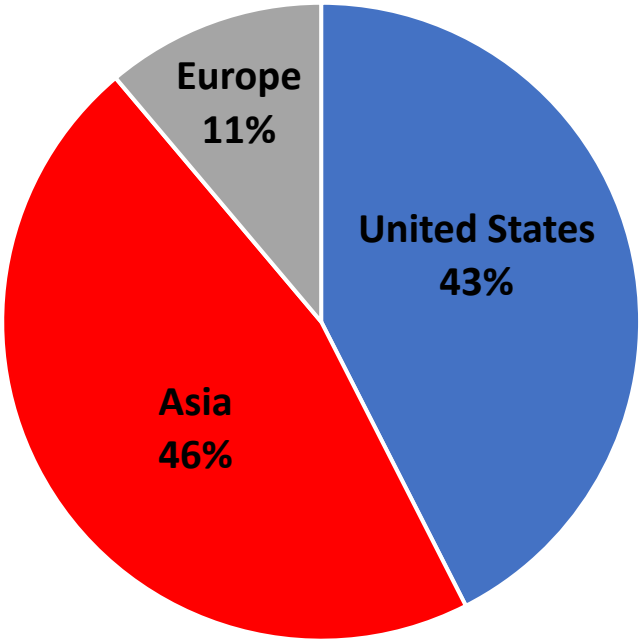


Live Lobster: Market Diversification 2020 – 2022 to end November

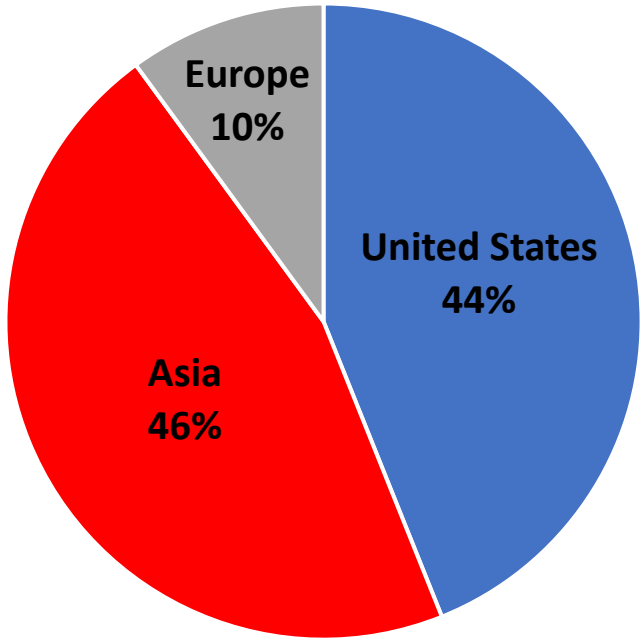
Canada Live Lobster Export
2020: \$985 Million



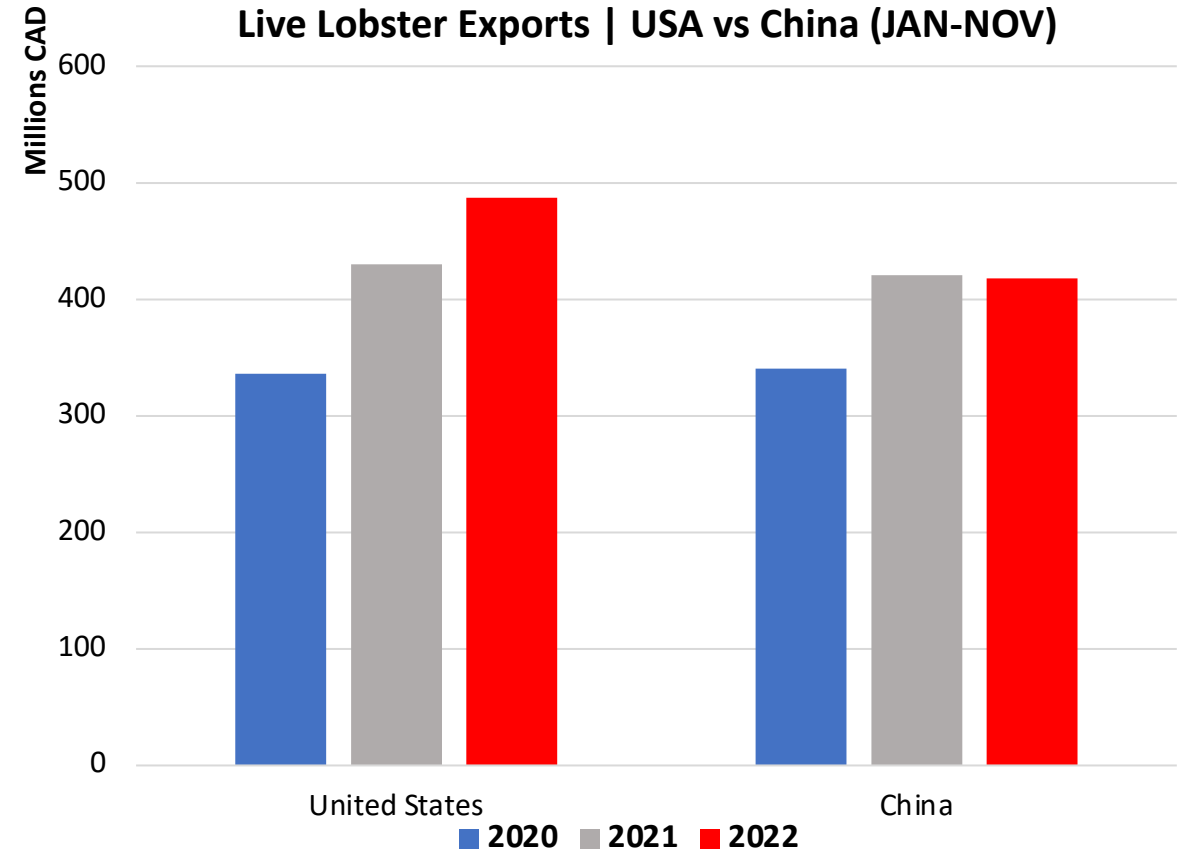
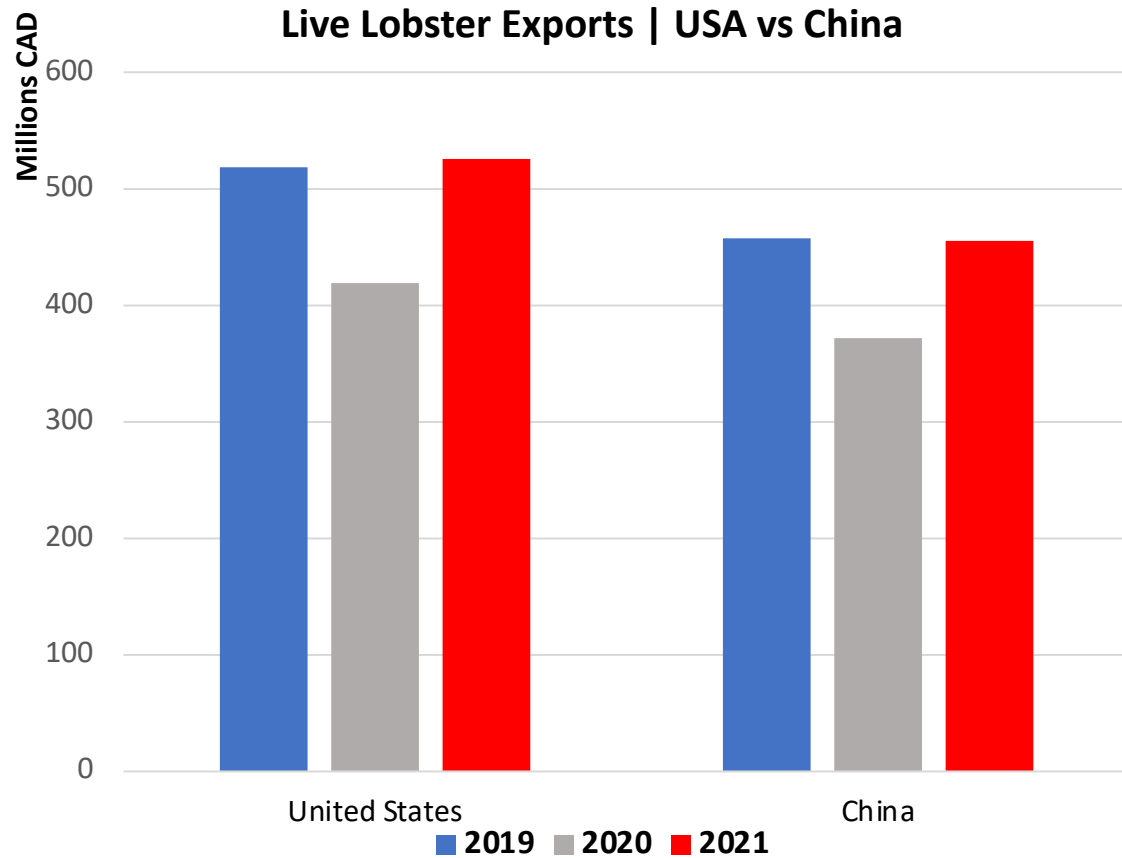
Canada Live Lobster Export
2021: \$1,239 Million



Canada Live Lobster Export
JAN-NOV 2022: \$1,111 Million

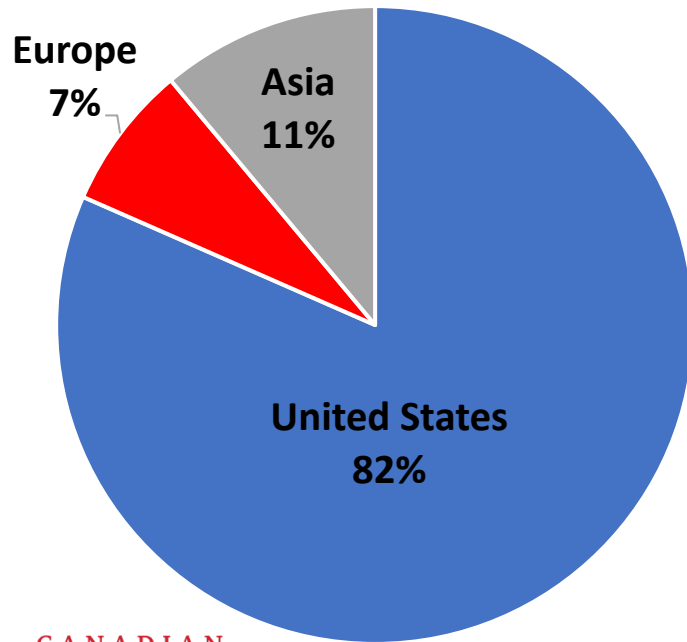


Canadian Live Lobster Exports – United States and China 2019-2021 and 2020-2022 to end November

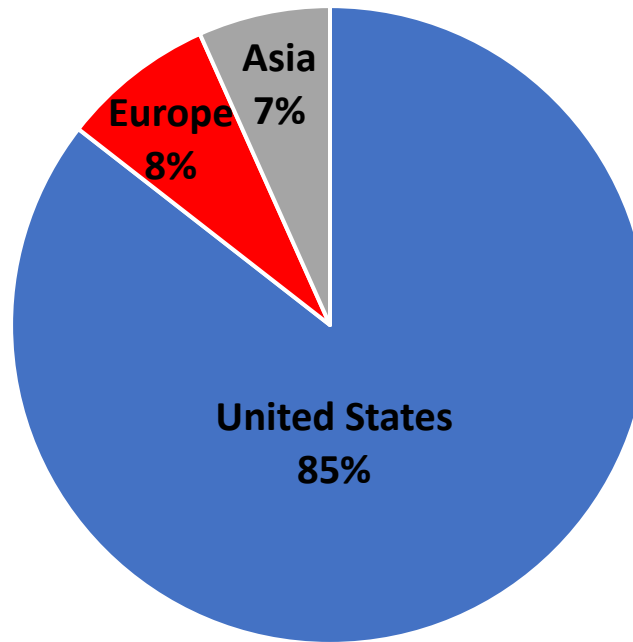


Frozen Lobster: Market Diversification 2020 – 2022 to end November

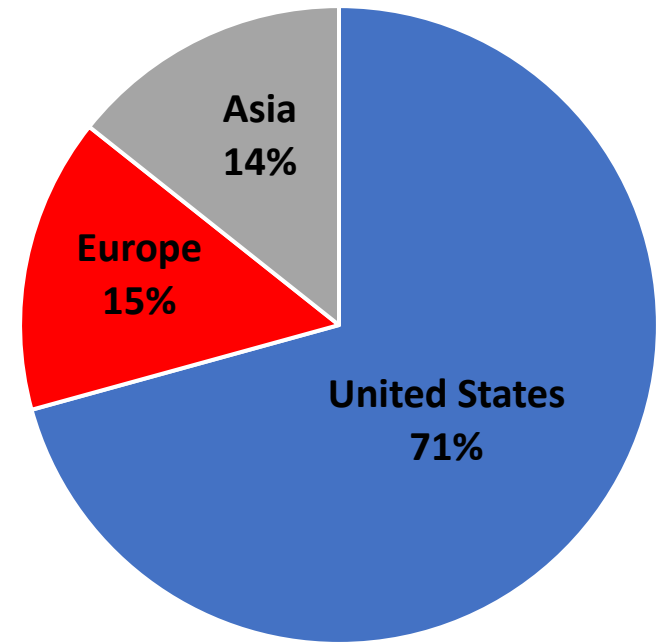
Canada Frozen Lobster Export
2020: \$1.11 Billion



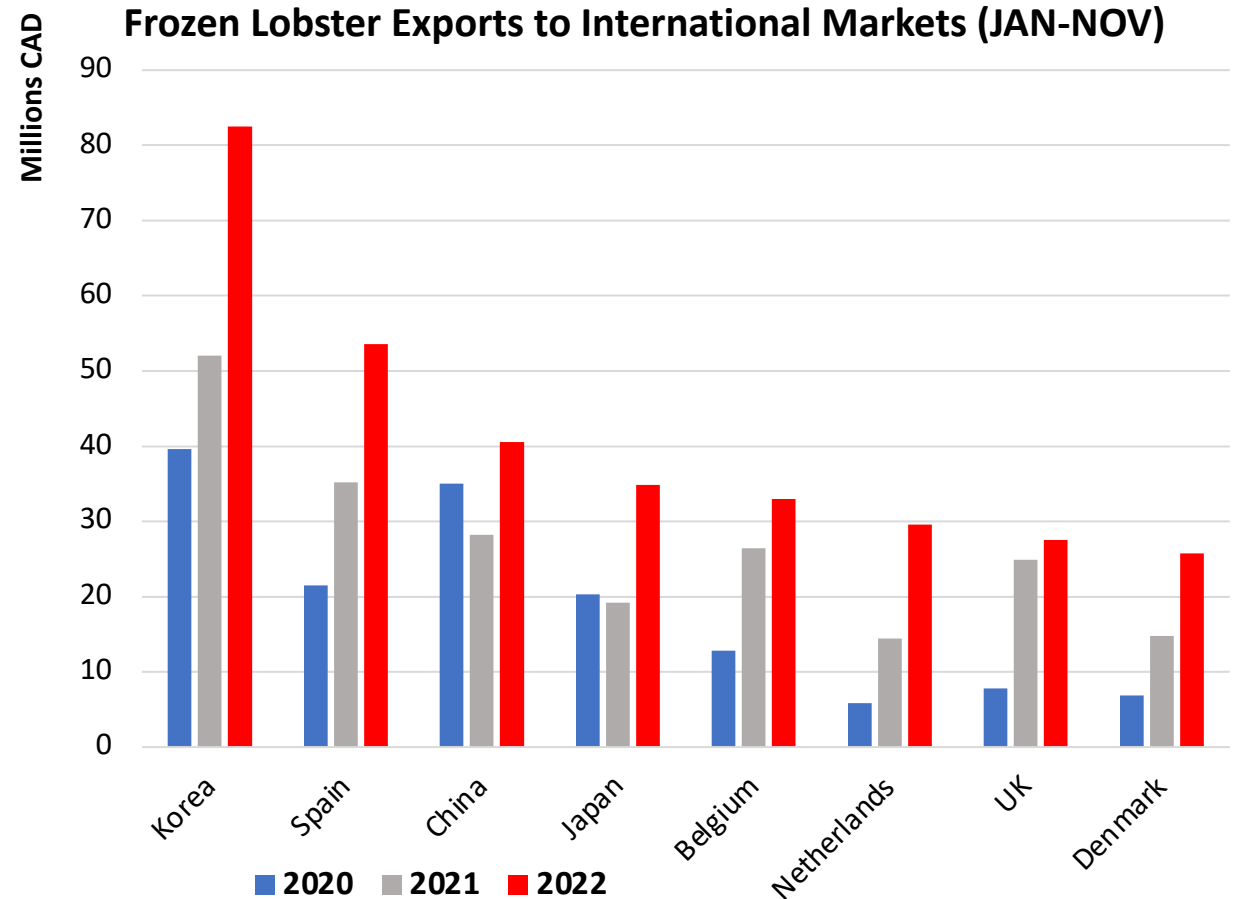
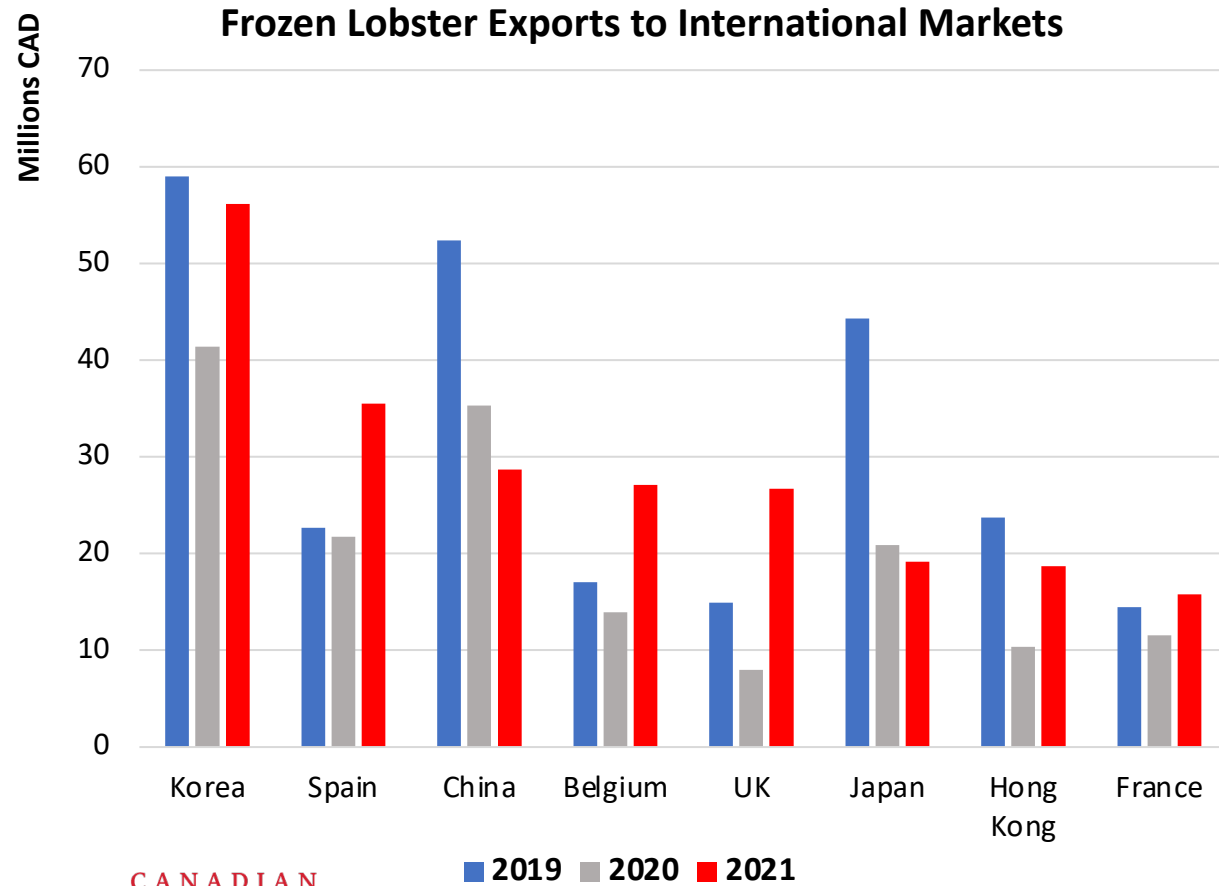
Canada Frozen Lobster Export
2021: \$2.02 Billion



Canada Frozen Lobster Export
2022 (JAN-NOV): \$1.45 Billion



Canadian Frozen Lobster Exports - International Markets 2019-2021 and 2020-2022 to end November





CANADIAN
LOBSTER

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Thank You