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Maritime Region Lobster Advisory Committee
Spring Meeting
March 5, 2021
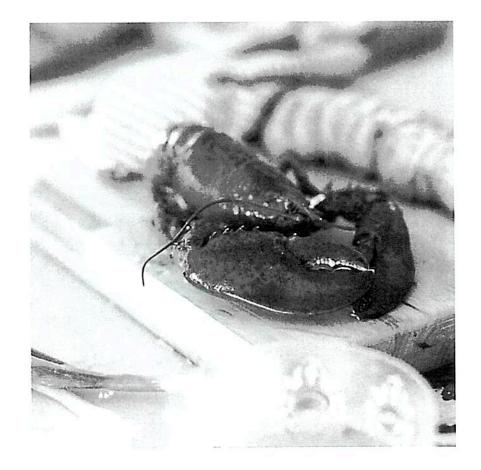Lobster Council of Canada and Marine Stewardship Council update

Lobster Council priorities for 2021

- Implement year two of **Long-term Value Strategy for Canadian Lobster**
  - Marketing and promotion
  - Market access advocacy and communications
  - Market intelligence sharing within lobster sector
- Work with provinces and ACOA as proponent on two trade development projects – **Virtual Export Café (Vietnam, Japan and Indonesia)** and **China focused marketing program** (specific strategy still in development)
- Support **sector priorities** – Labour challenges, MSC, US and China market access, media and government relations

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2021
Long-term Value Strategy – Marketing and Promotion of Canadian Lobster -Year Two Tactics

Website Refresh

- New Canadian site will be translated into French to ensure both national languages are represented.

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FOR MEMBERS   ALL ABOUT LOBSTER   LOBSTER 101   OUR INDUSTRY   BUY LOBSTER

RECIPES

Our LOBSTER is our CULTURE, our PRIDE, and our JOY to share.

From a kitchen in Shanghai to a Michelin-starred restaurant in Paris, we celebrate with lobster. Make yours Canadian Lobster — the very best it can be.

Trade Materials

- We will translate our new Trade Materials into French to ensure they're available in both official languages.

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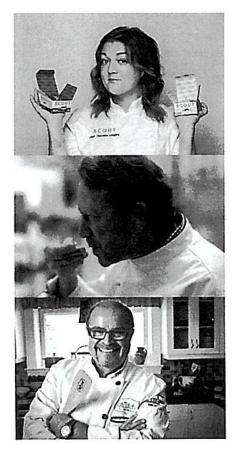**LOBSTER**

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Chef Ambassador Program

- Partner with Atlantic Canadian chefs from different provinces and styles of cooking to create live and filmed content to use on social and for other marketing.

- Leverage partners like Chef Alain Bosse, Michael Ann Rowe and her contacts, and other Atlantic chefs (Charlotte Langley, Chris Aerni, etc.) with lobster expertise.

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Social Media Activation – Instagram campaigns

- Plan for 2021 - dedicated on and off periods around campaigns. We are planning four campaigns (four to six weeks; one per quarter) with our content going harder during these times and going quiet for the off-periods

- This style helps to maximize the return on investment and convert consumers into action

- Four campaign periods for 2021 – Valentines Day Campaign big hit: Impressions – 1.12 million, Reach – 505 k, Video views – 153 k, Post engagements – 174 k

- We will plan for outreach in French and drive some of our posts to U.S. and EU markets.

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Industry Newsletter

- Newsletter now circulated using web based software.

- Distribution will go through MailChimp and track opens, clicks, etc.

- Newsletter will be offered to LCC members in French and English.

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International Marketing Relationships

- Our work to date in China has been very successful, and we continue to work on building our presence in the EU.

- In Year Two, we will continue to work with Seabridge in China and Phaff in Europe to continue building prominence in these two important markets.

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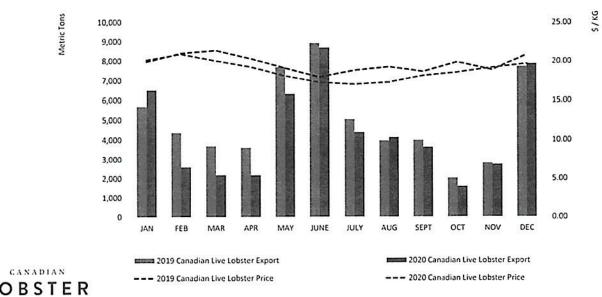
Marine Stewardship Council - Update

- Nova Scotia and New Brunswick client group joined with Prince Edward Island client group for re-assessment **completed and approved on February 25 – five more years**

- Newly formed MSC fishery "**Maritime Canada Inshore Lobster Fis**hery"

- One **condition** for the fishery – "The client shall provide evidence that the combined effects of the MSC Units of Assessment on the North Atlantic right whale are known and are highly likely to be within the national limit."

- **Maine** – client group embarking on expedited audit at end March to regain certificate.

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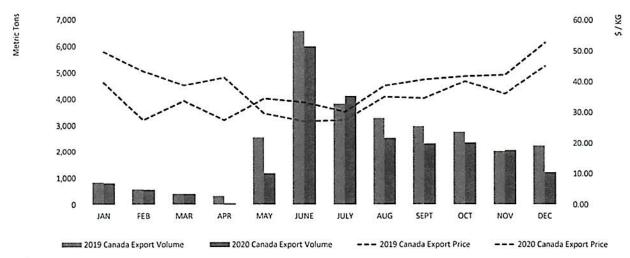
Canadian Live Lobster Exports   2019: $1.165 M | 2020: $986 M

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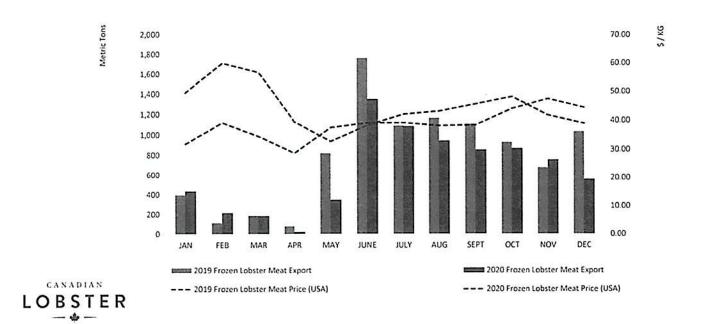
Frozen Lobster In-Shell Exports 2019: $1.067 M | 2020: $791 M

Legend: 2019 Canada Export Volume | 2020 Canada Export Volume | 2019 Canada Export Price | 2020 Canada Export Price

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Lobster Meat Exports   2019: $358 M | 2020: $312 M

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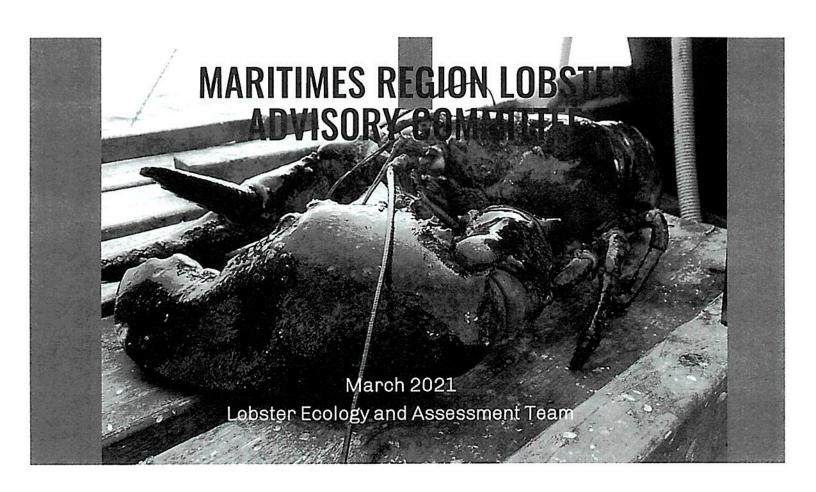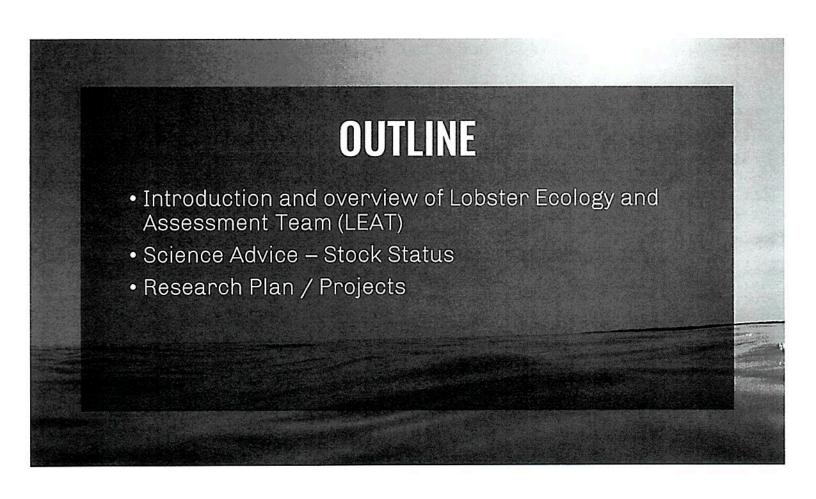
Some thoughts heading into the Spring

- Markets worldwide bounced back faster than expected for processed and live lobster - led to shortage of lobster in late 2020, winter 2021
- Lobster performed very well at retail and e-commerce (top five retail item in U.S. in 2020) – surprised everyone
- Landings continue decline in US and Canada
- Labour challenges due to COVID measures heading into Spring
- US back to major competitor in Chinese market – tariffs removed
- Other market concerns - NARW interactions, unrest around moderate livelihood, COVID unknowns and market access challenges in China
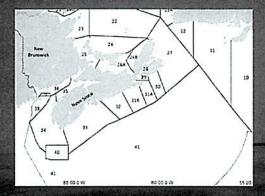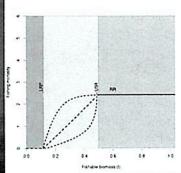
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Thank You

MARITIMES REGION LOBSTER ADVISORY COMMITTEE

March 2021

Lobster Ecology and Assessment Team

OUTLINE

- Introduction and overview of Lobster Ecology and Assessment Team (LEAT)
- Science Advice – Stock Status
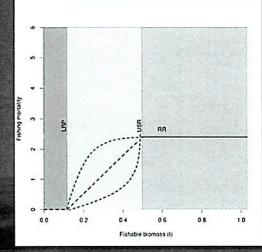- Research Plan / Projects

STOCK STATUS SUMMARY

- Science advice following the precautionary approach principles
  - Stock status indicators
    - Biomass/Abundance
    - Limit Reference Point (LRP)
    - Upper Stock Reference (USR)
  - Fishing mortality indicator
    - Exploitation / Fishing Mortality
    - Removal Reference
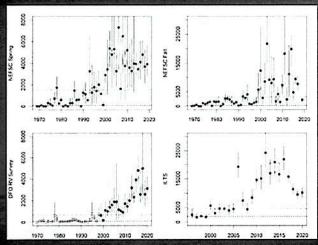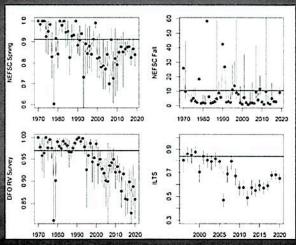
STOCK STATUS SUMMARY

- Stock status indicators
  - Commercial CPUE
    - LFA 27-33, 35-38
  - Fisheries independent trawl surveys commercial biomass index
    - LFA 34, LFA 41
- Fishing mortality indicator
  - CCIR Exploitation
    - LFA 27, 29-33 (beginning in LFA 36)
  - Relative F
    - LFA 34

STOCK STATUS SUMMARY

Stock Status Indicator - *CPUE*

Fishing Mortality Indicator - *Exploitation*

STOCK STATUS SUMMARY

Stock Status Indicator - *CPUE*
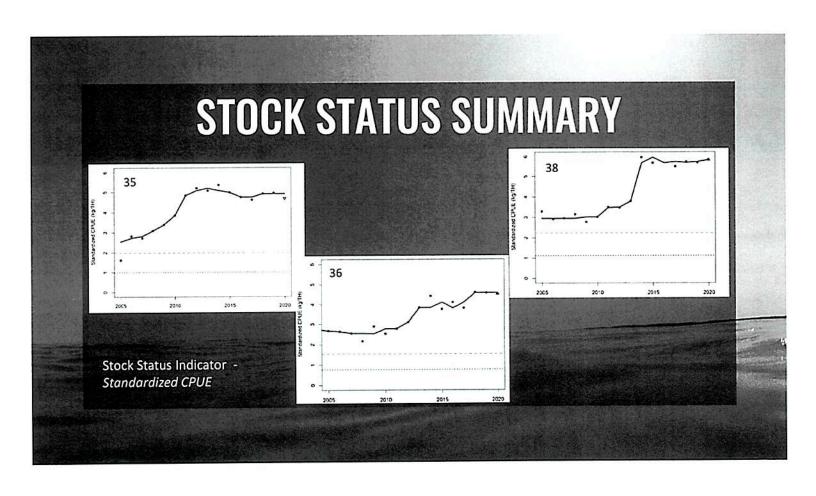
Fishing Mortality Indicator - *Exploitation*

STOCK STATUS SUMMARY
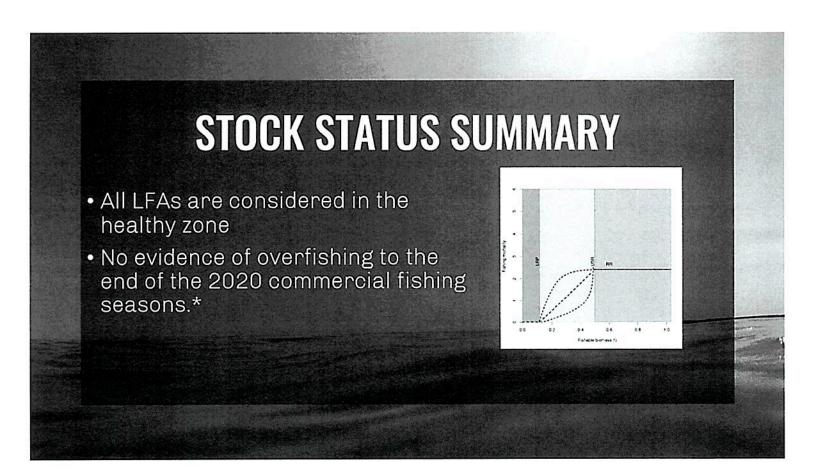
Stock Status Indicator - *Commercial Biomass*   Fishing Mortality Indicator – *Rel F*

STOCK STATUS SUMMARY

Stock Status Indicator -
Standardized CPUE

STOCK STATUS SUMMARY

- All LFAs are considered in the healthy zone

- No evidence of overfishing to the end of the 2020 commercial fishing seasons.*

FISHERIES INDEPENDENT DATA

Fisheries Independent Active sampling

- Trawl surveys
- Dive transects
- Video surveys

Primary indicators from trawl survey data in LFA 34 & LFA 41

- Multiple surveys showing similar trends provide confidence in results.

Fisheries independent surveys

Active sampling

- Trawl surveys
- Dive transects   ⎤ Different scales
- Video surveys   ⎦

🚩 No one size fits all

Nothing can sample all habitats at the spatial scale necessary.

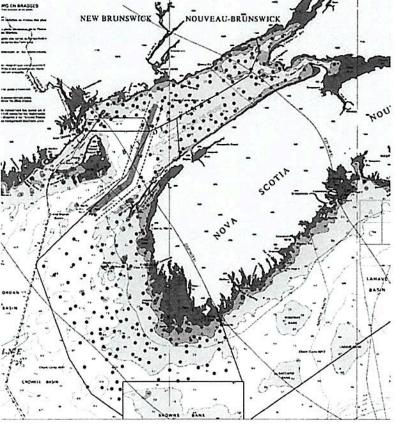Trawl surveys offer a great opportunity (in specific habitats)
- Thousands of square meters per station
- Broad depth range
- Lobster behaviour

ILTS

LFA 34 2012-current
LFAs 35 & 36 2019-current

Expanding the survey allows for improved understanding of lobster on bottom

Fisheries independent surveys

Active sampling

- Trawl surveys ⎤
- Dive transects ⎬ Different scales
- Video surveys ⎦

No one size fits all

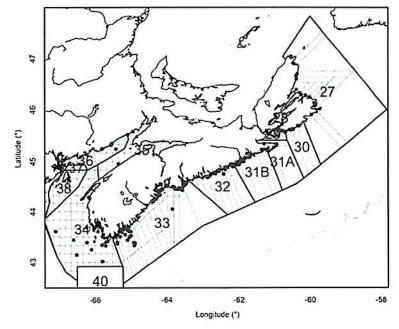Nothing can sample all habitats at the spatial scale necessary.

Dive and video surveys
-depth (dive)
-detectability habitat dependent
-small areas
- Biological info
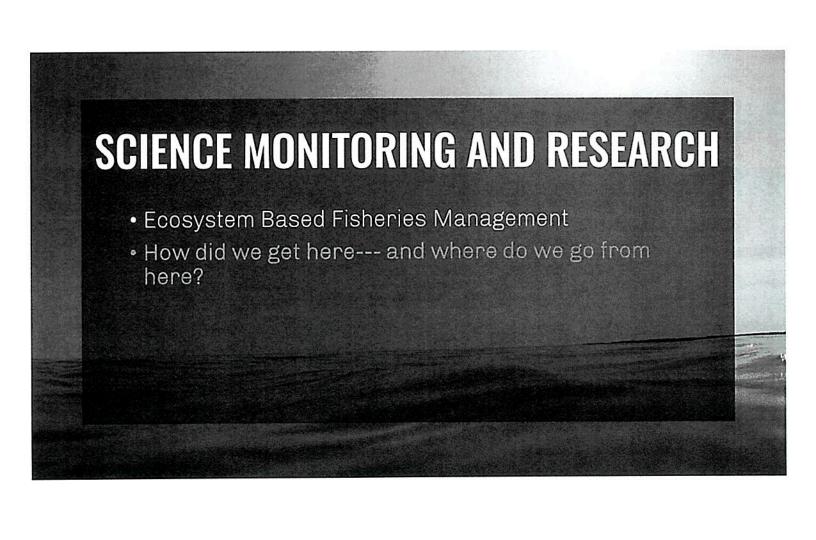- Historic info – reinvigorating

RECRUITMENT TRAP

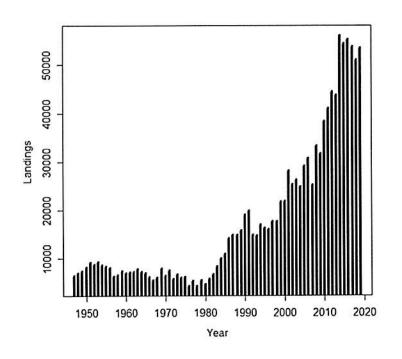Key piece of information for Removal
Reference across many LFAs

142 Participants across all LFAs

Good coverage in some areas

Increased participation
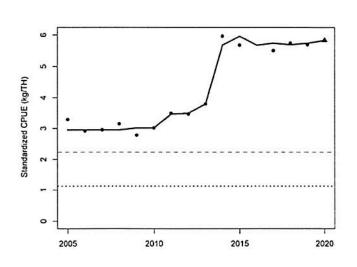
SCIENCE MONITORING AND RESEARCH

- Fisheries Independent Data
- Recruitment Trap
- Updating Biological Information
  - Size at Maturity
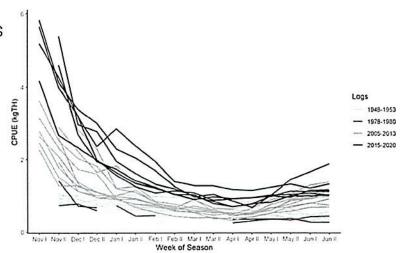 - Movement / Growth (tagging)
- Ecosystem Based Fisheries Management

SCIENCE MONITORING AND RESEARCH

- Ecosystem Based Fisheries Management
- How did we get here--- and where do we go from here?

HOW DID WE GET HERE?

- Understanding changes to productivity
- Long time series of commercial landings
- Commercial catch rates
  - Effort correction
- Shorter time series
- Historic effort is the missing piece

HOW DID WE GET HERE?

Extending the effort time series
  Archival data
  Traps per licence
  Numbers of licences
  Voluntary logbooks

HOW DID WE GET HERE?

- More to the story than trap hauls
- Ecological conditions
  - Climate / predators
- Management conditions
  - Conservation measures
- Socio-economic conditions
  - Labour
  - Markets
  - Fishing power
  - Fishing behaviour

HOW DID WE GET HERE?

- More to the story than trap hauls
- Ecological conditions
  - Climate / predators
- Management conditions
  - Conservation measures
- Socio-economic conditions
  - Labour
  - Markets
  - Fishing power
  - Fishing behaviour
- How do we get that information?
  - Social Scientists
  - Structured interviews
  - Workshops