

---

# ***NEWS RELEASE***

---

## **LOBSTER INDUSTRY GETS BOOST FROM FEDERAL AND PROVINCIAL GOVERNMENTS**

**CHARLOTTETOWN (PEI) – FEBRUARY 13, 2010** – The Canadian lobster industry is receiving a federal and provincial investment of \$417,000 for the development of a comprehensive marketing strategy that will provide long term solutions and opportunities for the industry’s sustainability and prosperity. The Government of Canada is investing \$352,000 under the Community Adjustment Fund while the Province of Quebec and the four Atlantic provinces are providing a combined total of \$65,000 toward the project.

The Honourable Gail Shea, Minister of Fisheries and Oceans on behalf of the Honourable Keith Ashfield, Minister of National Revenue, Minister the Atlantic Canada Opportunities Agency (ACOA) and Minister for the Atlantic Gateway, along with the Honourable Neil LeClair, Minister of Fisheries, Aquaculture and Rural Development for Prince Edward Island, today made the announcement on behalf of the partners.

Also on hand were officials from the University of Prince Edward Island and members of the newly formed Lobster Council of Canada, which will act as oversight committee for the project.

“The seafood industry is a significant contributor to our economy and the livelihood of many of our people. Through this investment, our government is helping the industry to identify new markets and long term solutions to the challenges caused by the global economic downturn,” said Minister Shea. “This is a great example of how our government is working with provincial governments and industry to generate growth opportunities at home and in the global marketplace.”

“The marketing strategy which is being developed in partnership with the industry and the federal and provincial governments will highlight the great value and high quality of Atlantic Canadian lobsters to the world,” said Prince Edward Island Fisheries, Aquaculture and Rural Development Minister Neil LeClair. “As part of the provincial government’s Five Point Lobster Plan, the objective is to support the industry in its efforts to gain new and expanded markets and assist in its recovery.” Minister LeClair said that support to the lobster industry is a key component of the province’s recently announced Rural Action Plan.

.../2



With today's investment, the lobster industry will develop a long-term marketing strategy that will serve as an industry-wide model to rebuild value throughout the supply chain and for the consumer.

"Atlantic Veterinary College's Lobster Science Centre will play a leadership role in this outstanding collaborative effort to ensure the economic impact of our regional lobster industry is maximized. The Lobster Science Centre's world class expertise provides the region with the opportunity to apply innovative industry-related research to issues such as moult quality, food safety, handling practices and humane treatment in a manner that supports the long-term marketing strategy and a revitalized lobster industry," said Dr. Donald Reynolds, Dean of the Atlantic Veterinary College at UPEI.

Canada's Economic Action Plan is providing a total of \$1 billion over two years through CAF to support initiatives that help create and maintain jobs in communities impacted by the economic downturn. Atlantic Canada's allocation of \$100 million under CAF is administered by the Atlantic Canada Opportunities Agency.

For information on Canada's Economic Action Plan, please visit [www.actionplan.gc.ca](http://www.actionplan.gc.ca).

**FOR BROADCAST USE:**

Fisheries and Oceans Canada Minister Gail Shea and the Honourable Neil LeClair, Minister of Fisheries, Aquaculture and Rural Development for Prince Edward Island, today announced \$417,000 in funding to aid the Canadian lobster industry in the development of a comprehensive marketing strategy.

The Government of Canada is investing \$352,000 under the Community Adjustment Fund, a measure from Canada's Economic Action Plan. The Province of Québec and the four Atlantic provinces are investing \$65,000 toward the project.

The strategy will serve as industry-wide model that will rebuild value throughout the supply chain and for the consumer.

**INFORMATION:**

Erin Filliter  
Director of Communications  
Office of the Minister of National Revenue,  
Minister of ACOA, and  
Minister for the Atlantic Gateway  
613-941-7241

Nancy Bishay  
Press Secretary  
Office of the Minister  
Fisheries and Oceans Canada  
613-992-3474

Wayne MacKinnon  
Communications Officer  
Ministry of Agriculture  
Prince Edward Island  
902-368-4888

Charlotte McCardle  
External Relations  
Atlantic Veterinary College  
902-566-0533