

The Reality of the Fishery and Rural Newfoundland and Labrador

- Rural Works

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FFAW | UNIFOR
Fish, Food & Allied Workers

What is FFAW-Unifor

- **Founded in 1971 by Father Des McGrath and Richard Cashin**
- **Represent workers in fisheries, shipping, metal fabrication, brewing, security and hospitality**
- **Membership number today is ~12,000 living in over 600 communities**
- **Affiliated with Canada's largest private sector union – Unifor represents more than 305,000 workers**



Engagement Roles

- **Collective bargaining**
- **Policy and Regulatory Advocate**
- **Develop harvesting plans**
- **Supporting better returns on exports**
- **Own Science Department**

Two Important Marine Industries for Newfoundland & Labrador



Fishing industry provides direct employment of almost 18,000 people in rural NL

(Source: Department of Fisheries & Aquaculture - Year in Review, 2013)



Petroleum royalties contribute ~28% of the Provincial Government Revenue

(Source: Department of Finance – Economic Review 2014)

Two Fundamental Elements of Our Province

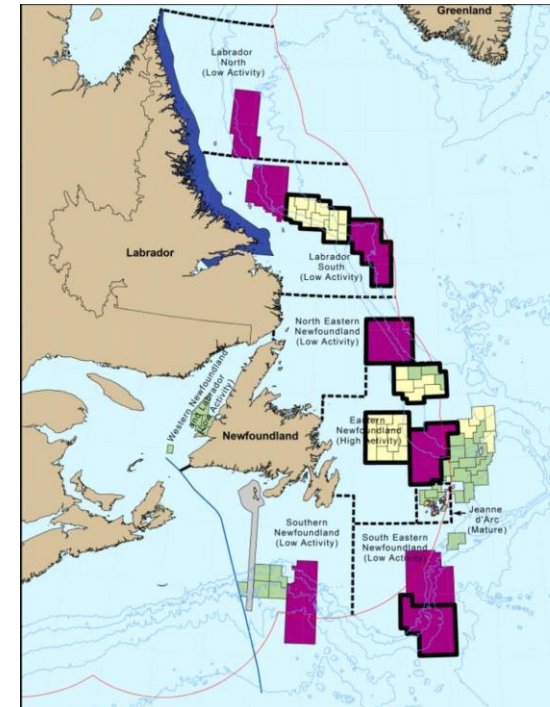
- **Settled based on abundance adjacency and access**
 - **Cod sustained our province for almost 500 years**
 - **Environmental shifts led to species composition changes**
 - **Development of Petroleum Resources in last two decades**

Two Fundamental Elements of Our Province

- **Government Revenue**
 - **Significant Reliance on Royalty Regimes**
 - **28% of revenue from oil and gas, add to this other industrial development**
 - **Employment in Support of Petroleum Installations**
 - **4,592 NL Residents (CNLOPB)**
 - **Hebron in construction employing 4,012 for NL**
 - **Direct employment from fishing industry approximately 18,000 in the province**
 - **Most are employed in Small and Medium Sized Enterprises**
 - **Based in rural areas of the province**

Changing Context

- **Harvesting patterns modified by species compositions**
 - Environment
 - Market Demands
- **Petroleum Industry**
 - Expanding Scope
- **Continued increase in competing needs**

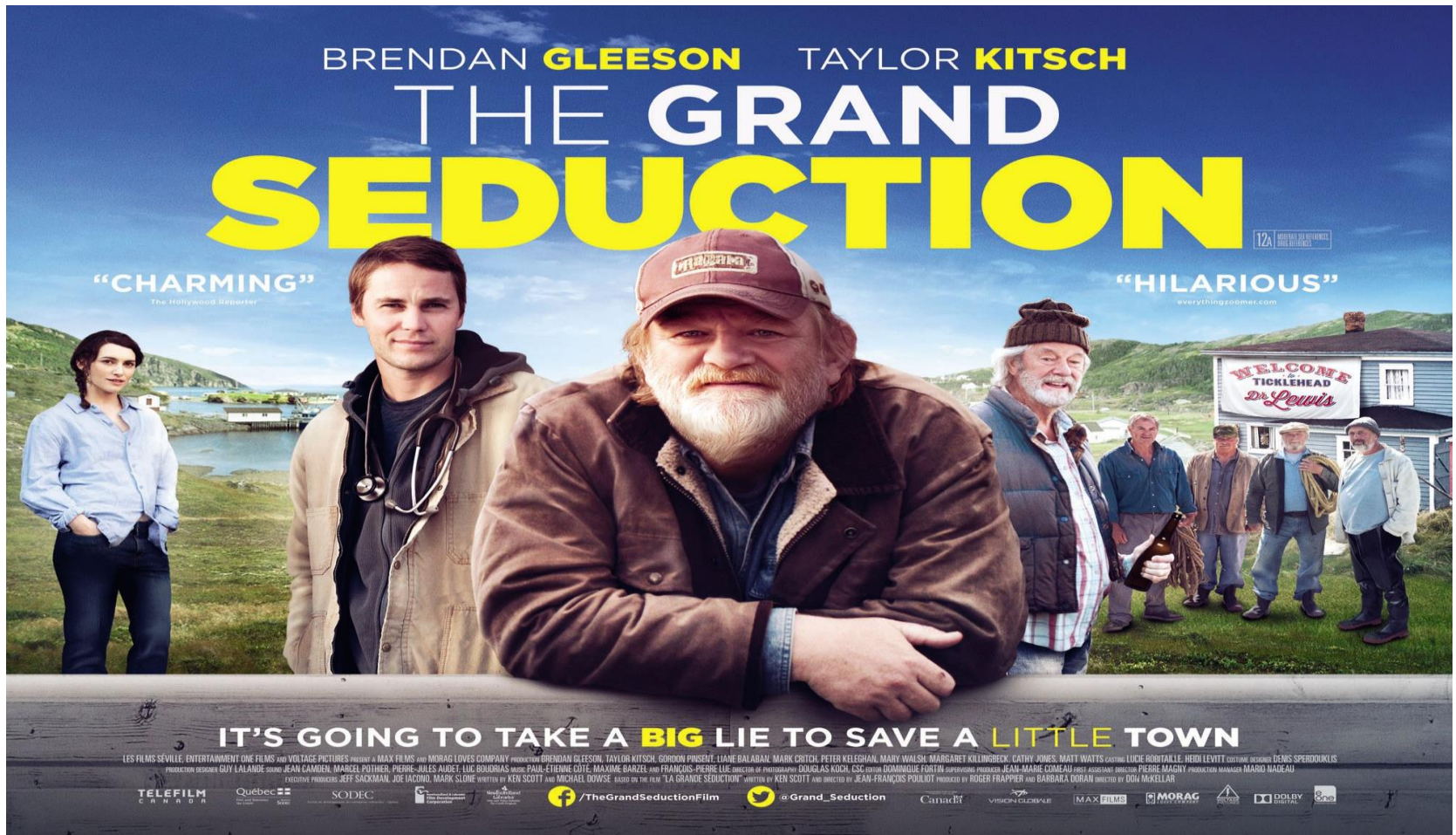


Demonstrative maps from a C-NLOPB presentation:
2015 – Possibility for 2017 – 20% under
licence/CFB/Sector

A Delicate Balance

- **Fishing and Petroleum Industries continue to provide economic opportunities to benefit Newfoundland and Labrador.**
- **The issue to keep in mind is: How we development and continue our dependence on a non-renewable resource without detriment to a sustainable and renewable industry – a perceived dying industry.**

Myth Making – is NL a Post-Fishing Province?



Roots of the Myth

- **The moratorium.**
- **Horrendous economic climate = mass outmigration from rural areas.**
- **No effort to stop the outmigration; relying on the fishery for rural economic growth an unstated mistake.**
- **Those who are left we hear little about.**

Doing Away With the Myth

- **Relying on the fishery was never a mistake for rural NL; the mistake was in the management.**
- **A lot of lessons learned since the moratorium:**
 - **Diversify – now ten notable fisheries; no one fishery worth more than 35% of total fishery**
 - **Focused on value: the better the product, the more economically sustainable the fishery.**
- **The fishery could be the brightest economic light in NL this year:**
 - **Total value in 2015 in excess of \$1 billion, most of which flowing through rural NL.**

Rural Works – The Goal

- **To build vibrant, sustainable rural economies around the fishery.**

Rural Works – The Logic of the Goal

**The current inshore fishery with better management
(in excess of \$1 billion annual value)**

**The new northern cod fishery
(estimated value: \$400-\$500 million annually)**

Supports a re-purposed fishery that focuses on better jobs, higher pay, and a longer season

Rural Works – The Hurdles

- **Addresses three converging issues:**
 - **Securing adjacency as the primary fisheries management principle;**
 - **Securing and managing the new northern cod fishery;**
 - **Rural depopulation.**

Securing Adjacency

- **Adjacency: Those who live closest to the resource are the primary beneficiaries of the resource.**
- **Guiding allocation principle since the early 1980s.**
- **Now ignored for shrimp and halibut; adjacency completely removed from the groundfish management plan.**

Securing the Northern Cod Fishery

- **The northern cod fishery will once again be a substantial fishery in the next 1 to 3 years.**
- **In the years before the moratorium, the inshore fleet was guaranteed the first 115,000mt of the northern cod quota.**
- **Not seeking to rebuild the cod fishery of yesteryear. Focus is on high-quality and high value product.**

A Rural Repopulation Strategy

- **The success of the rural fishing economy is explicitly tied to a sustainable rural population.**
- **The FFAW's population strategy is straight-forward - JOBS**
- **Need to create better fishery sector jobs in rural NL.**

Rural Works – The Campaign

Phase One

- **Coalition Building**
- **Coalition Activity: lobbying, rallies, media campaign, support pledges**

Phase Two – Build off phase one success

- **Organize and implement new approach to the fishery**
- **Work with business and municipal partners to maximize value of new fishery**

For more information on adjacency and its importance to coastal communities, please visit:

www.ffaw.nf.ca

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THANK YOU



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