



association of  
seafood producers

# **Presentation to the Oil Spill Response Forum**

January 2021

# Key Messages

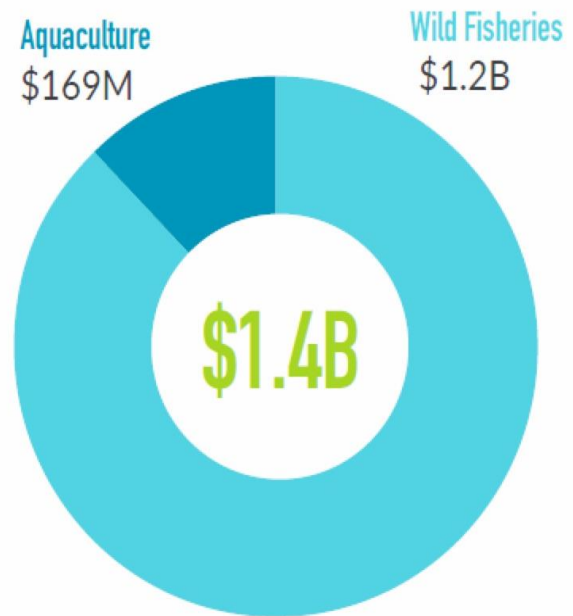
- Industry Matters here
- Healthy wild protein for international marketplace
- Market sensitivities in face of 'spill news' are real
- Open, clear communications are essential



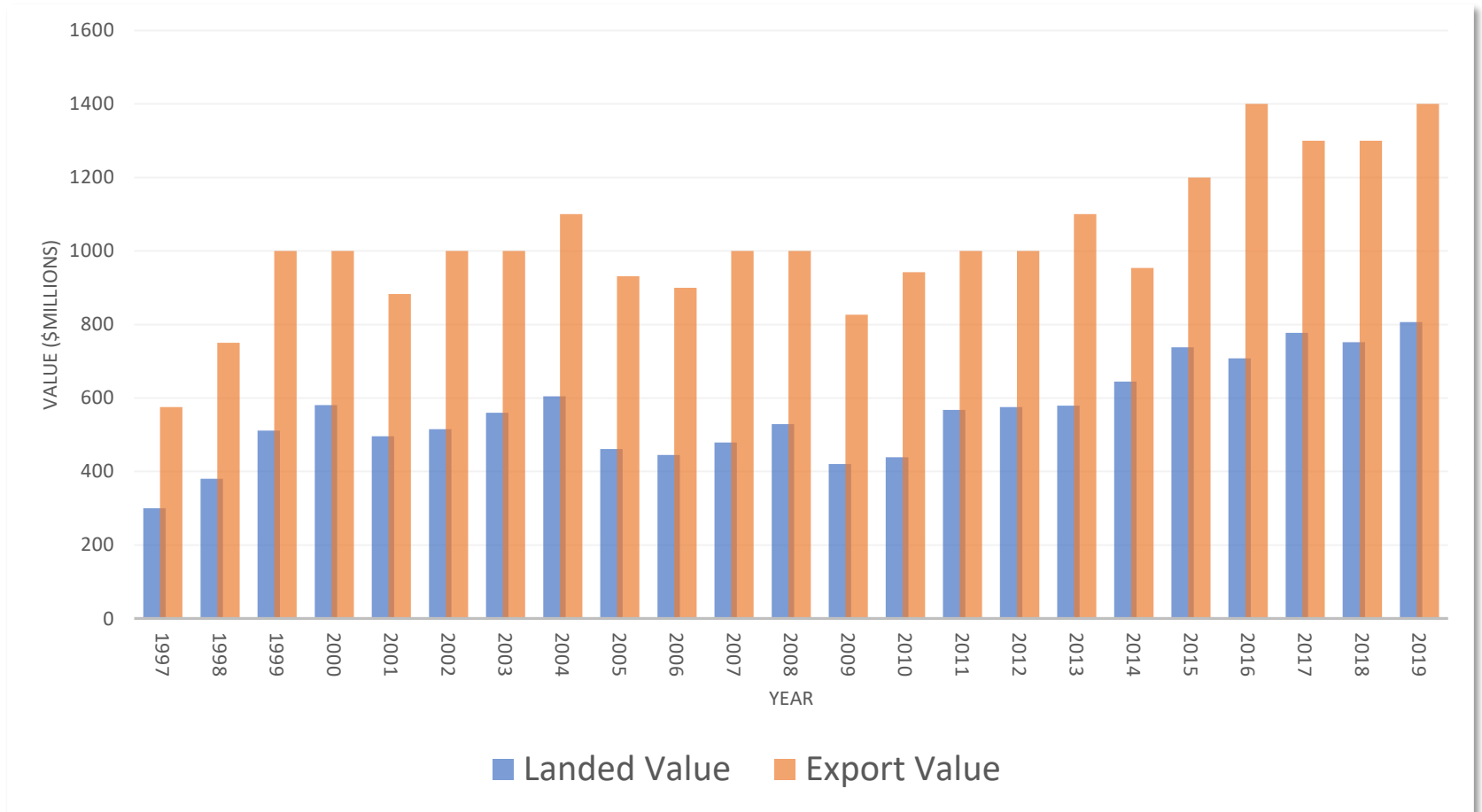
# Economic Contribution

- Over \$1B annual production value in recent years.
- Largest single private sector employer in province.
- Worth more now than it ever was pre-1993.

## Market Value

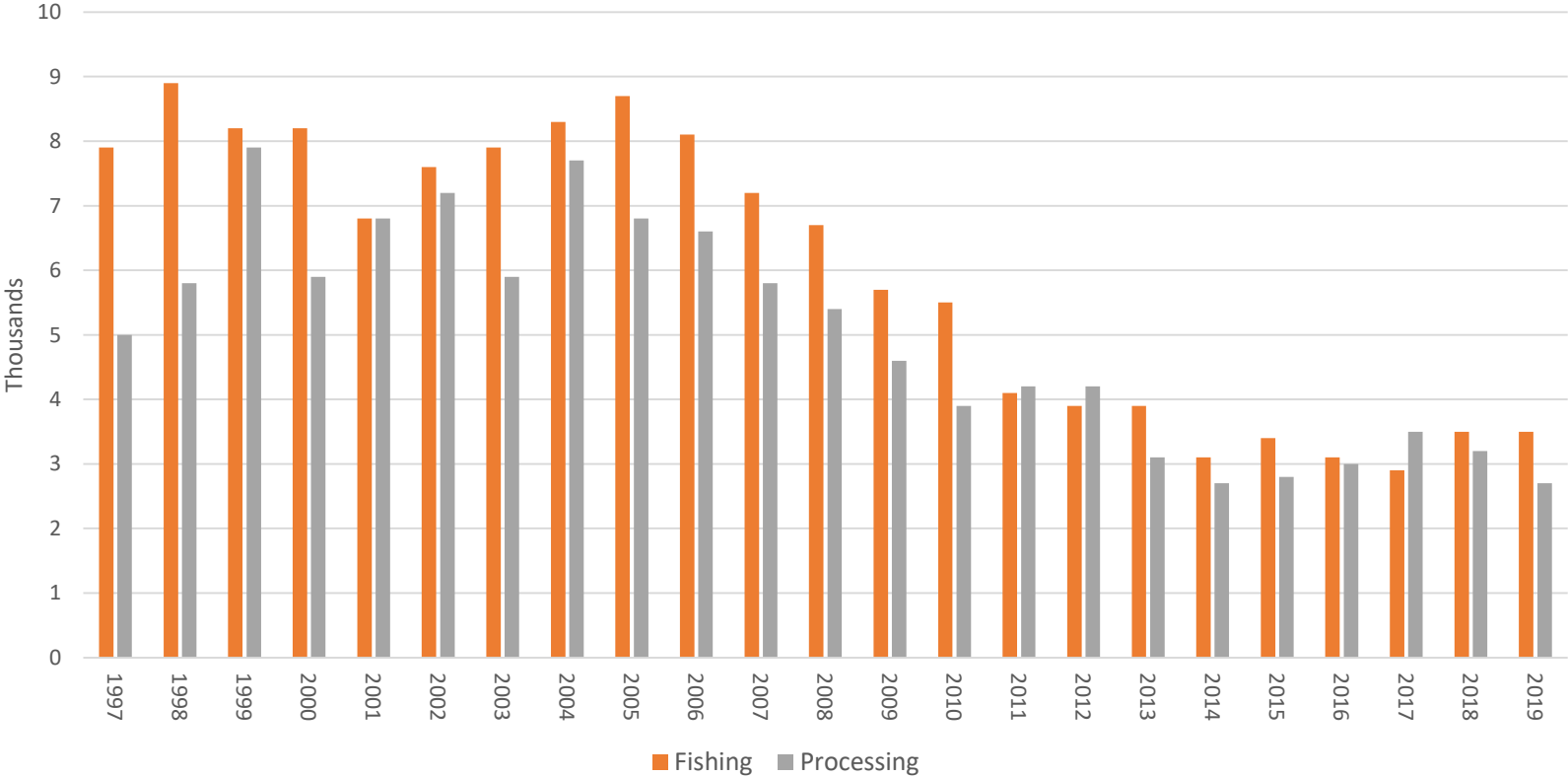


# \$1+ B Fishery Value: An Ongoing Megaproject



# Employment: Largest single private sector employer in province

Employment in Fishing Industry, Annual Averages (thousands)

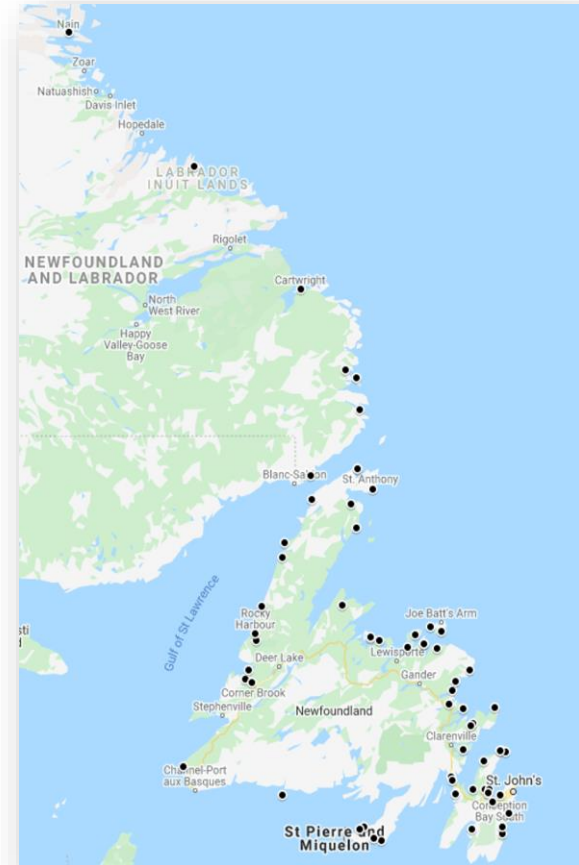


# 62 Primary Processing Plants

\* Excepting seal and lumproe only plants

- Avalon Peninsula, 17
- NE Coast, 19
- Northern Peninsula, 8
- West Coast, 5
- South Coast, 6
- Labrador, 7

*These plants buy from independent inshore owner-operators in harvesting sector, represented by FFAW/Unifor. 2500+ enterprises with 8000+ harvesters.*



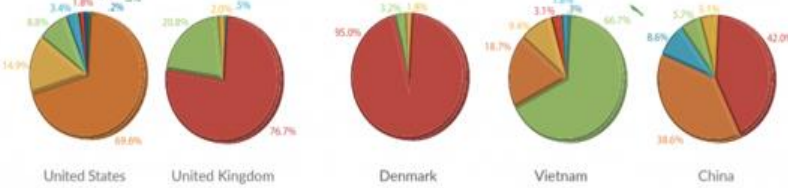
# Global Marketplace, international competitiveness

## Key World Market Destinations for Seafood Products Newfoundland and Labrador, 2017\*



### Export Species

- Shrimp
- Snow Crab
- Other Shellfish
- Pelagics
- Groundfish
- Atlantic Salmon
- Mussels
- Miscellaneous



Note: Each pie chart represents the distribution of products within the identified country based on export value.  
\* January to November 2017.

Source: Statistics Canada

### SHELLFISH SNAPSHOT

**113,000 TONNES LANDED**  
VALUED AT **\$660 MILLION**

**38,000 TONNES OF FINISHED PRODUCT**

**MAIN MARKETS ARE THE UNITED STATES, CHINA, DENMARK AND THE UNITED KINGDOM**

SNOW CRAB, SHRIMP  
ARCTIC SURF CLAMS  
MSC CERTIFIED

### GROUNDFISH SNAPSHOT

**46,000 TONNES LANDED**  
VALUED AT **\$121 MILLION**

**MAIN MARKETS ARE CHINA, THE UNITED STATES, JAPAN AND THE UNITED KINGDOM**

**16,500 TONNES OF FINISHED PRODUCT**

3LN REDFISH, TURBOT AND GRAND BANK YELLOWTAIL FLOUNDER  
MSC CERTIFIED

Source: Provincial Fisheries Seafood Year in Review 2019

# We can learn from others

## **Reassuring or Risky: The Presentation of Seafood Safety in the Aftermath of the British Petroleum Deepwater Horizon Oil Spill**

Amelia L. Greiner, PhD, Lisa P. Lagasse, MHS, Roni A. Neff, PhD, David C. Love, PhD, Rachel Chase, BS, Natasha Sokol, MPH, and Katherine Clegg Smith, PhD

The BP Deepwater Horizon Oil Spill was enormously newsworthy; coverage interlaced discussions of health, economic, and environmental impacts and risks. We analyzed 315 news articles that considered Gulf seafood safety from

To assess (1) the newsworthiness of seafood safety, (2) factors potentially shaping public perception of risk, and (3) short- and long-term

## **SEAFOOD SAFETY AND MARKETING: THE CASE OF THE DEEPWATER HORIZON TRAGEDY**

STEVEN S. VICKNER

This case explores the impact of the sinking of the Deepwater Horizon on various aspects of the seafood industry. Nielsen syndicated point-of-purchase scanner data for frozen fish, shrimp, and crab are used to gauge consumer response at several points during the event. Traceability systems for seafood harvested from both aquaculture production and capture fisheries are also discussed. The role of corporate environmental policies for seafood procurement is highlighted for Whole Foods Market. The case concludes with a discussion of British Petroleum's historic settlement with the US government, five states adjacent to the Gulf of Mexico, and numerous local governments.

### **Introduction**

The unthinkable became a reality on April 20, 2010, when Transocean's Deepwater Horizon suffered a catastrophic accident; the British Petroleum (BP) contracted oil rig exploded killing eleven workers and injuring numerous other crew members (BBC News

containment dome (i.e., known as a top hat). On May 26, 2010, a top kill procedure was initiated to stop the leaking well with drilling mud, but the attempt failed on May 29, 2010. On June 4, 2010, BP successfully affixed a lower marine riser package cap to the well, slowed the leak, and began to route oil to tanker ships. Over a month later, on July



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The BP Deepwater Horizon Oil Spill was enormously newsworthy; coverage interlaced discussions of health, economic, and environmental impacts and risks. We analyzed 315 news articles that considered Gulf seafood safety from the year following the spill. We explored reporting trends, risk presentation, message source, stakeholder perspectives on safety, and framing of safety messages. Approximately one third of articles presented risk associated with seafood consumption as a standalone issue, rather than in conjunction with environmental or economic risks. Government sources were most frequent and their messages were largely framed as reassuring as to seafood safety. Discussions of prevention were limited to short-term, secondary prevention approaches. These data demonstrate a need for risk communication in news coverage of food safety that addresses the larger risk context, primary prevention, and structural causes of risk. (Am J Public Health. 2013;103:1198–1206. doi:10.2105/AJPH.2012.301093)

American Journal of Public Health | July 2013, Vol 103, No. 7

# Key takeaways

- Timely communications is essential for sake of informing and protecting the market place.
  - Trust stems from knowledge and open communications.
- The more we know, the closer we work, the better we manage the market piece.
- The market has options – we aren't selling oxygen - and will react quickly; we need to be prepared.





Thank you for your time.



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