



Informing Canadians on Aquaculture Sustainability

Aquaculture Management Directorate (AMD)
Presented to
Canadian Aquaculture Industry Alliance
November 25, 2008





PRESENTATION OUTLINE

- Three main information management initiatives for this fiscal and next:
 1. Reporting to Canadians on aquaculture sustainability
 2. Annual industry update
 3. Economic impact analysis
- Expected role of the industry





GOAL OF THE SUSTAINABILITY REPORTING

- Gaps in data

- Limited statistics on Canadian aquaculture
- Provincial data are not readily comparable or accessible
- Statistics Canada's survey includes few sustainability data, and is based on a small sample

- Therefore

- Difficult to meet info demands of citizens, ENGOs, the media
- Difficult to demonstrate industry's sustainability and competitiveness

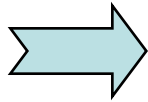
- The sustainability reporting is designed to meet these growing needs

- Describing industry's environmental performance and contributions to socioeconomic prosperity
- Reporting on competitiveness benchmark— e.g. certification, traceability (to be established through the forthcoming sector strategies)



1. REPORTING ON SUSTAINABILITY

Objective



- Demonstrate aquaculture sustainability with regard to economic, social, and environmental performance
- Engage Canadians in addressing the sustainability concerns

Coverage

- Many sustainability indicators (economic, HR, food safety, environmental) Potentially more than 22
- License, production, value, productivity (operating & reg), value added, employment, exports, traceability, Therapeut. use, BMP, efficient feed, disease, certification, etc.

Reporting frequency

- Annual – every spring beginning from 2010

Reporting agency

- DFO & Statistics Canada



1. REPORTING ON SUSTAINABILITY

Feasibility study: Spring-Summer 2008

PHASE I

- ATG Working Group on Sustainability Reporting
- Contracting Statistics Canada for a feasibility study
- Development of potential list of indicators
- Completion of Phase I October 2008
- Informal sharing with CAIA

Main Phase I finding: To fulfill the needs expanding the existing aquaculture survey is more cost-effective than initiating a new survey



1. REPORTING ON SUSTAINABILITY

PHASE II

- Piloting the new part of the survey: Fall 2008
 - Supplement questionnaire development
 - Testing of the questionnaire in BC and NB
 - Improving the survey sample
 - Sharing with industry
- Administering the survey
 - Mailing out the new questionnaire with the existing one in winter 2009
 - Survey results available in early Fall 2009
 - Analysis for the sustainability report, Fall 2009-Winter 2010
 - 1st Report, Spring 2010



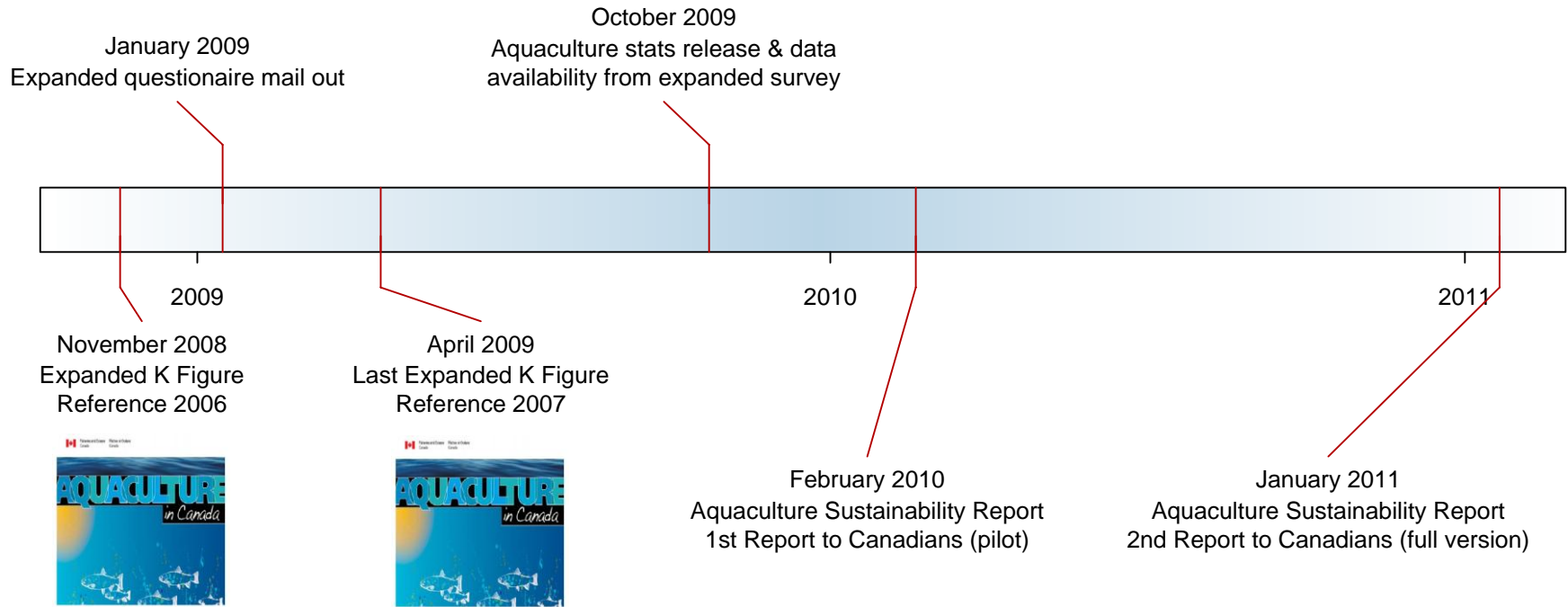
2. ANNUAL UPDATE: AQUACULTURE IN CANADA

- Another effort for a transition to sustainability reporting
- A strong improvement over the previous “Key Figures” publications
 - Includes topics on economic impact, environmental management, R&D
- Ref year > 2006—data beyond that were not available
- *Ongoing/next steps*
 - Distribution to research orgs, trade missions, international agencies, NGOs



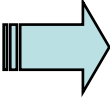


TIMELINE FOR THE TRANSITION





3. ECONOMIC IMPACT ANALYSIS

- Objective
- To measure *direct, indirect, and induced* impacts of the Canadian aquaculture industry
- Scope 
- Geographic: Canada, province, community
 - Species-level: Salmon, trout, mussel, oyster
- Proposal developed
- Literature review, consultations with CAIA and Steering Committee (Fall-Summer 2008)
- *Ongoing/next steps*
 - Finalizing the input-output model with Statistics Canada
 - Finalizing the TOR and hiring the consultant
 - Final report expected: Winter 2009



FUTURE EXPECTED ROLES OF THE INDUSTRY

- Provide with a letter, endorsing the survey and the initiative
 - To be mailed out with the survey questionnaire in Jan 2009
- Agree on targets for the indicators
 - Targets will be discussed during the development of the sector strategies
- Provide input to any future efforts for refining the indicators and improving the sustainability report

