

MARCH 2021

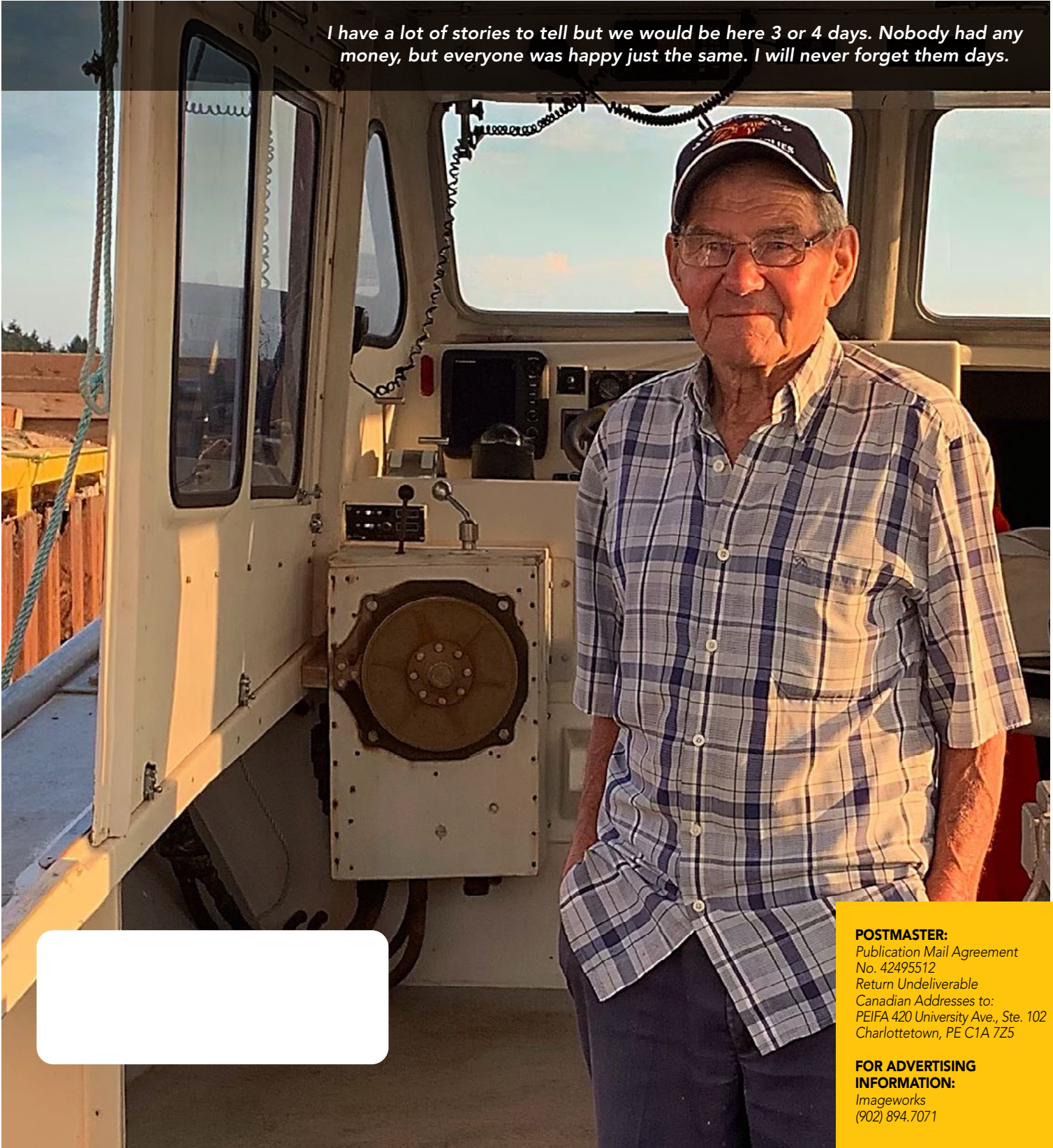


PEI Fishermen's Association NEWSLETTER

THE VOICE OF ISLAND FISHERMEN

Central Northumberland Strait Fishermen's Association (CNSFA) Eastern Kings Fishermen's Association (EKFA) North Shore Fishermen's Association (NSFA)
Prince County Fishermen's Association (PCFA) Southern Kings and Queens Fishermen's Association (SKQFA) Western Gulf Fishermen's Association (WGFA)

I have a lot of stories to tell but we would be here 3 or 4 days. Nobody had any money, but everyone was happy just the same. I will never forget them days.



POSTMASTER:
Publication Mail Agreement
No. 42495512
Return Undeliverable
Canadian Addresses to:
PEIFA 420 University Ave., Ste. 102
Charlottetown, PE C1A 7Z5

**FOR ADVERTISING
INFORMATION:**
Imageworks
(902) 894.7071



Report from our **EXECUTIVE DIRECTOR**

AS WE ENTER INTO THE FIRST FEW MONTHS OF 2021, UNCERTAINTY IS STILL PRESENT IN OUR FISHING WORLD, BUT AS A FISHING COMMUNITY AND AN ISLAND, THE RESILIENCY OF OUR INDUSTRY CONTINUES TO SHINE THROUGH.

It is been sometime since our last newsletter so I will get right to updates on key issues and member concerns that the association has been focusing on.

FISHER ASSISTANCE PROGRAM: A reminder to all members that our counselling service is available anytime to assist with the many challenges that our new world presents. The PEIFA Board of Directors values this program and has voted to extend the program to crew members and their families. The service is strictly confidential and the counsellors are Island based. The Province of PEI has assisted with program costs in the past and will continue to do so in 2021. Please call (902) 626-9787 to discuss the many counselling options the program can provide.

INDIGENOUS LIVELIHOOD: Another key area of focus over the past number of months has been numerous discussions with Provincial and Federal governments concerning the issue of Indigenous Livelihood and how it relates to the commercial fishery. This is a very contentious and complex issue as many groups try to determine how treaty rights are met and the overall impact on various fisheries. The Nation-to-Nation consultation model currently does not provide the non-aboriginal harvesting sector with a place at the negotiation table or an equivalent. The PEIFA and a number of other fishing organizations in the Gulf, Maritime and Quebec regions are working very hard to make sure key concerns are being heard and that these concerns are being addressed in formal discussions. The Nation-to-Nation model prevents most information sharing outside of the negotiations, which has meant our groups have been challenged to communicate updates to our membership on a regular basis. As we know, in the absence of information, speculation can be significant. Our working group has set up a website for factual updates,

news stories and other information sources. We have added a bulletin that will be updated every few weeks so that harvesters can be briefed on what efforts are taking place. The site also includes polling by Nanos Research in Ottawa which shows strong support throughout Canada for issues relating to the conservation of the resource, fishing within existing seasons and consistent enforcement of all current rules and regulations. The site is 1fishery.ca so please take a look.

I can confirm that senior DFO managers, Island MPs, Atlantic Canada Federal Caucus members, Federal Ministers in Atlantic Canada and members of the Federal Standing Committee on Fisheries and Oceans are being peppered with questions and concerns from industry on a weekly basis. It is a flawed system that is serving no one well, coupled with a lack of clarity on the Marshall decision of over 20 years ago.

The primary areas of focus for these presentations are conservation, fishing within existing seasons, keeping any proposed changes within the Fisheries Act, no increase in effort, one in one out for the sale of licenses and the lack of communication and consultation. More recently concerns regarding the recent Clearwater sale to a new management group, specifically regarding the potential transfer of the offshore licenses.

On PEI we have had, and are hoping to continue dialogue with our First Nations on all important issues surrounding our fisheries. Many regional organizations are also trying to establish dialogue on common issues of concern. We need all harvesters to be safe on the water and focusing on the protection of our valuable seafood resources. Time is of the essence so we encourage our PEIFA members to voice their concerns to their local Members of Parliament. Ultimately the people of Canada own the ocean resources of Canada. Coastal communities survive on these fisheries so we must find solutions that protect the fishery, these communities and the livelihoods of 1000s of harvesters and their crews.

CIFHF UPDATE: For a number of years now the PEIFA has been a member of the Canadian Independent Fish Harvester Federation (CIFHF). This organization was formed to ensure that the principles of Owner Operator and Fleet Separation policies became entrenched in Canadian Legislation. These policies became law last year and more recently the regulations that support how the policies will be implemented went to the Gazette II process. The PEIFA and other fishing organizations will continue to work on the fine tuning of the regulations. Although the policy and regulations are an important step, fishing organizations must continue to ensure that corporations do not obtain control over licenses through loopholes or by other methods. The Federation is also complimenting other working group efforts concerning the Aboriginal Livelihood file and the protection of independent owner operator fleets in the fishery.



2021 PROJECTS

There are numerous projects on the horizon for 2021. Keep your eyes on Facebook, the newspaper and the PEIFA website (www.peifa.org) for opportunities to participate in the projects if you are interested. In some cases we know when draws will take place, others are new and we are unsure of participant needs at this point. We are expecting the following projects to take place in 2021.

OUR TEAM:

Ian MacPherson - Executive Director
ian@peifa.org

Laura Ramsay - Research & Liaison Officer
laura@peifa.org

Melanie Giffin - Marine Biologist and Industry Planner
melanie@peifa.org

Gail Mabey - Finance Administrator
gail@peifa.org

Lois Costello - Program Coordinator
lois@peifa.org

Jennifer Dewland - Administration and Funding Coordinator
jennifer@peifa.org

OFFICE COORDINATES:

420 University Ave, Suite 102
Charlottetown, PE, C1A 7Z5
Telephone: 1-902-566-4050
Fax- 1-902-368-3748

BOARD OF DIRECTORS:

Bobby Jenkins, President PEIFA

Malcolm Ferguson, CNSFA

Lorne MacLeod, CNSFA

Marc Campbell, NSFA

Patrick Eastman, EKFA

Nathan Cheverie, EKFA

Lee Knox, PCFA

Shelton Barlow, PCFA

Kenneth LeClair, WGFA

Doug Fraser, WGFA

Mike Dixon, SKQFA

Bradley Condon, SKQFA

- **Halibut longline survey** (registration and draw is normally in June)
- **Lobster (Bio) Collectors** (we are always looking for volunteers and feel free to just check out the small lobster if you're interested)
- **Rock crab Distribution** (During the rock crab season)
- **Rock crab independent trawl survey**
- **LFA 25 lobster movement study**
- **Lobster/crab predation study** (September/October)

- **Spring and Fall Herring acoustic sounding and testnet sampling**
- **Tuna Stomachs**
- **Tuna Heads**
- **E-logs** (We are always looking for volunteers to try out the new e-log, please reach out if you would like to participate)
- **Grapple project** (prior to each lobster season starting)
- **Gear retrieval/enforcement sweep** (just after each lobster season)

NOTICE TO 4RST PEI FIXED GEAR GROUND FISH LICENSE HOLDERS

PEIFA Contact – Jennifer Dewland

The PEI Fishermen's Association is seeking 4RST PEI Fixed Gear Groundfish license holders interested in retiring their groundfish licence through the PEIFA Fixed Gear Groundfish Rationalization Program.

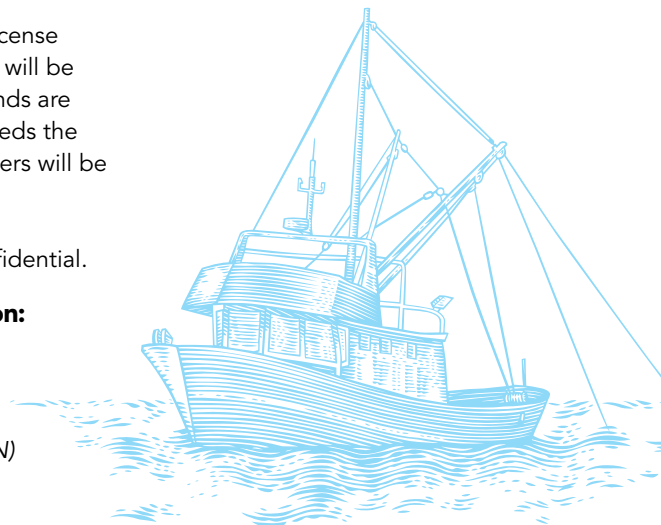
Interested fishers will be compensated \$7,500 for the relinquishment of their license and will need to complete and sign the "Offer to Relinquish" Application. The application can be printed online and mailed in to the PEIFA office or sent via email to Jennifer Dewland jennifer@peifa.org

Funding is limited; therefore, a list of license numbers will be held, and applications will be accepted first come first serve, until funds are extinguished. However, if interest exceeds the amount of funds, a list of license numbers will be kept on file for future references.

All information will be kept strictly confidential.

Required Information on Application:

- *Name and phone number*
- *Groundfish License #*
- *Fishermen Identification Number (FIN)*



PEIFA PRESIDENT – BOBBY JENKINS



Photo credit: Rachel Peters

Hello to all fishers, 2020 has come and gone and to say it didn't leave challenges would be putting it mildly, after the AGM and convention we found ourselves dealing with something we never had to face before – COVID 19. I'd like to first thank our staff and managing director for everything they did on behalf of the PEIFA and membership to keep things going in an orderly fashion in working through COVID 19. They showed a great commitment to the PEIFA and to our membership at large. Also, I would like to thank the Board of directors for their hard work in 2020 and their commitments to the PEIFA and their respective locals. Also, the Advisory Committees and all their hard work in helping with the management plans for the various fisheries. Lobster, groundfish, snow crab, rock crab, small pelagics, tuna, recreational fisheries and also the people involved in the TC and NARW files. Looking back on 2020, everyone involved in the fishing industry did everything they could to ensure safe fishing seasons. Job well done by all fishers.

LOBSTER

Spring – Although the spring lobster fishery started 2 weeks later than planned, landings were good in most harbors and weather was favorable after the

season started. Area 24 preliminary landings: 18.5 million pounds. Area 26A preliminary landings 9.5 million pounds (PEI).

Fall – The fall season started on time and landings in LFA 25 were at an all-time high with 11 million pounds (PEI).

TUNA

Landings for tuna showed the PEI quota was mostly caught with 2.752 tonnes to be carried over in 2021. Catch and Release: Due to COVID-19 restrictions at the Canada/US border and from other destinations this fishery saw a significant decrease in charter activity in 2020.

MACKEREL

The 2020 commercial mackerel season on PEI opened on June 1 and closed on November 10, 2020 when the TAC reached 7,700 tonnes was caught. PEI landings total 1,468 tonnes (1,454t commercial and 14t bait).

HERRING

Preliminary landings for 16 C+E competitive landed 573.378 mt then moved to the individual 16 C+E Group B (PEI) landing 944.043 mt totalling 93% of the quota. The spring herring quota was 65.672 mt and 62.401 mt of that were landed totalling 95.02%.

SNOW CRAB

Almost all of the PEIFA snow crab quota was caught, with a total of 448.904mt being landed.

HALIBUT

Landings were slow on some of the openings depending on where you were fishing, but fishers were able to land 95% of the PEI quota after 2 rounds of reallocation in the fall. 14 PEI groundfish licenses were bought back in 2020 through the PEIFA funded by the PEI Groundfish Rationalization fund. This makes the total licenses bought out and retired under the program at 33.

I would like to mention some key people who were involved with assisting fishers with the financial aid packages and programs in 2020 due to COVID-19. Past president: Mitch Jollimore who took a lead role on this file, Managing Director: Ian MacPherson, Consultant: Pat O'Neill, and all PEIFA Board of Directors. I would also like to thank Mitch for his years of service and dedication to the PEIFA Board. Mitch showed reliability and wisdom on all issues faced by the Board while he was a director. Thank you, Mitch!

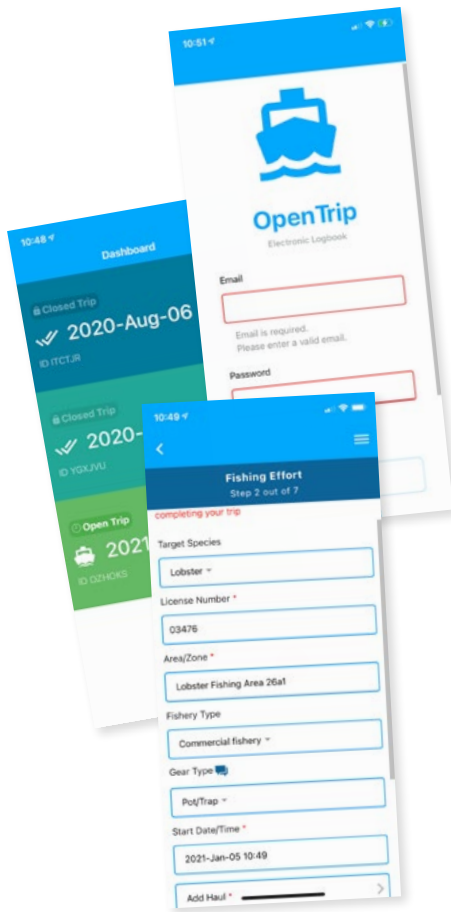
I would like to mention long time fishermen John MacDonald (Red Hughie) who passed away recently. John fished out of Naufrage for over 60 years. I always enjoyed talking with him and listening to his stories and his advice about the fishing industry. He will be sadly missed by his family and all that knew him. Also, I would like to mention the passing of Donnie MacCormack who was a long-time fisherman from North Lake who will be sadly missed by family and all the knew him.

In closing, I would hope in 2021 we will see the end of COVID – 19, and activities in the fishing industry will get back to normalcy as it was previous to COVID – 19. We are planning for the AGM to take place on March 26th at the Delta pending any further Covid-19 restrictions.

I would like to sincerely wish all fishers a safe and prosperous 2021 fishing season.

Thank you,
Bobby Jenkins

ELECTRONIC LOGBOOK APPLICATION (E-LOG APP)



PEIFA Contact – Melanie Giffin.

The Department of Fisheries and Oceans (DFO) is changing the way commercial catch data is recorded by the harvester and shared with DFO.

This process started many years ago (2008) and was revamped in 2015 to what it has evolved to now, 6 years later. Electronic logbook (e-log) applications are a requirement of DFO but DFO is not developing a standard E-log application, only the tree of information required to be collected. Third party companies will be developing the e-log, setting prices and providing support for the e-log application.

The PEIFA was concerned that harvesters would be taken advantage of and started down a path to develop an app in collaboration with an island company, Thinking Big Inc., to keep the price reasonable. There have been more hurdles on this path than expected but we were successful in a small fall lobster season trial in 2020.

NEXT STEPS:

- **Obtain more funding** to continue to develop/improve the current application
- **Spring 2021** - Large trial incorporating other fishing organizations in the Gulf
- **Future** - expand e-log use to other commercial fisheries (mackerel, rock crab, etc.)

At this point the electronic logbook, for lobster, is available on a volunteer basis but DFO has announced that it will be **MANDATORY** that all lobster fisheries in the southern Gulf switch to the e-log by 2023.

If you commit to using an e-log for the season you are not required to use a paper logbook.

SPECIES	FISHING AREA	MANDATORY IMPLEMENTATION YEAR
Southern Gulf of St. Lawrence (SGSL) snow crab	Crab Fishing Areas 12, 12E, 12F, 19	2022
Estuary and Gulf of St. Lawrence shrimp	Shrimp Fishing Areas 8, 9, 10 and 12 (Esquiman, Anticosti, Sept-Îles and Estuaire)	2022
SGSL lobster	Lobster Fishing Areas 23, 24, 25, 26A, 26B	2023



PEIFA BURSARY

PEIFA Contact – Lois Costello.
Application form is available at www.peifa.org
Deadline to apply is Monday, May 17th, 2021.

We are pleased to be able to offer 12 bursaries again this year to PEI high school graduates.

Eligible applicants must be graduating from a Prince Edward Island high school in June of 2021, have been accepted as a first-year student to accredited post-secondary institution and be related to a member of the Prince Edward Island Fishermen's Association.

PEIFA INTERVIEWS ALCIDE ARSENAULT OF CAPE-EGMONT



A FEW WEEKS AGO LOIS (PEIFA) HAD THE PLEASURE OF CHATTING WITH ALCIDE ARSENAULT OF CAPE-EGMONT. ALCIDE HAS BEEN FISHING FOR OVER 75 YEARS AND AT 90 YEARS OLD IS GETTING READY FOR ANOTHER SEASON.

How long have you been fishing for?

I fished when I was 14, and I turned 15 that year in November and now I am 90.

What's one thing that's changed the most since you started out?

All of the regulations, of course.

What advice do you have for people who are just starting their fishing career?

I don't know if I have much to tell fishers who are starting out now. I think there is lots of technology to tell them what to do for fishing, but one thing I will say is be ready to "go with the flow". Another thing I will say is if we didn't have the Association for the past 40 years we would be in trouble. The big companies would have likely bought us out by now. When I first joined the Association the membership fee was three dollars per year. If we didn't stick together as fishermen at that time who knows where we would be now.

If you didn't buy a fishing enterprise what do you think you would be doing?

I guess I was going to get into farming, because we had a little farm and I really did enjoy it. You had to farm everything with horses then. I still own the little farm now, about 86 acres in total. There was clear land about 25-30 acres and the rest wooded. Everyone used to have a little farm, there was about 35 fishermen in this area and everyone had a farm as a different income stream. That was even a little before my time.

What was your first job you ever received pay for and how did you get into fishing?

My first job, when I was 13 or 14, we had to clean all the road side ditches so the water would run. We were getting 0.25 cents an hour, which was pretty good so we went even if it was during school. Then my uncle asked me if I would go and fish with him. I said I would go until school started in September but when the day came for school they couldn't find a teacher, it wasn't like it is now and you can find a teacher pretty easily. Whenever the school found a teacher, I spoke to my mom and dad over dinner and I asked what they thought if I should go fishing or stay in school. They knew I did pretty good in school so they left it up to me. At that time, you went out as young as you could make money to help the family. I got paid \$30 for 10 weeks, so \$3 a week and I was proud of that. The boats were about 25ft long, you could put about 20 traps onboard.

My father was a mechanic and bought a fishing gear but he was very busy, I remember him fixing engines until midnight, so I was running that gear for him and I didn't need my own license or any paperwork like it is now. Eventually we sold that gear and then I got fishing with someone else and I fished a lot of years as a helper. The first gear I bought was in the early 1950's. It was so poor, I sold it again a few years later. I kept fishing with someone else as a helper. My first real start on my own was in 1969, I bought a fishing gear for \$1700 (no boat, no engine) so I got a new boat from New Brunswick. I've been fishing ever since, with a few other boats since then. In 2004 there was nothing, we got about 2400lbs in the whole season, some friends in NB got 1800 pounds so we would only go out every few days. In the 1960's, 1200-1300lbs was the normal. I have a lot of stories to tell but we would be here 3 or 4 days. Nobody had any money but everyone was happy just the same. I will never forget them days.

What's your favorite fishing lunch?

Years ago when I started fishing, there was no money around. You might have some leftover beans from breakfast and you would take bread and make a sandwich for your lunch. Sometimes you would have leftover meat, and of course a thermos of tea.

We would have lunch for about an hour. Lobsters were in wooden crates so we would put them in the water during lunch when it was hot. We used kelp to put between the rows of lobster in the crates to keep them cool.

What do you do in the off-season?

Right now, I'm working around with the old tractor, hauling some wood around. We go to Charlottetown once a week, on the weekend. Sometimes watch TV but I like to keep busy. I'm going to start working at herring nets pretty soon. My grandson might fish with me to try the herring this spring, you never know there might be a few. But right now, with no ice in the strait it's not a good sign for the herring.

VESSEL INFRASTRUCTURE PROGRAM UPDATE

PEIFA contact – Jennifer Dewland

The PEIFA is pleased to announce an update to our Vessel Infrastructure for Maintenance of Lobster Vitality Program. Two amendments have been made to our contribution agreement with the Department of Fisheries and Oceans under the Atlantic Fisheries Fund including:

1. A timeline extension of 1 year, the new deadline is now February 18th, 2022.
2. An increase of funds per fisher, the current maximum of \$3000 has been increased to a new maximum of \$4500 – this increase is effective as of January 21st, 2021.

As of January 2021, there have been 954 individual projects completed over the span of 3 years from 753 Island fishers who have taken advantage of the program either through a single claim or multiple claims. As a result, 3.3 million dollars has been cost-shared between fishers and the Atlantic Fisheries Fund for this project.

There is also an updated application form for this project to ensure the PEIFA is receiving all required information when filling out your claim, it can be found on our website at www.peifa.org under "News". These changes are in effect as of January 21st, 2021.

POST-SEASON LFA 25 GEAR RETRIEVAL EXERCISE:

This new initiative took place over a 2-day period following the 2020 fall LFA 25 lobster season and in advance of the rock crab fishing season in the area. The project worked in close coordination with local DFO Conservation & Protection, the PEI Fishermen's Association and volunteers with the Prince County Fishermen's Association. A total of 15 volunteer Captains and their crew participated in the exercise from homeports ranging from Tignish through to Victoria. 3 DFO Vessels were involved each day including the CCGS S. Dudka. PEI Fishery Officers were able to retrieve over 170 traps using the information provided by volunteers. PEI Officers also participated in targeted retrievals on the NB side of LFA 25 following the PEI exercise. There are numerous ongoing investigations regarding gear left out after the season and/or unreported lost gear. More details will be released by DFO in the coming months. This was deemed a successful first year for the initiative with constructive recommendations made to improve upon the project for next year.



LOCAL PRESIDENT'S REPORTS



Kenneth LeClair - Western Gulf Fishermen's Association

It's safe to say 2020 was a challenging year, looking ahead to 2021 fishing seasons and hoping there are less challenges. In December a lobster carapace questionnaire went out and the results came back to increase to 75mm in 2022 with no increase on the escape panels. We expect no delays this spring lobster season unless weather/ice are an issue. The herring season went well, with most being caught off North Cape and the fish were bigger and better. We are hoping for a rollover of the herring TAC for 2021 although we haven't had any meetings yet. We're also hoping to do a spring acoustic sounding project in herring fishery. Halibut season went well, I think most caught their quota. The WGFA donated to the food hampers for Christmas and Royal Star Foods donated the vehicles to help deliver them to the drop off locations. At the time this was written the WGFA annual meeting is scheduled for February 22nd.

On behalf of the WGFA I'd like to extend our condolences to the family of Wilbert Hogan who recently passed away. He was a great fishermen and great person, I never heard him complain once. Just enjoyed fishing and was always happy. I will miss seeing him at the wheel of his yellow cape-island boat. On behalf of the WGFA executive I'd like to wish everyone a safe fishing season.



Lee Knox - Prince County Fishermen's Association

2020 a crazy year that we thought was going to be a lot worse than it ended up being for our fishing industry. The fall lobster season catches were up again this year from 9.9 million to 11 million. With lobster prices being higher than expected and with fishers also waiting for a price adjustments before spring. One thing that was great to see is that lobster landings were comparable throughout the whole strait north to south. The lobster collectors science project shows a decline in the young of the year by 50% but still higher numbers than some other areas. Mackerel and herring are still in a critical stage. Meetings that we had with DFO, require fishers to come up with possible changes we can make to the fishery to help it rebound. DFO is saying status quo for this coming year is not going to work we have to come up with a plan.

A thank you goes out to the Office staff for getting things accomplished this year with all the restrictions in place and all the numerous conference calls that they had to attend and thanks to our PEIFA president Bobby Jenkins for the many conference calls and phone calls that he attended.

The Prince County Fishermen's association board will make a decision sometime in February as of when we will have our annual meeting if we have one. In closing, we would like to wish everyone a happy new year and good luck in the upcoming season 2021.



Marc Campbell - North Shore Fishermen's Association

2020 was a challenging year to say the least and many of us felt the impacts and uncertainty of COVID-19. I hope you took advantage of the support programs that were made available to assist fishers during these challenging times. I would like to thank the PEIFA staff for their hard work in getting these programs in place.

I'd like to thank Mitch Jollimore for all of his work with the NSFA and the PEIFA over the years. His contributions were many. If any North Shore members have any questions, concerns or ideas you would like to discuss please feel free to reach me at 902-626-8463.

As we prepare for the season ahead the NSFA Executive would like to wish everyone a safe and prosperous 2021.



Mike Dixon - Southern Kings and Queens Fishermen's Association

On behalf of the membership of SKQFA I would like to extend condolences to our President Bobby Jenkins and his family on the recent passing of his mother, may she Rest In Peace.

Now that we've entered into a new year just a reminder that PEIFA membership dues must be paid by March 31/2021 and can be done so online or in office at the PEIFA at the Farm Centre location.

For all those fishers in 26A please make sure to fill out and return your questionnaire on time for the next management plan on carapace increase by March 1/21. The executive of SKQFA has tentatively booked March 11, 2021 to hold its annual general meeting. The meeting will take place upstairs at the rink in Montague from 10am – 1pm, maximum capacity as of now is 50 set forth by CPHO to allow for mandatory distancing. Any information on meetings or updates within the fishery can be seen by visiting the PEIFA website.





LOBSTER FISHERS OF PEI MARKETING BOARD UPDATE

Member Update

As we head into 2021, we are optimistic for the year ahead. Despite last year's challenges we weathered the storm well all things considered. In the markets we noticed a shift from foodservice to retail, and demand remained strong for lobster despite the volatile market conditions. We focused much of our marketing on educating consumers on where to buy and enjoy PEI lobster, knowing that many visitors would not make it to the Island for their usual 'feeds' and to attend our many lobster themed festivals and events. We created and promoted new resources on how to cook, crack and enjoy lobster at home and created numerous new recipes to highlight the versatility of lobster. As domestic and global markets continue to recover and vaccines roll out, we are hopeful restaurants recovery will take place and demand for lobster for both retail and foodservice will be strong in 2021.

Marketing Update

PEI Lobster Roll Call

In our September member update we made mention of some promotions we were working on including a lobster roll contest in Toronto titled PEI Lobster Roll Call. The culinary event seen 9 restaurants in the GTA enter their best PEI lobster roll creations to be voted on by the public. The contest was hosted, marketed, and promoted through the popular Toronto Life website.

All participating restaurants were on contract to use lobster from Prince Edward Island encouraging new partnerships with PEI suppliers.



We highlighted our MSC certified sustainable product throughout the promotion and worked with MSC Chef ambassador and culinary influencer, Charlotte Langley who is based in Toronto to assist with marketing. Chef Charlotte visited each restaurant and highlighted their entries on social media.

RESULTS:

6,435 PEI lobster rolls sold. Restaurants reported a 500% increase in lobster roll sales over previous years and are committed to keeping PEI lobster on their menus

1,150 new email addresses were collected from Ontario residents to be used for future e-marketing

10 media outlets picked up the contest and a feature article was written for MENU Magazine

1.3+ million impressions and pageviews for the campaign

\$143,000 in lobster roll sales alone





Campaigns

The Love Our Lobster, PEI Lobster Love and PEI Lobster Roll Call campaigns are all being considered again for 2021. Meetings with planners and funders are underway. These consumer facing campaigns are focused on bringing awareness to PEI's lobster fishery and creating demand for lobster through culinary experiences and by sharing information on where to purchase and how to cook/enjoy.

Social Media and Website Traffic

Social media and website traffic were strong in 2020. Our social media and campaigns yielded over 3.3 million impressions and our web traffic was up significantly from 2019 going from 14,000 to 47,000. Much of our audience was from outside of Prince Edward Island which indicates our out of province marketing has had an impact.

If any fishers have any content such as photos/videos they would like to share for Lobster PEI's social media, please do so. Some of our most engaging posts are those from the boat highlighting unique coloured lobsters, juvenile catch, and beautiful early morning sunrises.

Commercial Development

In the fall of 2020, we filmed a commercial for Lobster PEI, Legendary Red. During the summer we hired a local creative agency to develop a concept for a commercial to market PEI lobster to our target audience and seafood consumers. Many people who are not from PEI romanticize about its beauty and are intrigued about lobster fishing. The commercial is a merge of both tourism and lobster, highlighting our beautiful and unique red province and our premium red lobster. We are currently working with a media planner to assist with getting the commercial out to market by the spring season. The commercial will be played on broadcast and social media channels. We would like to thank the many fishers who assisted with the project through loaning their gear, allowing us on the wharfs, in their bait sheds and on their boats. It was wonderful to see the industry so supportive. The project was partially funded through the Department of Fisheries and Communities.

2021 Events

Uncertainty remains for 2021 events as we wait for directive from the Chief Public Health Office and parameters around public gatherings and travel to PEI. Historically we have sponsored the PEI Lobster Festival, Summerside Lobster Carnival, Lobster Party on the Beach, and the PEI International Shellfish Festival. We will know more on the status of these events in the coming months.

Tradeshows and Trade Missions

Tradeshows remain up in the air for 2021. In the past we have exhibited at the Restaurants Canada Show (Toronto), Canadian Seafood Show (Montreal), Seafood Expo North America (Boston), and the Global Seafood Expo (Brussels). Should it be safe to travel in 2021 we will consider exhibiting at these events again.

Since the pandemic virtual events have replaced in-person events. In November we participated in a virtual trade mission in Montreal organized through Innovation PEI and RDEE. We had virtual meetings with seafood buyers from retail and food service where we had the opportunity to educate them on PEI's premium product attributes and provide information on where to source PEI product.

In March we be exhibiting virtually at the Canadian Flavours Food Festival which is an event focused on connecting U.S. buyers with Canadian products. The event is being organized by the U.S. & Canada Trade Commissioners.

LFPEI AGM

The LFPEI AGM will be taking place in March. Once a date has been confirmed we will circulate the details in local newspapers and on the PEIFA Facebook page and website for anyone interested in attending.

I would like to acknowledge and thank the dedicated LFPEI Board of Directors for their hard work throughout 2020 to move our initiatives forward for the betterment of our industry.

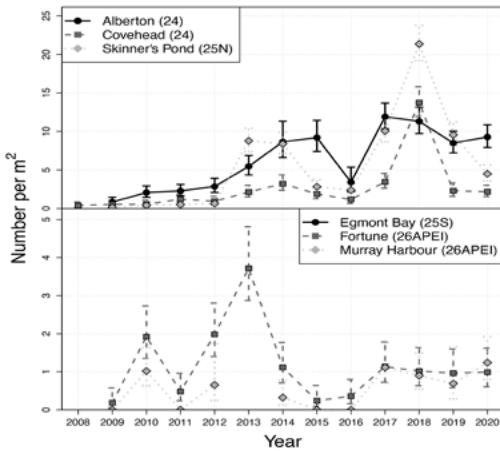


On behalf of myself and the LFPEI Board of Directors we wish all fishers and their crews a safe and prosperous year!

Charlotte Campbell

BIO COLLECTORS

2020 marked the 12th year for the bio-collector collaboration with DFO and the Province of Prince Edward Island in Covehead, 7th year in Egmont Bay and 11th year for the remaining 5 sites. This year saw it's share of challenges due to COVID 19 when the lock down in New Brunswick stopped the DFO team from crossing the bridge to assist with all 7 collector sites.



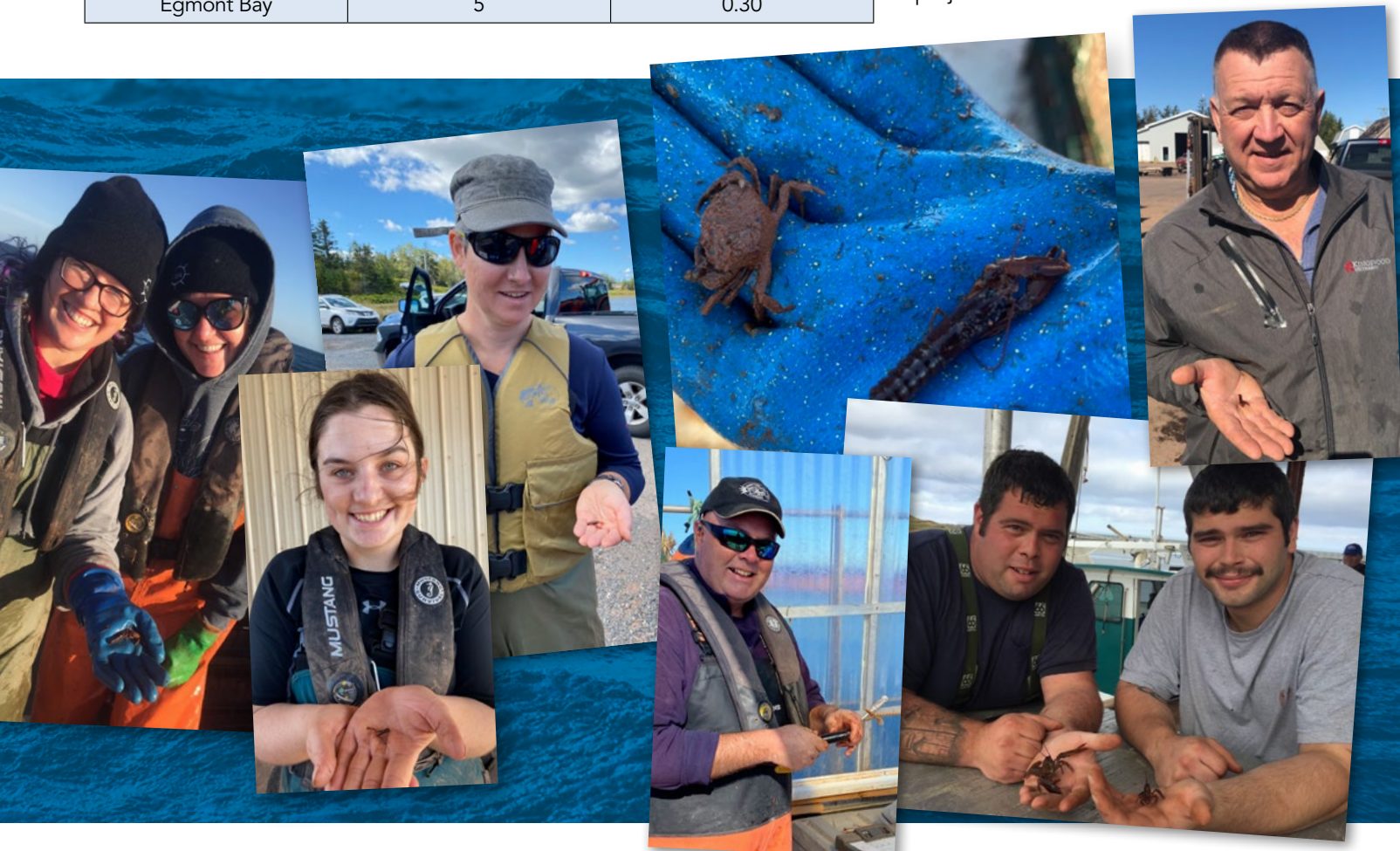
Here is a quick review of 2020, please keep in mind a few key points when considering these numbers:

1. These are preliminary numbers
2. The number of Young of Year in 2020 is exactly the number of YOY lobster found, not taking into account other variables.
3. The number of YOY per m² is a better description of settlement in the area because it accounts for numerous other variables like lost collectors and gravel.

SITE	Number of YOY in 2020	Number of YOY per m ²
Nine Mile Creek	0	0
Beach Point	20	1.24
Fortune	16	0.99
Covehead	35	2.17
Alberton	155	9.28
Skinner's Pond	75	4.49
Egmont Bay	5	0.30

The bio-collectors are also being used to gain more insight into the rock crab population. All fish and crustaceans are collected from the cages to be speciated and quantified in the lab. This gives DFO a small piece of the puzzle to better understand rock crab trends around the island.

Thanks to everyone who helped with this project in 2020.



NORTH ATLANTIC RIGHT WHALES

The PEIFA have been receiving numerous calls regarding gear requirements for the protection of North Atlantic Right Whales for their 2021 season. AS OF JANUARY 5TH, 2021 the only DFO requirements in place for 2021 are status quo with 2020.

“At a minimum, gear marking will be required at the top, middle and bottom of the vertical line (aligned with minimum requirements in the US) or every 27.4m throughout the length of the rope (aligned with existing practice in Gulf and Quebec Regions).”

The following are gear marking requirements for the Gulf region, status quo with 2020:

Gear Marking Requirements for Gulf region		
	GLF - Blue	
Toad crab	X	Purple ⁴
Rock crab	X	Blue*
Lobster	X	Yellow
Whelk	X	White
Snow crab	X	Orange
Gillnet - small pelagic	X	Grey
Gillnet - groundfish	X	Brown
Longline	X	Pink
Scientific licenses ³	X	Black / White Pattern ²

Gulf Lobster colour marking requirements					
24		25		26A	
Blue	Green	Blue	None	Blue	White
Yellow		Yellow		Yellow	

Gulf Snow Crab colour marking requirements							
12		12E		12F		19	
Yellow	None	Yellow	Yellow	Yellow	Blue	Blue	Green
Orange		Orange		Orange		Orange	



In February 2020 Minister Jordan announced the mandatory requirement for non-tended fixed gear fisheries to include “weak” breaking points by the end of 2021 (therefore mandatory in 2022). In February of this year the Minister amended this gear modification to be mandatory in 2023 giving an extra year to better test different methods.

There were few minor changes from DFO or Transport Canada on NARW management measures for 2021 compared to 2020. One important addition going forward is a technical working with DFO and industry to ensure management measures are discussed prior to announcement

The PEIFA have been looking at different “weak” rope and weak breaking points being recommended by DFO but at this point testing has not taken place to gain understanding of which method is feasible in waters surrounding PEI. Suggested methods are as follows:



TIME TENSION LINE CUTTER: a cylindrical device, housing internal blades, that can be secured to a buoy line. The blades are factory set to be triggered when the line is subject to continuous tension of a specific amount.



POLYETHYLENE WEAK ROPE: designed to break under 1,700 lbs of pressure available in 5 sizes: 3/8, 7/16, 1/2, 9/16, and 5/8 inch.



WEAK BRAIDED SLEEVE: a six foot long hollow polypropylene sleeve encases two ends of a regular buoy line, creating a point of lower breaking strength where the regular buoy line meets.



PLASTIC WEAK LINKS: a small connector between a surface buoy and rope (near the surface).

REMINDERS

- 1.) If you see any marine mammal in distress please call:
Marine Animal Response Society
1-866-567-6277
mars@marineanimals.ca
VHF Channel 16
- 2.) You can report your lost gear on your electronic logbook or by following this link: <https://www.dfo-mpo.gc.ca/fisheries-peches/commercial-commerciale/reporting-declaration-eng.html>
- 3.) It is mandatory that you return your SARA logbook annually even if you had zero sightings.

HALIBUT LONGLINE SURVEY UPDATE:

This is the fourth consecutive year that the PEIFA has taken part in the Halibut Longline Survey in collaboration with DFO and other fishing organizations. The PEIFA had 15 participants complete all 17 sites during the 2020 halibut longline survey which takes place between August 15-September 30. The 17 sites ranged from the Bay de Chaleur to the east end of PEI, excluding LFA 25 as the lobster season is on during that time.

Each year DFO has granted 5 exploratory sites to be shared between the PEIFA and the Gulf NS Fleet Planning Board. In the past we have used those sites to explore just outside the depth profiles set up by DFO for this project. In 2020 we shifted gears on PEI and got permission to use the sites to try to gather some data on halibut and bycatch in 4T7 (west end of PEI), which is closed to the commercial halibut fishery. We hope to maintain this practice in the future but struggle with location as area is full of lobster gear.

We expect to have a full review of the project this year to discuss issues and possible changes going forward. 2021 may see some minor changes but the expectation is that the project will continue in the future.

This year the PEIFA tagged a total of 44 fish. Keep your eyes open for those green spaghetti tags in the future. There is a \$100 reward for the return of the green spaghetti tags.



UPDATE FROM INTERNATIONAL COMMISSION ON THE CONSERVATION OF ATLANTIC TUNAS (ICCAT):

ICCAT PRESS RELEASE FEBRUARY 18TH, 2021

An amendment was agreed to the Recommendation by ICCAT for an Interim Conservation and Management Plan for Western Atlantic Bluefin Tuna (Rec. 17-06), which expired at the end of 2020. The annual TAC, inclusive of dead discards, of 2,350 t was kept for 2021. In 2021, a new stock assessment for the western Atlantic bluefin tuna stock will be conducted to incorporate the most recent available data, including any new abundance indices. The TAC shall be reviewed and amended, as appropriate, in 2021 by the Commission on the advice of the SCRS, with a view to addressing overfishing in 2023 at the latest with at least a 50% probability.

Ken Drake (ICCAT Commissionaire) and Curtis MacKenzie (Chair, PEIFA Tuna Advisory Committee) and Laura Ramsay (PEIFA) participated in many of the deliberations by the Canadian Delegation during this 3 month negotiation with other stakeholder countries. In the end, for Canada, this means a rollover of the same TAC levels as 2020 for the upcoming 2021 fishing season. To-date there was no update on the Mexican transfer.



Legal Services for Local Fisheries

Cox & Palmer's fisheries lawyers provide prompt and effective legal representation to the domestic and international marine transportation, and fishing industries.

Locally, we provide legal support to individuals and businesses including:

- Buying and selling fishing gear and equipment
- Buying and selling fishing licenses
- Labour relations and employment contracts
- Estate and succession planning
- Benefits of Incorporation
- Residential & Commercial Real Estate

Charity Hogan | Charlottetown
chogan@coxandpalmer.com | 902.629.3919

Andrew Campbell | Alberton
adcampbell@coxandpalmer.com | 902.888.4566

Elizabeth (Libby) Shaw | Alberton
eshaw@coxandpalmer.com | 902.853.4175

Jeffrey Leard | Summerside
jleard@coxandpalmer.com | 902.888.4570

Karen Macleod | Montague
kmacleod@coxandpalmer.com | 902.838.5276

Ewan Clark | Montague
eclark@coxandpalmer.com | 902.838.5275

COX & PALMER
The difference is a great relationship

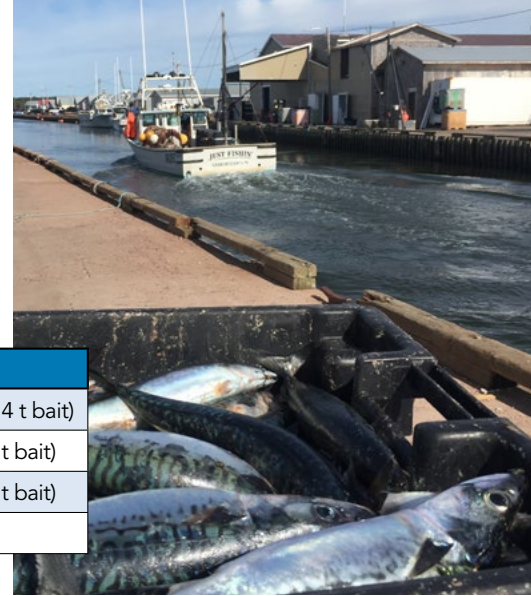
MACKEREL

The 2020 commercial mackerel season on PEI opened on June 1 and closed on November 10, 2020 when the TAC reached ~7,700 tonnes was caught.

The following is the PRELIMINARY landings from DFO. They are not finalized and confirmed yet:

2020 PRELIMINARY MACKEREL LANDINGS	
Region	Landings
NL	4013
Maritimes	1129
Gulf	1950
Que	679
Total	7771 t

Gulf Region	Landings
PEI	1,468 t (1,454 t commercial + 14 t bait)
NB	346 t (318 t commercial + 28 t bait)
NS	136 t (126 t commercial + 10 t bait)
Total	1950 t



This past year DFO created a small scientific working group to discuss gaps in data and how to gather the data to fill the gaps. The group consists of 1 person per province and representatives from DFO. It has gotten off to a slow start but the group is hoping to prioritize some valid scientific questions to feed the stock assessment and in turn help improve that stock.

This year, due to COVID 19, the PEIFA also completed the field sampling and sample collection normally done by DFO annually. With the bridge closed DFO techs could not come to PEI to complete the samples themselves.

IMPORTANT DATES COMING UP:

- Mackerel stock assessment: February 25-26, 2021
- Mackerel Science Working Group: March 8, 2021
- Mackerel Rebuilding Plan Working Group: March 22, 2021
- Atlantic Mackerel Advisory Committee (AMAC): March 30-31, 2021



STAINLESS TRAP

Targeted Fishing
Larger mesh patterns automatically select regulation lobsters and rid the trap of unwanted ocean debris.

Longer Lifespan
Extremely durable construction promotes significant increases in trap life while decreasing time and money spent on repairs.

Minimal Plastic
All-metal design greatly reduces plastic entering the ocean.

Fully Recyclable
Stainless-steel composition provides significant value at end of life.

STAINLESS TRAP

1.5"

Conventional Mesh Opening

5.75"

Stainless Trap Mesh Opening

The wider mesh opening of the Stainless Trap provides more room for regulation sized lobster (undersized can exit freely) and reduces underwater drag in tide and storms. Filtering out small crustaceans and unwanted seaweed or ocean debris helps save time processing on deck while minimizing the handling of small lobster.

Length: 48" (122 cm)
Width: 24" (61 cm)
Height: 15" (38 cm)

Weight: 64 lbs (29 kg)

- Trap retains 90% of air weight in water with no additional ballast material required.
- The durability of the Stainless Trap is expected to provide significant returns on investment compared to the maintenance and replacement expenses incurred with existing lobster trap options.

\$399 CAD

Email: traps@ashored.ca
Website: ashored.ca

Facebook: fb.com/StainlessTrap
Phone: +1-902-817-5621

NORTHERN PULP

Although Northern Pulp had to shut their doors on January 30, 2020 this file has not disappeared. Shutting their doors was required because of the Boat Harbour Act which dictated that they could no longer use Boat Harbour as their effluent treatment facility, and they had no alternative. Northern Pulp put their plant in “hibernation” with the intentions to open up again once they get the proper approvals.

Over the past year there have been numerous aspects of this file playing out in the court system both in Nova Scotia, but also in British Columbia (home of the parent company). The PEIFA has been keeping a close eye on both. On November 19th, members from the PEIFA attended a court hearing in NS when the lawyer representing the fishers made the case that the fishing organizations should have intervenor status in the case in NS. In mid-January we got word that we won that case and intervenor status was granted. Within a week Northern Pulp dropped that suit against the Province, but the reason is unclear.

On another front, Northern Pulp has created a “community liaison committee” to represent the public. The fishermen’s’ working group have submitted concerns about this group as there is no one on the committee representing the fishers. Other organizations have submitted concerns as well because most committee members are affiliated with the mill.

The PEIFA will continue to follow and be a part of this file and will keep the membership up to date if anything changes.



RICHARDSON Wealth

Cudmore Ross Wealth Management

- Wealth management
- Investments
- Tax & Estate planning
- Retirement planning
- Insurance

Richardson Wealth
80 Grafton Street, Suite 500
Charlottetown, PE C1A 1K7

If you have over \$1 million in investable assets or are considering selling your gear, let's talk.

As a firm specializing in working with successful business owners, we have expertise in advanced tax strategies and access to investments that others may not. We work with you and your other professional advisors to maximize, protect, and coordinate your wealth — so you can enjoy it.

For more information, visit www.CudmoreRoss.ca or call:

Stephen Cudmore

Senior Vice President, Investment Advisor, Branch Manager
Tel.: 902.620.2612

Richardson Wealth Limited, Member Canadian Investor Protection Fund. Richardson Wealth is a trademark of James Richardson & Sons, Limited used under license.

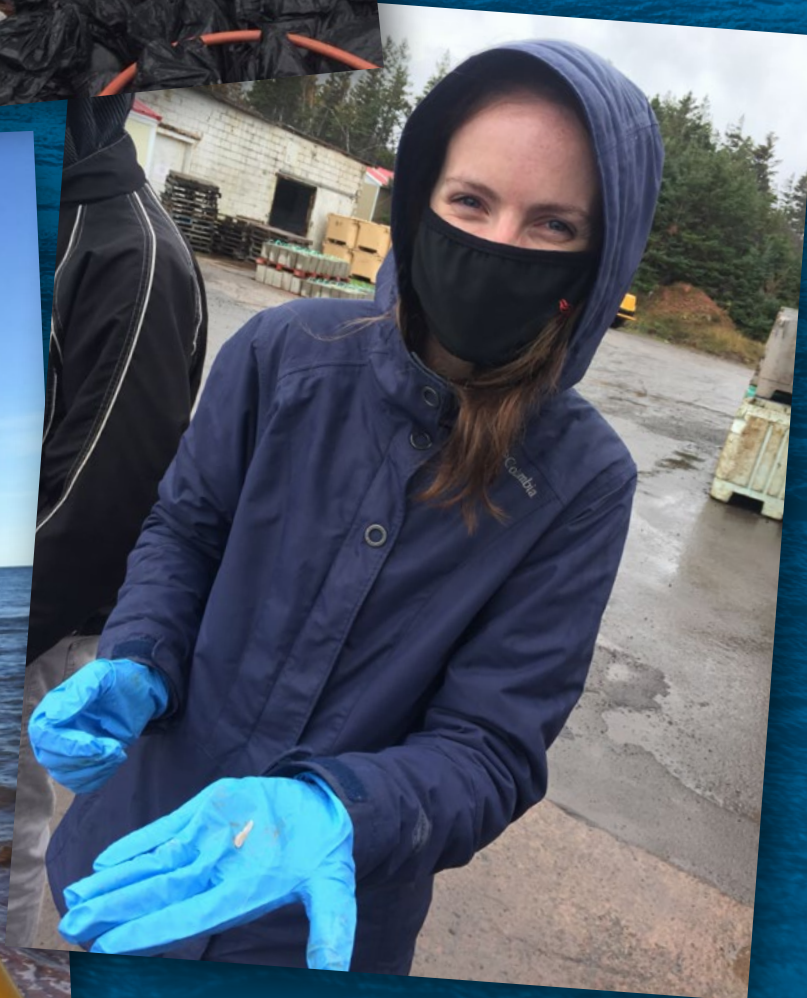
INDUSTRY OUTREACH



◀ Canada's ICCAT Commissionaire Ken Drake educating Montague High School students on the Bluefin Tuna Otolith Program that the PEIFA, DFO Science (St. Andrews) and local tuna fishers assist with each year. Otoliths (Ear bones) of landed tuna on PEI provide info about the tuna's age and origin (where the fish were born).

Special thank you to Curtis MacKenzie, Allen Fay, Francis Stewart, Justin Cobb, Chris MacKenzie, Bobby Jenkins, Devon Hutt, Robert MacMillan and Dheeraj Busawon for their assistance with the program.

◀ Congratulations Travis James for your assistance in locating one of the halibut satellite tags off Greenwich, PEI in August, 2020. The information from the tag will contribute to the Gulf-wide Atlantic Halibut tagging project which the PEIFA has been a partner of. Special thank you to Ken and Tommy Drake aboard the Smuggler III for their volunteer at-sea coverage as well as Robert MacMillan who assisted on shore.



▲ High School Fisheries Course Instructor, Jessica Watts, Holding Tuna Otolith

PROPOSED MODIFIED GRAPNEL TRIALLING PROJECT

The PEIFA has been working on a Modified Grapnel Trialling Project under the PEI Gear Retrieval Initiative over the last year. The purpose of the proposed project is to trial new innovative equipment to test for effectiveness, productivity and ease gear retrieval efforts in the Gulf of St. Lawrence. The equipment consists of a set of wheels with an 8-foot long steel bar with a series of hooks and chains.

Gear retrieval activities will take place in LFA 25 along the LFA25/26A line. Nine Mile Creek harbour has been identified as the docking location to ensure strict handling of the retrieved gear upon returning to port.

Target areas (hotspots) of potentially increased lost gear within LFA 25 were identified by volunteer fishers during a mapping interview exercise held in conjunction with the PEIFA, the Fishing Gear Coalition of Atlantic Canada and the Department of Fisheries and Communities in January 2020.

The proposed date for the trialling was intended to take place on the 4 best weather days in early December 2020, however due to COVID safety protocols it was decided to delay the trialling until Spring 2021.



WE GO TO EXTRA LENGTHS TO MAKE YOU COMFORTABLE

TEM•RES Technology



Cold Resistant



Water Resistant



NEW EXTENDED CUFF & TOGGLE FEATURE

Engineered with thermal insulation and SHOWA's revolutionary TEMRES® technology, **SHOWA™ TEMRES® 282-02** keeps hands warm, dry and well-protected in cold climates. The form fitting design, flexible, breathable polyurethane coating and rough finish deliver optimal comfort, dexterity and grip making it an ideal fit for commercial fishermen.

SHOWA
Always Innovating. Never Imitating.

Tignish Initiatives Corporation

- Gulf Region Tag Supplier -

101 School St, Tignish PE
dfotags@gmail.com
www.dfotags.com

Located at 101 School St.
above Access PEI in Tignish
For inquiries call 902-882-2392

Wishing Everyone a
Safe & Prosperous
2021 Fishing Season!

We look forward to serving you!

THE FUTURE FISHER PROGRAM

The **Future Fisher Program** provides mentoring and support to new entrants into Prince Edward Island's lobster fishery in order to become more knowledgeable and better positioned for future success.

For more information contact:

Michelle Hewitt

Department of Fisheries and Communities

Tel: 902 838 0819

Email: Mahewitt@gov.pe.ca



PrinceEdwardIsland.ca/FutureFisher

This ad is paid for by the government of Prince Edward Island

I want to recognize and thank fishers across Prince Edward Island for your hard work and resilience through an especially difficult year.

The Government of Prince Edward Island is committed to work with fishers to support and grow the industry through increased collaboration, innovation, technology adoption and market development.

Best wishes for a safe and successful 2021.



Jamie Fox, Minister
Fisheries and
Communities

PrinceEdwardIsland.ca

Paid for by the Government of Prince Edward Island



ZF Propellers

High Performance CNC machined propellers
delivering efficiency, speed, & economy.

AQUALOY™
PROPELLER SHAFTING

Aqualoy 22 provides the best combination of
corrosion resistance and strength.

MarineSOURCE

25 Fourth Street Unit 100
Charlottetown, PE C1E 2B4

902-566-6776 (tel)
902-367-3289 (fax)
sales@marine-source.ca