

# PEI OYSTER AQUACULTURE BUSINESS CONFERENCE

January 29<sup>th</sup> – 30<sup>th</sup>, 2020 – Mill River Resort

## TITLE SPONSOR



**Farming Island Waters With Pride**  
[www.aquaculturepei.com](http://www.aquaculturepei.com)

# INDUSTRY SPONSORS



Thank you to the following for their generous donation of product for the **Cocktail “Oyster” Hour** social and networking event

- Five Star Shellfish Inc
- Prince Edward Aqua Farms
- Raspberry Point Oyster Co
- True North Salmon



The aquaculture industry is a major contributor to the provincial economy with exciting potential for growth. The Government of Prince Edward Island supports sustainable growth and innovation in aquaculture and we aim to support and grow the sector through collaboration, innovation, technology adoption, market development and market knowledge.

Two new programs this year include the Research and Innovation Growth Program and the Fisheries and Aquaculture Clean Technology Adoption Program. Investments continue to be made under the Atlantic Fisheries Fund. The aquaculture industry has an economic value of more than \$90 million and accounts for approximately 2,000 jobs. Aquaculture is one of the fastest-growing food sectors worldwide, and its growth potential is exciting.

The Prince Edward Island Aquaculture Alliance provides outstanding leadership to the industry. A variety of projects over the past year received funding, including:

- Two projects related to public trust;
- Collection of information on the impact from Hurricane Dorian on aquaculture operations;
- A research project to determine the best survey methods to detect the introduction of potential new oyster diseases;
- Support for directors to travel to attend the Canadian Aquaculture Industry Alliance, Annual General Meeting;
- Support through the Atlantic Fisheries Fund for the new Oyster Information and Technology Program;
- Funding support for a mental health support program for Alliance members;
- Support to aquaculturists by partnering with the Department of Fisheries and Oceans on a variety of projects funded through the Atlantic Fisheries Fund.

As well, the oyster and mussel monitoring programs continue. There is great potential to continue the sustainable growth of aquaculture and the Government of Prince Edward Island is pleased to work with the Aquaculture Alliance and industry to achieve this goal.

Best wishes to all of you in the coming year.



  
Jamie Fox, Minister  
Fisheries and Communities



# AGENDA: DAY 1

8:00-9:00	Registration and Tradeshow (Hogan B) with Free Continental Breakfast!
9:00-9:15	Welcome and Opening Remarks – Honourable Jamie Fox, Minister of Fisheries and Communities
	Business Planning and Access to Support Programs
9:15-9:45	Business Planning and Access to Capital from your local CBDC - Maxine Rennie, Executive Director, West Prince Ventures Ltd
9:45-10:00	Farm Credit Canada Loan Options for Oyster Aquaculture - Krista Schurman, Relationship Manager, Farm Credit Canada
10:00-10:30	Immigration Pathways - Mary Hunter, Director, Office of Immigration
10:30-10:45	Atlantic Fisheries Fund and Oyster Program – Stephen Lewis, Program Officer, DFO – AFF, & PEIAA
10:45-11:15	Nutrition Break and Tradeshow (Winston's Lounge and Hogan B)
	Alternative Income for Aquaculture Businesses
11:15-11:45	Support for developing Experiential Tourism as part of your business - Trent Birt, Events Development Officer, Tourism PEI
11:45-12:15	Come Out of Your Shell, Building on Your Brand and Business - Melody Dover, Fresh Media
12:15-12:45	Diversifying into a successful tourism operation - Perry Gotell, Tranquility Cove
12:45-14:00	Lunch (included) and Tradeshow (Winston's Lounge and Hogan B)
	Developing Aquaculture as an Agri-Food Business
14:00-14:30	Agri Food Programs (CAP) – Chad Smallman & Suzanne MacNeil, Agriculture & Land
14:30-15:00	Modernising Data Collection for the PEI Oyster Farmer – PEIAA
15:00-16:00	Processor Panel – An informal Q&A session with Grower-processors from across Atlantic Canada



## AGENDA: DAY 2

7:30-8:30	Registration and Tradeshow (Hogan B) with Free Continental Breakfast!
	Human Resources & Occupational Health and Safety
8:30-9:30	Implementing an Occupational Health & Safety Program in Your Workplace - Elizabeth Pederson, Business Consultant
9:30-10:00	Developing a Hydraulic Equipment Training Program – Jamie England, Training Specialist, Hercules SLR
10:00-10:30	Nutrition Break and Tradeshow (Winston's Lounge and Hogan B)
10:30-12:00	Navigating Human Resources - Margaret Gallant, HR Consultant
12:00-13:00	Lunch (included) and Tradeshow (Winston's Lounge and Hogan B)
13:00-13:30	Legislative Awareness – Jeff Thompson, OH&S Officer, WCB of PEI
13:30-14:00	TC Requirements for PEI Oyster Farmers - Rob Freake, Marine Safety Inspector, Transport Canada
	Q&A: The importance of OH&S for developing businesses

# SPONSOR AND TRADESHOW VENDOR PROFILES

## **R.A.P. Technologies Inc – Title Sponsor**

R.A.P. Technologies Inc. is a small green startup company. At the core of its business strategy is to utilize good quality materials, to produce parts for the aquaculture and fishery industries.

R.A.P. Technologies Inc. is very proud to build quality oyster cages, designed according to customer specifications. RAP wire panels are individually welded, galvanized, cut then submerged into a PVC coating, so that no sharp end is ever exposed. This makes them easier to handle and prevents corrosion. Marine grade aluminum hangers are then used to fix the floats on the cages. This material is thicker, stronger, does not cut, does not rust, and does not break throughout the life of the cage.

[www.raptechs.com](http://www.raptechs.com)

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## **Cage Commander Inc. – Industry Sponsor\***

Oyster Cage Commander Inc. is an oyster farm service based in PEI that specialize in setting up and maintaining top culture oyster farms, providing services to promote optimal growing conditions and ensure predator control. Oyster Cage Commander's staff are experts at oyster farming operations, and we are committed to providing sustainable, reliable, and superior culture farm maintenance. With an excellent service record, we have fostered healthy, responsible working partnerships with PEI's top culture oyster farming community.

[www.oystercagecommander.com](http://www.oystercagecommander.com)

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## **Cooke Insurance Group – Industry Sponsor\***

Cooke Insurance has over 40 years of experience servicing the aquaculture sector. This knowledge has enabled us to help aquaculture businesses above and beyond your insurance needs which makes us business advisors first, insurance brokers second. We will always recommend the solution that's right for you, your family, and your business... even if your policy is not with us. We believe in providing solutions and not dead ends which is why have taken steps to develop a proactive service platform to better enable you to control YOUR insurance. At Cooke Insurance we believe in making insurance investment with a return. For us, it's all about personal, efficient service delivered through a team approach from our network of Maritime locations as well as Ontario. From personal to corporate... we've got you covered.

[www.cooke.ca](http://www.cooke.ca)

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## **Go Deep International (GDI) – Industry Sponsor**

Since 1996 GDI has been developing, manufacturing and supplying equipment specific to the needs of the shellfish aquaculture industry and its growers. This includes; Aids to Navigation, Substrates for growing shellfish, Suspension buoys, Various oyster floats, components, and structures. All have been developed, and will continue to evolve, around the needs of shellfish growers, locally and internationally. We are here to serve, cooperate, and help as best we can.

[www.godeepintl.com](http://www.godeepintl.com)

### **Grandview Welding Ltd. – Industry Sponsor\***

Grandview Welding Ltd. is a complete metal fabrication business located in Grandview, PEI. Mainly focused on serving the aquaculture, agriculture and manufacturing industries, we successfully produce high quality products with great customer service. Founded upon the principles of service, professionalism, and accountability, we are committed to exceeding our client's expectations and forging long-term relationships with a successful cycle of repeat business. We understand the nature of the industries we serve and can offer our clients expert advice on all projects big or small.

[www.grandviewwelding.ca](http://www.grandviewwelding.ca)

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### **Marine Source – Industry Sponsor**

In addition to offering local and regional mariners a selection of hardware and accessories from Mermaid Marine Products and other suppliers, Marine Source are the Canadian distributor for ZF Marine inboard propellers.

[www.marine-source.ca](http://www.marine-source.ca)

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### **Quartermaster Marine – Industry Sponsor**

Quartermaster Marine is a premiere recreational/commercial boating sales, parts and service company in Atlantic Canada, now entering 37 years in business. Featuring the region's largest indoor showroom, including major brands, such as, Bayliner, Sea Ray, Monterey, Boston Whaler, Blackfin, Cruiser Yachts, Malibu, Axis Wake, Carolina Skiff, Harris Pontoons, Crestliner, Mercury Outboards. Also now carrying Mercury SEAPRO commercial outboards.

[www.quartermastermarine.com](http://www.quartermastermarine.com)

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### **TRC Hydraulics — Industry Sponsor**

TRC Hydraulics prides itself on innovative hydraulic solutions through our Engineering Applications Team and authorized product distribution. We offer the responsive, knowledgeable, and mobile service you require to keep creating efficiencies and reduce downtime. We understand that being fully operational is important to the bottom line.

Project Specialties include; Sales & Service of hydraulic components, Complete Hydraulic Design & Installation, Custom manufacturing, Electronic steering control systems, Kobelt Bow Thrusters Sales & Service, Marine Crane Sales & Service (AMCO VEBA), and RSW Chiller Systems.

[www.trchydraulics.com](http://www.trchydraulics.com)

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**\*These Industry Sponsors do not have a tradeshow booth at this event**

## **BIO|FOOD|TECH**

Bio-Food-Tech has been helping business like yours turn your innovative ideas into tangible results. We have over 30 years of experience offering practical, technical solutions to food and bio companies of all sizes. From idea to scale up to the marketplace, we can help support and grow your business. We can assist with monitoring, testing for contaminants, or developing new value-added products. Our proven model of Concept to Pilot to Market has launched 100's of products. Yours can be next! Come visit us at the PEI Oyster Aquaculture Tradeshow or contact Joy Shinn, Business Development Manager at 902-368-5146, [jmshinn@biofoodtech.ca](mailto:jmshinn@biofoodtech.ca). Check out more info at [www.biofoodtech.ca](http://www.biofoodtech.ca).

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## **Compass Aquaculture Solutions**

Compass Aquaculture Solutions provides a Farm Management System (FMS) to clients throughout Canada with farms in NS, NB, PE and BC. With the added benefit of technology, operations can gain efficiencies, analyze trends and results and be proactive in managing their businesses. By implementing our FMS clients will receive a robust system built to their specific needs and paired with hardware that is designed for their often-harsh environments. Clients can utilize the benefits of an extensive solution, without the upfront cost of development or having to keep an IT professional on staff for support.

[www.compassaq.com](http://www.compassaq.com)

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## **Enterprises Shippagan Ltd**

Enterprises Shippagan Ltd is an Atlantic Canadian group providing an array of commercial fishing and aquaculture supplies such as rope, buoys, bags, netting, chain, hardware, clothing, etc. to fishermen and shellfish growers throughout Canada and the USA. Enterprises Shippagan Ltd is composed of 8 Vernon d'Eon Stores strategically placed in NS and PEI. Other stores within the Maritimes includes a store in Newfoundland, Shippagan NB, and one in Point Sapin NB where we also have our Boat Building and Trap Manufacturing facilities. Our head office and majority of warehouses are located in Shippagan NB where we have an abundance of inventory to properly serve our valued customers.

[www.entship.ca](http://www.entship.ca)

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## **Hercules SLR**

Hercules SLR, Securing, Lifting & Rigging is your industrial rigging one-stop shop—Since 1985, we've specialized in material handling solutions, inspections, repairs & safety training. We offer securing, lifting & rigging product sales and rental equipment, and services like custom fabrication, engineering, and supply wire rope, chain, rope, safety and fall arrest equipment, hardware & more. Whether offshore or onshore, you're in safe hands with Hercules SLR's certified inspectors & technical experts. Need a lift? #FollowTheLion.

[www.herculesslr.com](http://www.herculesslr.com)



## **Mitchell McConnell Insurance Ltd.**

Mitchell McConnell is a regionally based insurance brokerage that has been specializing in aquaculture and related industries for over 35 years. We developed the first Canadian aquaculture insurance program 30 years ago and continue to be leaders in developing and providing insurance solutions to fish and shellfish growers in Eastern North America. We have developed strong relationships with all global aquaculture insurance providers which affords us the ability to offer products and options unavailable elsewhere. If we can't do it nobody can.

[www.mitchellmcconnell.com](http://www.mitchellmcconnell.com)

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## **Oyster Gro - BBI Group**

BBI Group is the original innovators of floating cage oyster aquaculture and we continue to innovate and evolve our OysterGro® systems to match the demands of tomorrow's oyster farmer. We offer a proven product range that is unmatched, and we provide the best service in the industry with a partner mentality that our farmers appreciate. Manufacturing with locally sourced, high-quality materials, BBI Group only works with material suppliers who have strict and regulated environmental policies to protect the very waters your oysters grow in. That's the OysterGro way!

[www.oystergro.com](http://www.oystergro.com)

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## **Oyster Tracker**

OysterTracker is the simplest shellfish aquaculture management platform in the world. It's like a second brain that helps farmers big and small manage their teams, optimize their farm activities, comply with regulations, and keep up with their inventory. From tracking seed through to harvest to printing out harvester and dealer tags we cover the range of your needs--all from your phone or tablet.

[www.oystertracker.com](http://www.oystertracker.com)

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## **Spartan Industrial Marine**

For over 45 years, Spartan Industrial Marine's been Canada's largest manufacturer and supplier for the commercial fishing industry. Whether you are hard at work offshore or relaxing in local waters—Spartan Industrial Marine is your source for high quality marine products and services. We offer a wide range of solutions to those with industrial, commercial and recreational marine interests. We continue that tradition today, paying close attention to our customers needs and providing high quality marine products for the largest ocean vessels and the smallest personal watercraft.

[www.spartanmarine.ca](http://www.spartanmarine.ca)

# SPEAKER BIOGRAPHIES

## DAY 1

### **Honourable Jamie Fox, Minister of Fisheries and Communities**

Jamie Fox is the Minister of Fisheries and Communities. He has served in the military and as a local law enforcement officer on Prince Edward Island. He has also owned and operated small businesses in both P.E.I. and New Brunswick. Jamie is a community volunteer and an active supporter of school breakfast programs in his district of Borden-Kinkora.

Since being elected in 2015, Jamie has served on the Standing Committee on Agriculture and Fisheries and the Standing Committee on Infrastructure and Energy.

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### **Maxine Rennie, Executive Director, CBDC West Prince Ventures Ltd**

Maxine Rennie is the ED of West Prince Ventures Ltd and the Alberton Rural Action Centre. Maxine has over 30 years experience in business development in west prince and has a Master of Business Administration degree from UPEI. Maxine and her husband Troy, as well as their two sons, Luke & Spencer, operate a potato and beef farm in Elmsdale. She is proud to have just become a grandmother to her first grandson Liam.

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### **Krista Schurman, Relationship Manager, Farm Credit Canada.**

After graduating from the Nova Scotia Agriculture College (Dal AC), Krista moved to Kensington PEI, where her and her husband own and operate a 4acre vegetable greenhouse operation. Along side her farm, Krista has been involved in working with other farmers and business owners, assisting and training in the areas of office administration and bookkeeping. In March 2019, Krista was excited to join FCC and take her education, experience and knowledge and get more involved in all sectors of agriculture.

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### **Mary Hunter, Director, Office of Immigration**

Mary Hunter is the Director of the Provincial Office of Immigration in Prince Edward Island. She started her career with the Province of Prince Edward Island in 1998 and has worked most of her career in the Workforce Development area. She has worked throughout her career to assist Prince Edward Island employers address labour force challenges.

She is a graduate of the University of Prince Edward Island. Mary resides in Indian River with her husband Kevin and two boys.

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### **Stephen Lewis, Program Officer, Atlantic Fisheries Fund**

Stephen has been with the Atlantic Fisheries Fund Secretariat from its beginning in 2017, working with industry and stakeholders to develop the fish and seafood sector to better meet growing market demands for sustainably sourced, high-quality fish and seafood products. Prior to joining the Secretariat, Stephen spent 11 years working with the Province in Rural Development.

### **Trent Birt, Events Development Officer, Tourism PEI**

Trent is entering his fourth year with Tourism PEI as Events Development Officer, working with a number of leaders across the island to develop various products in the tourism industry. A major focus is expanding Experiential Tourism. He has 25 years experience in event management and business development in the public sector.

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### **Melody Dover, Fresh Media**

Melody founded her own branding, digital, and marketing agency, Fresh Media in 2003. Melody has been awarded the 2005 BDC Young Entrepreneur's Award, and in 2010 Fresh Media won the Growing Business Award from the Prince Edward Island Business Women's Association. In 2014, Fresh Media was selected as the National Winner for Best Integrated Campaign for the PEI Burger Love campaign from the Canadian Agri-Marketing Association. Most recently, Fresh Media was the winner for 2016 Best Social Media in Canada Award from the Canadian Agri-Marketing Association Awards for their work with the PEI Potato Board.

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### **Perry Gotell, Tranquility Cove Adventures**

Perry Gotell is the Owner/Operator of Tranquility Cove Adventures operating out of Georgetown and he has found a new passion for experiential tourism, so much so, that after nearly 30 years of being a professional, bona fide lobster and rock crab fisherman Perry decided to change professions completely. Perry now dedicates his days working in the entrepreneurial realm developing new tourism products in the tourism industry. Perry now entertains guests and celebrities from all over the world. He started Tranquility Cove Adventures in early 2008 and during the past 12 years he has done over 15 TV shows and won many awards including Operator of The Year from TIAPEI, Chamber of Commerce's - Emerging Business Growth Award and Parks Canada - Sustainable Business Award.

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### **Chad Smallman, Agriculture Information Officer, PEI Department of Agriculture & Land**

Prior to this position Chad worked with the Agriculture Insurance Corporation for 15 years as an Agriculture Insurance Officer. He graduated from the University of Prince Edward Island and currently resides in Howlan with his wife and two children.

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### **Suzanne MacNeill, Agriculture Information Officer, PEI Department of Agriculture & Land**

Suzanne has with the Department for over 20 years. She is a graduate of University of Guelph's Ontario Agriculture College with a Bachelor of Science in Agronomy. Suzanne resides in Fortune Cove with her husband and daughter.

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### **Peter Bourque – Mitchell McConnell Insurance Ltd**

Peter Bourque has been in the insurance industry for over 30 years and has been working with aquaculture insurance since the late 80's as an insurance broker/risk consultant. Peter has an in-depth understanding of the Aquaculture business as well as key connections into the insurance market serving the aquaculture industry. Peter holds Fellow Chartered Insurance Professional (FCIP), Canadian Professional Insurance Broker (CPIB) and Canadian Risk Management (CRM) designations. He is currently a board member of the Atlantic Canada Fish Farmers Association.

### **Gary Compton, Compass Aquaculture**

Gary Compton is a founding partner and Operations Manager for Compass Aquaculture Solutions and is responsible for strategy, client relations, internal IT infrastructure and hardware field testing. Gary has over 15 years of experience in many different business sectors from small to enterprise markets and also owns another Managed IT Services Company – Compass Technology Solutions Ltd. Gary is professionally driven to create the best technical solution to solve any business challenge. He is an exceptional problem solver and thrives on providing proven solutions in fast paced, time sensitive environments. Gary is a Microsoft Certified Systems Engineer as well as an A+ certified hardware administrator

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### **Jeremy Noonan, Compass Aquaculture**

Jeremy Noonan is a founding partner and Engineering Manager for Compass Aquaculture Solutions and is responsible for development, software architecture and delivery. Jeremy has over 10 years of IT experience, working at all levels from hardware support, through lead programmer and technical architect. In 2005 he began a Computer Science and Mathematics degree at the University of Prince Edward Island. Jeremy gained employment at a software consulting firm where he served for 4 years before moving to a startup focused on e-marketing. Jeremy raised to the position of Technical Lead & Architect at the e-marketing start-up before leaving for his own self-employed consulting firm in 2015, Jeremy Noonan Consulting Incorporated (JNC).

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### **Chip Terry, OysterTracker Aquaculture Management System**

I am a product, marketing and technology leader with a track record of turning great ideas into reality. I have helped companies small and large navigate a world being changed by new technologies - both in the US and internationally. Curiosity and a willingness to embrace new challenges has led me on a career trajectory from a PhD in History to management of some of the most sophisticated social media and big data solutions in the world. Getting back to my roots in rural coastal Maine, I've been immersed in the aquaculture industry for the last few years--learning a ton and bringing technical solutions to the most challenging activities on the farm. I continue to be impressed with the ingenuity and grit of the folks who are farming our seas.

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## **DAY 2**

### **Elizabeth Pederson**

With over 20 years business experience, Elizabeth is passionate about helping people and has instructed adults in business courses as well as worked as a Manager. She is a regular facilitator at the UPEI Professional Development Department. She provides training to Leaders in several areas of Business. As well, for the past ten years, Elizabeth has been providing consulting services in areas such as Workplace Culture, Respect in the Workplace, Leadership, Emotional Intelligence, and any matter related to Workplace Safety. She is a champion for workplace safety and wants to help employers understand their obligations in reference to the Occupational Health and Safety Act of Prince Edward Island. For the past five years she has worked in this area in positions such as Education Consultant with the Workers Compensation Board of PEI and currently as an OHS Officer with Health PEI.



**Jamie England, Training Specialist, Hercules SLR**

Jamie graduated from Acadia University in 1996 with a degree in Education. Over the years he has added to his educational training by completing Adult Education Programs from Dalhousie University and Henson College. Some of Jamie's training specialties include H2S Alive, advanced rescue techniques, confined space entry and below the hook lifting operations.

Jamie has vast experience as a trainer in the offshore oil and gas industry as well as manufacturing and construction industries. Some of the programs he has been teaching include; Helicopter Underwater Egress Training (HUET), industrial firefighting, confined space entry and rescue, fall protection, and technical rope rescue. He has been very fortunate to be able to travel the world delivering these programs including areas of Alaska, Scotland, Cuba, Egypt across Canada and the USA.

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**Margaret Gallant, HR Consultant**

Margaret Gallant has spent many years working in HR-related roles. Beginning her career while still in university, Margaret has been a lifelong student of process, product, and people. She has worked in many sectors, private and public including, health, transportation, bioscience, and IT. Margaret's experience as an entrepreneur began with her business Fresh Image 360, which she successfully ran for many years. In recent years she has taken the role of HR Specialist in rural Kings county. Through this role, she has supported many businesses assisting them in building their Human Resources. Margaret delivers person-centered HR.

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**Jeff Thompson, OH&S Officer, WCB of PEI**

Jeff has spent 30 years working with the Dept of Environment as the Surface Water Technician Supervisor, he was also the OHS representative for the Dept. Jeff has also been a part of the Provincial Forestry wildland fire export team for the past four years, traveling to BC and Alberta to fight forest fires and also participate as the safety representative for the Provincial wildland fire team. These past experiences have led Jeff to accept a temporary assignment as the Fishing Safety Specialist Officer with the Occupational Health and Safety Division for the past year.

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**Rob Freake, Marine Safety Inspector, Transport Canada**

Rob is a Naval Architect with 17 years experience at Transport Canada (TC) and has been working with small vessels for all that time. Three years ago, he became TC's Fishing Vessel representative for Atlantic Canada.



# CBDC & Rural Action Centre

Serving the Rural Areas of Prince Edward Island

Assisting Entrepreneurs and Community Groups

Programs and services to grow your business and enhance your community!



# Prince County's Rural Action Centre Locations:

Province wide Toll Free: 1.855.297.9898 Website: [www.ruralactioncentres.ca](http://www.ruralactioncentres.ca)

Alberton – 455 Main St., Alberton – Barb MacDonald, Client Information Officer

Wellington – 48 Mill Rd, Wellington





**Rural Action Centre – Alberton**  
**455 Main Street, Alberton, PE**  
**902-853-3616**



***Looking to start or expand a business? Community groups looking for assistance? We can help!***



**Maxine Rennie**  
*Executive Director,  
CBDC West Prince Ventures  
Limited*



**Lucille Brennan**  
*Loan/Development Officer,  
CBDC West Prince Ventures  
Limited*



**Michelle Penwarden**  
*Project Coordinator/Loans  
Administrator, CBDC West  
Prince Ventures Limited*



**Amy Murphy**  
*Administrative Assistant,  
CBDC West Prince Ventures Limited*



**Scott Smith**  
*West Prince Community Navigator,  
CBDC West Prince Ventures Limited*



**Barb MacDonald**  
*Client Information Officer,  
Rural Action Centre*



**Ellen Rennie**  
*Community Development Officer,  
Department of Fisheries &  
Communities*



**Mitchell Rennie**  
*Economic Development Officer,  
ACOA*





## **Rural Action Centre – Alberton**

**455 Main Street, Alberton, PE**

**902-853-3616**



***Looking to start or expand a business? Community groups looking for assistance? We can help!***



**David Gamble**

*Business Development Officer,  
Innovation PEI*



**Joanne MacDonald**

*Program Officer, Skills PEI*



**Susan Williams**

*Self Employ Benefits  
Program Officer, Skills PEI*



**Tammy Rix**

*Executive Director,  
West Prince Chamber of Commerce*



**Carrie Quinn**

*Executive Director,  
North Cape Coastal Tourism Area  
Partnership*

**Our staff can offer services in  
multiple languages.**

**Contact our office today!**

# CBDC Loan Products & Services

## **CBDC Youth Loan & CBDC First Time Entrepreneur Loan**

- CBDC Youth Loan is designed to provide financing to youth ages 18-34
- CBDC Youth Loan can be used for business start-up, modernization and expansion
- CBDC First Time Entrepreneur Loan is designed to assist those who have never been in business before
- CBDC First Time Entrepreneur Loan targets qualified new entrepreneurs with new business start-up or to purchase an existing business

## **CBDC Agriculture, Fishing & Aquaculture Loan**

- Assists qualified small businesses with financing for a variety of Agriculture, Fishing & Aquaculture purposes



# CBDC Loan Products & Services

## **CBDC General Business Loan**

- CBDCs primary business loan product
- Assists qualified small businesses with financing for a variety of business purposes when they might not be eligible for financing through traditional sources

## **CBDC Innovation Loan**

- Designed to assist qualified entrepreneurs with financing for the adoption of new technologies in order to enhance productivity and effectiveness

## **CBDC Social Enterprise Loan**

- Designed to assist social enterprises that offer a revenue generating activity
- Offers tailored financing, training and counselling



# What CBDC Loan Products Offer

- All of the above loan products provide for financial participation to a maximum of \$225,000 for any given business
- Our participation in the form of a term loan or a loan in partnership with other lenders and loan repayment terms are based on loan circumstances
- Flexible repayment options (if applicable), particularly beneficial to seasonal businesses
- Training, counseling and mentoring are provided





# Entrepreneurial Training Fund

- Targeting all businesses
- Provides entrepreneurs up to 90% to a maximum of \$2,000 of the cost relating to business skills training in areas such as:
  - Market Development
  - Bookkeeping
  - Feasibility Studies
  - Business Analysis
- Training can be in the form of one-on-one consultation, classroom style courses, seminars and conferences



# Consulting Advisory Services Program (CASP)

- Targeting all small and medium enterprises
- Provides clients with financial assistance (75% of eligible costs) to access professional services and expertise such as:
  - Business Mentoring
  - Diagnostic Assessment
  - Market Readiness
  - Innovation Acceleration
  - Market Intelligence
  - Succession and Transition Support
  - Technology Adoption



# Consulting Advisory Services Program Success Story



*Ralph Clark & Jason Handrahan, Oyster Point Seed*

“It was a pleasure doing business with CBDC. They were very helpful in assisting us in every aspect of our business planning, and recommending we access the consulting program, which helped with the success of our project. Most impressive was they took time to come to our facility and tour our operation.” - Ralph Clark, Oyster Point Seed



# Business Planning and Access to Capital from your local CBDC

- Application Process

- Board of Directors



# Business Planning

- New Business
- Existing Business

# Business Plan

- Introduction
- Ownership & Management
- Business Description
- Market Summary
- Financial

# Documentation

- Application
- Quotes (i.e. Equipment)
- Importance of Proper Legal Documentation
  1. Lease or Sublease Agreements
  2. Property Tax Assessments
  3. Purchase & Sale Agreement
    - Purchase of Lease / Land
    - Copies of paid Invoices
- Business Plan or Tax Returns
- Forecasted Sales & Costs (Repayment)
- CRA Documents
  1. Notice of Assessments
  2. HST Number



# CBDC Location

*455 Main Street, Alberton*

*902-853-3636*

*[www.cbdc.ca](http://www.cbdc.ca)*



*Maxine Rennie, Executive Director*



*Lucille Brennan, Loan/Development Officer*



# FCC financing options for oyster aquaculture



Krista Schurman  
Relationship Manager  
January 2020

A grayscale photograph of a person's hand holding a vibrant red maple leaf. The person is wearing a light-colored jacket with a visible strap. The background is a soft, out-of-focus landscape.

# Our mandate:

Supporting **growth** and  
**prosperity** in Canadian  
agriculture





All ag, all the time, all across Canada

Our book is strong:

**\$38**

**billion portfolio**

**100,000+**  
**customers**

**1,900**  
**employees**





# All ag, all the time, all across Canada



## Primary producers

- Input suppliers
- Equipment dealers and manufacturers
- Livestock trucking

- Food processors and manufacturers
- Wholesalers and distributors





# Solutions that work for the ag industry



*ffc*



We also believe in collaboration





# Oyster production



# FCC Young Farmer Loan





# FCC Young Entrepreneur Loan









FCC Young Farmer Summit  
Charlottetown  
February 22, 2020





FCC Women in Ag Summit  
Halifax  
April 18, 2020







# Join FCC Vision

- FCC's national ag research panel
- Shape the future of ag
- Answer surveys and earn rewards

**FCCVision.ca**





# Thank you!



**Financement agricole Canada**  
Pour l'avenir de l'agroindustrie

Canada



# **“Prince Edward Island: A Global Workforce”**

Presentation for PEI Oyster Aquaculture Business Conference

January 29, 2020



OFFICE OF IMMIGRATION

[immigratepei@gov.pe.ca](mailto:immigratepei@gov.pe.ca) | [www.immigratepei.ca](http://www.immigratepei.ca)

# Agenda

- Demographics in Canada and PEI
- Immigration in Canada and PEI
- Current Immigration Pathways
- Opportunities for Aquaculture



# WHY IS IMMIGRATION IMPORTANT TO CANADA?



25% of Canada's population will be over 65 by 2035



**5,000,000**

Canadians set to retire by 2035



Canada's worker-to-retiree ratio TODAY



Canada's worker-to-retiree ratio in 2035



**1.6** Canada's fertility rate, which is ranked **181st** globally, is well below Canada's replacement rate of **2.1**

Immigrants TODAY make up 65% of Canada's net annual population growth



Almost

**100%**

of Canada's net population growth will be through immigration by 2035

**350,000**

Estimated number of immigrants Canada will need annually by 2035 to meet its workforce needs

NOW  
HIRING



The Conference Board of Canada

Le Conference Board du Canada

Canada's acceptance of immigrants on humanitarian grounds demonstrates **compassion, leadership and enhances** Canada's global standing



## IMMIGRANTS...



boost trade ties between Canada and the world

strengthen culture and diversity

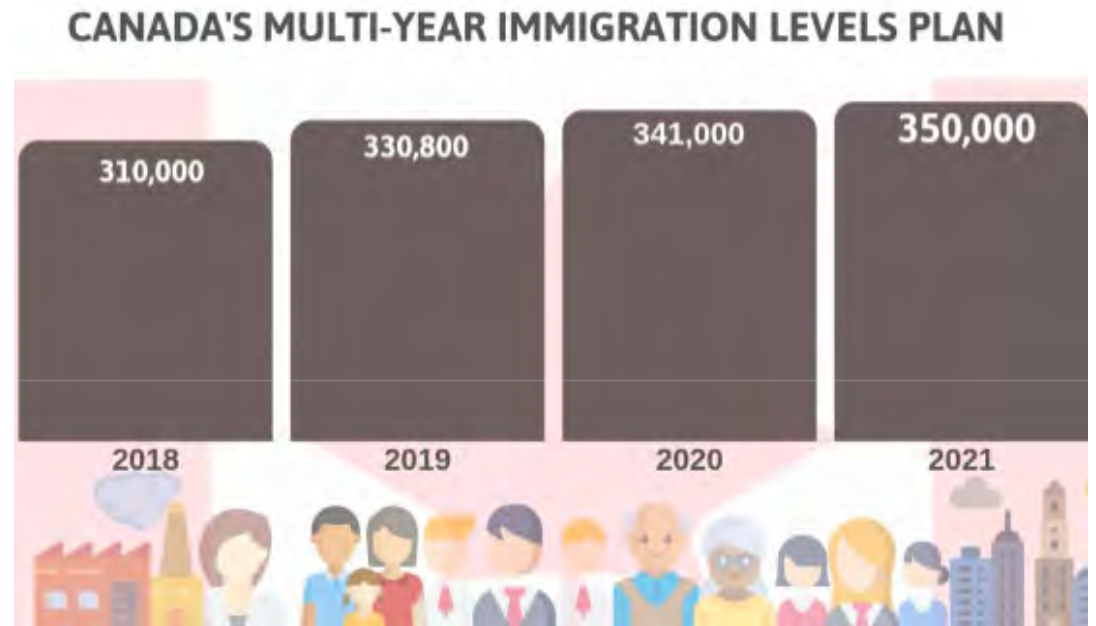


are motivated, innovative and entrepreneurial



# Immigration in Canada

- Immigration – Economic, Family & Refugee Categories
- Economic Immigration 198,000 (60%)
- Provincial Nominee Programs within the economic category with a 2019 target of 61,000;
- PEI receives 1,200 family unit nominations annually (PNP and Atlantic Pilot)





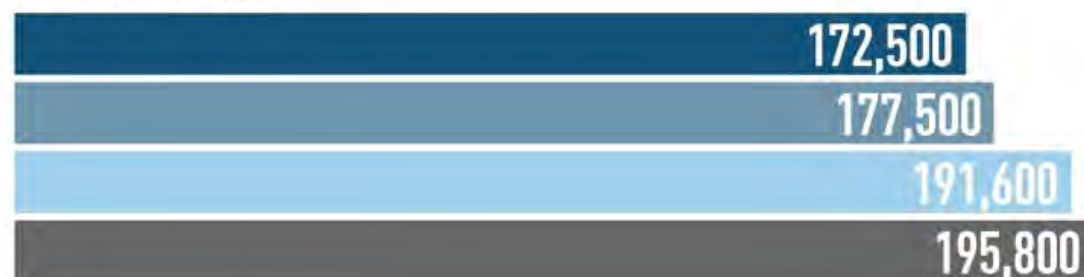
Partners in Immigration have requested an increase in Economic Immigration to 65% of the total to support workforce development

Provinces role is within Economic Category – PNP and Atlantic Pilot

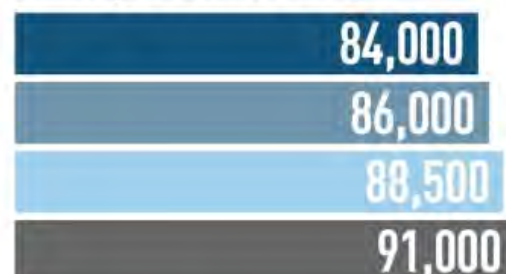
PEI = 1,200

## CANADIAN IMMIGRATION CLASS LEVELS BY YEAR

### Economic class



### Family reunification

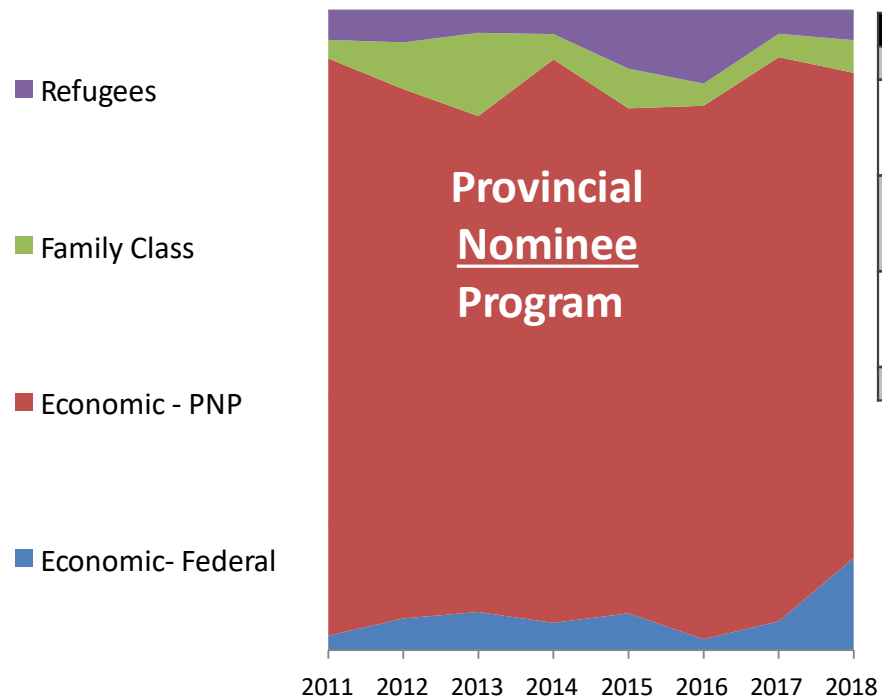


### Refugees, protected persons and humanitarian





## PEI Immigration Landings. .



	2011	2012	2013	2014	2015	2016	2017	2018
Family Class	50	80	130	65	75	80	85	110
Economic Immigrants – IRCC	40	55	60	70	70	40	120	310
Economic Immigrants - PNP	1570	910	775	1435	955	1930	2050	1630
Refugees (protected persons)	80	55	35	60	110	265	90	100
<b>Total</b>	<b>1,740</b>	<b>1,100</b>	<b>1,000</b>	<b>1,630</b>	<b>1,210</b>	<b>2,315</b>	<b>2,350</b>	<b>2,150</b>

**Did you know...**

**85% of activity in PEI since 2017 has been to support workforce requirements**



## Permanent Residence

### **Provincial Nominee Program**

Critical Worker  
Skilled Worker  
International Grad

### **Atlantic Immigration Pilot**

Atlantic Intermediate  
Skilled Program (AISP)

## Immigration Pathways



## Temporary

### **Temporary Foreign Workers (TFW)**

Labour Market Impact  
Assessments (LMIA)

Open Work Permits

### **International Students**

*(Post Grad Work Permits)*

# PEI Aquaculture Industry

- Managers in aquaculture (0823) – NOC 0
- Fishing vessel deckhands (8441)– NOC C
- Aquaculture and marine harvest labourers (8613) – NOC D



# Immigration and Aquaculture

- 24 applications processed in 2019 through labour categories for Aquaculture
- Atlantic Immigration Pilot; PNP Labour
- Opportunities for LMIA- 180 day (no cap)
  - 9 month
  - 1 year

# Employer Needs Assessment

1. Is the position permanent full-time
2. What skill and education level does the position require
3. What level of language
4. How many years of related work experience
5. Is the pay offered comparable to prevailing wage in the province



# Future Considerations

- 20% of our workforce is above 55 in 2025 that will grow to 25%
- Immigration will be required to supplement domestic labour
- Preparation is key, and we want to help!





## Contact Us

Street Address: 94 Euston Street, 2<sup>nd</sup> Floor, Charlottetown, Prince Edward Island C1A 1W4

Mailing Address:

PO Box 1176, Charlottetown, Prince Edward Island C1A 7M8

Tel: 902-620-3628 Fax: 902-368-5886

Website: [www.immigratepei.ca](http://www.immigratepei.ca)

Email: [immigratepei@gov.pe.ca](mailto:immigratepei@gov.pe.ca)



- Annex – Additional Slides
  - Cost of Immigration Elements
  - Recruiters and Consultants



## Foreign National

🏠 Language (\$225 valid for 2 years)

🏠 Education Credential Assessment  
(\$200 valid for 5 years)

🏠 Work Permit (\$155)

🏠 Permanent Resident provincial application (\$300)

🏠 Federal Permanent Resident  
(\$1040 – spouse \$1040 dependents \$150)

## Employer

Employer Compliance Fee  
\$230

# What Employers Need to Know

## Recruiter, Consultant or Employer cannot

 Produce or distribute false or misleading information

 Take possession of or retain a foreign national's passport or other official documents or property

 Misrepresent employment opportunities (position, wages, duties, length of employment)

 Threaten deportation...





- 🗑️ Foreign Nationals can not be charged a fee for a job offer;
- 🗑️ Any form of financial reward to employers in exchange for a job offer contravenes the act;
- 🗑️ If using a consultant we recommend you have a written agreement outlining the services;
- 🗑️ **Be careful of anything that sounds too good to be true, ask questions, know who is receiving compensation for the services received.**



Fisheries and Oceans  
Canada

Pêches et Océans  
Canada

# Atlantic Fisheries Fund

Presentation to:  
Island Oyster Growers Group  
January 2020





## Atlantic Fisheries Fund

The program will help Atlantic Canada's seafood sector meet growing market demands for products that are:

- high quality
- value added
- sustainably sourced

Contributions of more than \$400 million will be invested over 7 years to help the sector transition to the future.



## AFF Funding Model

- Partnership: Canada and the 4 Atlantic Provinces
  - Joint Management, Delivery and Approvals
  - Cost-shared 70/30
- Atlantic Component: \$295M Fed + Prov 30%
- National Marketing Pillar - \$30M + additional from all participating Provinces & Territories





## AFF Purpose – Atlantic Region

- Transform and drive innovation in the Atlantic fish and seafood sector
  - **Innovative** processes and technologies in harvesting, processing and aquaculture sectors
  - **Infrastructure**/new technology investments to improve quality, productivity and sustainability
  - **Science Partnerships** to enhance knowledge and understanding of changing oceanic conditions



## Program Assistance

- Commercial Enterprises:
  - Assistance Rate (all Government sources)
    - Up to 80%(less than 20 FTE), up to 75% (20-499 FTE) or up to 50% (500+FTE)
  - Type of Contribution
    - Contribution Less Than \$100,000
      - Non-Repayable
    - Contribution Over \$100,000:
      - Conditionally Repayable, Repayable or Non-Repayable\*



## Program Assistance

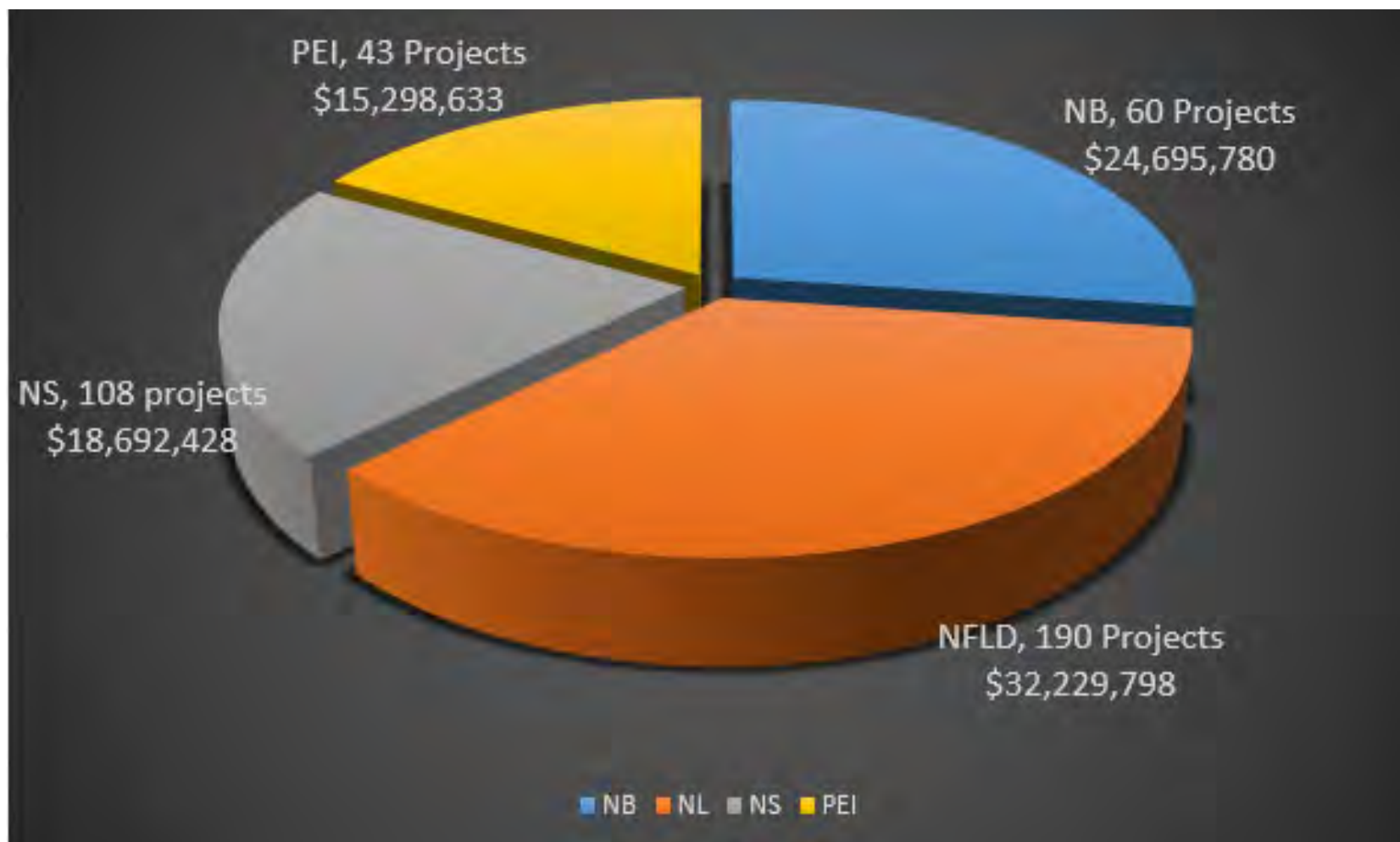
- Non-Commercial Organizations:
  - Assistance Rate (all Government sources)  
Up to 80%
- Type of Contribution  
Non-repayable



Fisheries and Oceans  
Canada

Pêches et Océans  
Canada

## Approval Activity by Province

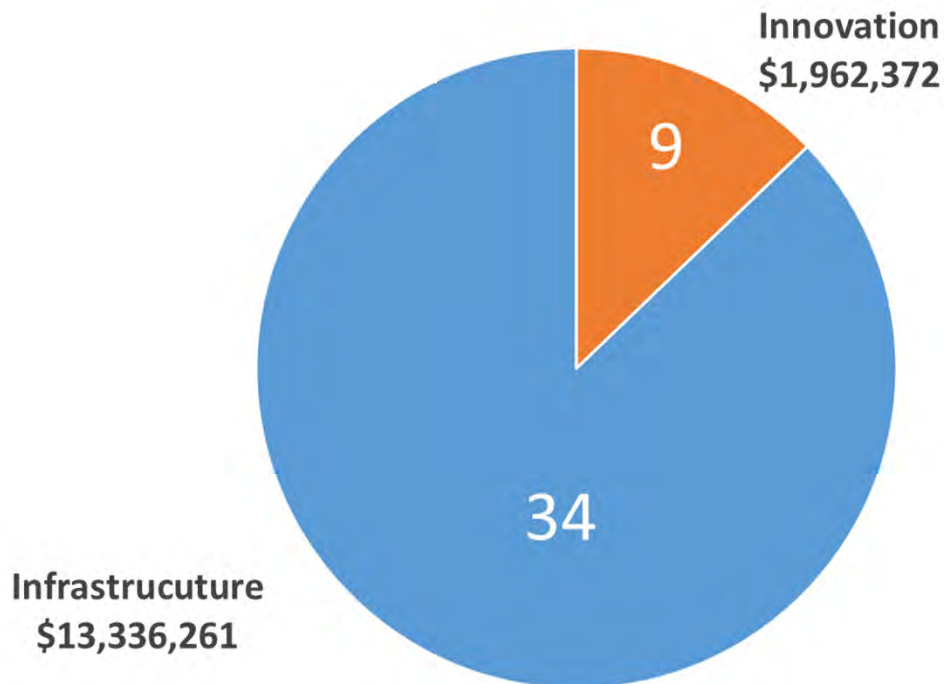




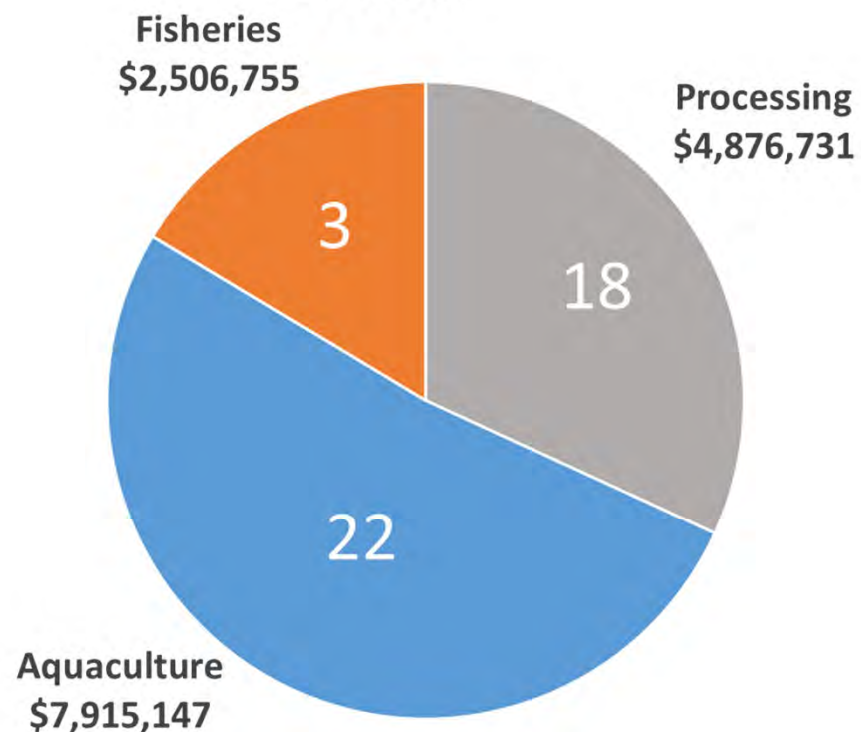


## PEI Results by Pillar and Sector

**Pillars**

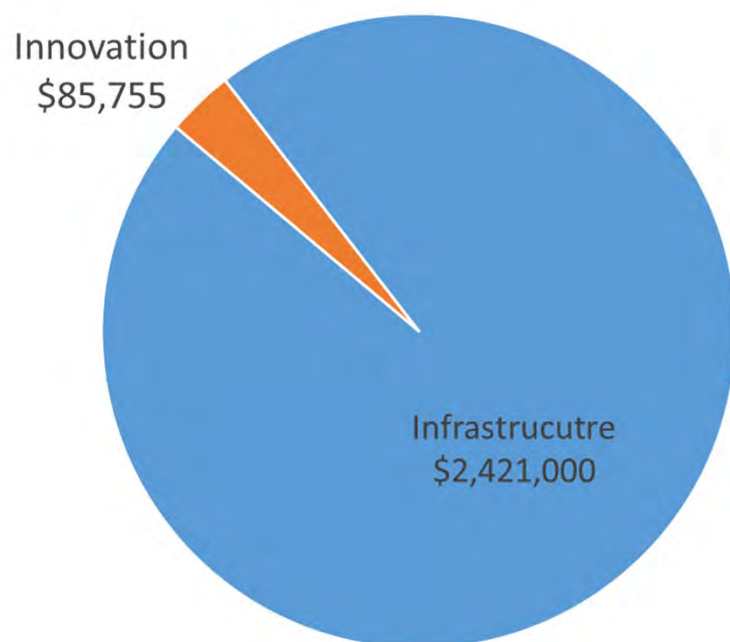


**Sectors**





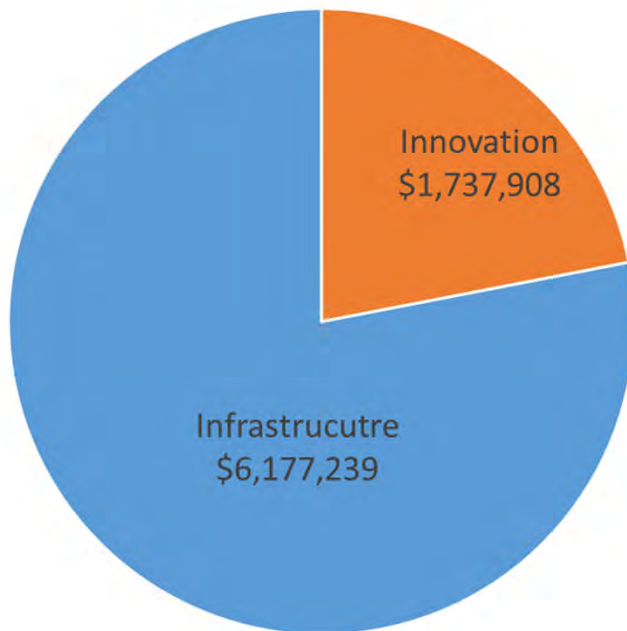
## PEI Fisheries



- Automated long lines and sustainable harvesting technology
- Various onboard handling equipment related to improving the quality of fish when harvested
- Electronic and new technology adoption for increasing efficiencies and sustainability (e.g. Notus Echo system for shrimp fishery)
- Pilot testing alternative, sustainable harvesting technologies for crab and lobster fisheries



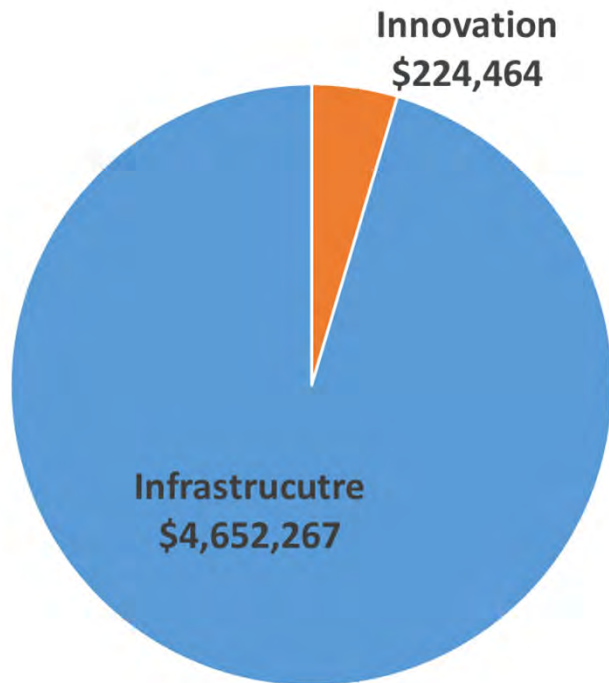
## PEI Aquaculture



- Acquisition of automated grading equipment for oysters
- Productivity and efficiency improvements in grow-out gear for shellfish aquaculture
- Adoption of new technologies to upgrade grow-out sites and hatcheries (shellfish and finfish)
- Research on innovative solutions for treatment of sea lice (finfish)



## PEI Processing



- New technology/state-of-the-art processing equipment to gain efficiencies and automate; as well as reduce energy consumption
- Demonstration of new technology for live lobster holding
- Acquisition of Automated live lobster grading systems



## Canadian Fish and Seafood Opportunities Fund (CFSOF) National Marketing Pillar

- First announced on June 28, 2017 by Minister LeBlanc at CCFAM
- Launched on Dec. 5, 2018; Initial expressions of Interest closed Jan. 11, 2019
- 16 expressions of interest were received; 8 invited to full proposal and were received May 3, 2019
- First seven project approvals on September 6, 2019





Fisheries and Oceans  
Canada

Pêches et Océans  
Canada

# Questions?



# Mel Pasher

Program and Administration Officer  
at PEI Aquaculture Alliance

FARMING ISLAND WATERS WITH PRIDE

# Oyster Infrastructure and Training Program ( OIT Program)

## Purpose of the Program

### \* Purchase of Equipment

- ▶ To address labour shortages,
- ▶ Expand oyster seed rearing capacity,
- ▶ Enhance traceability and record keeping,
- ▶ Improve the maintenance of product quality

# Oyster Infrastructure and Training Program ( OIT Program)

## Purpose of the Program

- \* Access Training and Educational Opportunities
- ▶ Enhance oyster growers' professional and business skills
- ▶ Prepare employees with necessary basic skills

# Oyster Infrastructure and Training Program ( OIT Program)

## ▶ Workstation platforms, associated equipment, and floating nursery systems

- \* One-time contribution up to 75% of eligible equipment expenditures, up to a maximum of \$50,000 per year.
- \* The maximum assistance each applicant is eligible for over the life of the Program is \$50,000.



# Oyster Infrastructure and Training Program ( OIT Program)

## ▶ Insulated Containers ( Exactor Tanks)

- \* One-time contribution up to 50% of eligible equipment expenditures, up to a maximum of \$5,000 per year.
- \* The maximum assistance each applicant is eligible for over the life of the Program is \$5,000.

# Oyster Infrastructure and Training Program ( OIT Program)

## ▶ Farm Management/Inventory Tracking

- \* One-time contribution up to 50% of eligible equipment expenditures, up to a maximum of \$5,000 per year.
- \* The maximum assistance each applicant is eligible for over the life of the Program is \$5,000.

# Oyster Infrastructure and Training Program ( OIT Program)

## ▶ Employee Training

- \* Up to 50% of eligible employee training costs, normally up to a maximum of \$500 per individual employee and \$2,500 per applicant.
- \* The maximum assistance each applicant is eligible for over the life of the Program is \$5,000.

# Oyster Infrastructure and Training Program ( OIT Program)

## ▶ Professional Development

- \* Up to 80% of eligible course costs, up to a maximum of \$1,000 per course
- \* The maximum assistance each applicant is eligible for over the life of the Program is \$2,000.

# Oyster Infrastructure and Training Program ( OIT Program)

**Mel Pasher**

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**Main Office: 902-368-2757**

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**WWW.aquaculturepei.com**

FARMING ISLAND WATERS WITH PRIDE



# EXPERIENTIAL PRODUCT DEVELOPMENT



# Why Experiential Tourism

Research by CTC/ Destination Canada and others shows:

- A socio profile or Personality Type that wants to engage in the local culture, experience the creation of something under a local expert.
- Who does this affect- everyone of you interested in increasing revenues.
- Destination Canada needs to focus on Selling Specifics to attract the attention of wholesalers

# Layers/Levels of Product

- At the LURE level, Province markets “off Island” our Pastoral scenery and coastline are the 2 largest motivators.
- At an ICON level- we need to sell specifics like coastal touring, beaches, festivals, golf, & ANNE.
- At the Regional level – we need to be even more specific in offering value added experiences through itineraries, themed tour, loop tours, and experiential packages to increase our revenues.

# What is Experiential Tourism

- *Experiential Tourism is:*
- learning-by-doing.
- engagement, participation, and active involvement.
- creating ways for everyone to learn, to take part, to walk, to cook, to create music, to produce art and/or crafts, to have conversations with each other and to experience people, places, stories, ideas, and;
- to take part in unique things to do in the area.

# Criteria for Certification as an Authentic PEI Experience

- Hands-On Activities
- Community Experts
- Use all Five Senses
- Unique to PEI
- Personal, Unique and *Intimate* experience for each visitor
- Public Safety
- A Food Safety Handling Course is mandatory when food is being provided as part of the experience



**All experiences that offer food must post a sign/notification developed by Tourism PEI at the location where the experience is sold. The notification indicates the experience is not a licensed food activity, however the providers have met the criteria for exemption as outlined by the Department of Health and Wellness, including “Food Handling” training.**

**Each experience must be reviewed by the Tourism PEI, and when approved will be added to the Department’s approved for certification inventory. If you are not approved to be on the Department’s experiential product inventory then you will not be qualified to be exempt for the regulations of the *Public Health Act’s Food Premises Regulations*.**



# My Five Senses Scan

- Touch
  - Taste
  - Smell
  - Sight
  - Hearing
- 



# Categories

- Taste/Cuisine
  - Nature/Outdoors
  - Arts/ Crafts
- 

# Context

- ½ day packages (3 Hours) – the most popular
- Full day packages 5 hours
- Importance of engagement - hands on, making the connection, making memories
- Importance of food – local, healthy

# Promoting Your Experience

- Your own website
- Social media
- VIC staff
- Selling each other
- Local, fresh snacks
- 1/2 day
- Option of selling through one of the two Island wholesalers.

# How to sell Experiential Product

- You can offer/sell as a short prepared activity to entertain your guests.
- May increase your revenue by: value added sales, another day, or return visits.
- You can sell as part of a package.
- Join your RTA/ DMO and profile your experience on their websites.
- Tourism PEI profiles Authentic PEI Experiences on our website
- Sell through existing package providers.



## Authentic PEI Experiences

Want to live like an Islander? Find out how, from skilled artisans, farmers, fishers, and musicians with these hands-on adventures. In this section you will find 44 certified Authentic PEI Experiences to choose from in Taste/Cuisine, Arts/Crafts and Nature/Outdoors categories. The coloured boxes are colour-coded to match these five touring regions. Get to know the real Island way of life, we can't wait to show you! Visit [tourismpei.com/pei-experiences](http://tourismpei.com/pei-experiences).

*Signature Experiences are certified by Destination Canada.*

### SIGNATURE EXPERIENCE



**OWNER FOR AN EVENING EXPERIENCE**  
(Charlottetown) Experience PEI. Meet your horse and trainer before the race and discuss strategy, then enjoy a buffet and learn how to place your bets. April-Dec. [www.experiencepei.ca](http://www.experiencepei.ca)  
Toll free 1-844-368-1670

### TASTE/CUISINE EXPERIENCE

**ACADIAN CULINARY EXPERIENCE**  
(Abram-Village) At Village Musical Acadien, learn to cook popular Acadian pastries and taste traditional dishes. June-Sept. [www.villagemusical.com](http://www.villagemusical.com)  
902-854-3300

### SIGNATURE EXPERIENCE



**LOBSTER EXCURSIONS EXPERIENCE**  
(Charlottetown) **Top Notch Lobster Tours.** Embark on an adventure with an authentic lobster boat and crew. Learn all about lobster and enjoy a lobster meal on board. 2015 Trip Advisor Certificate of Excellence. July 1-mid Sept. [www.markscharters.com](http://www.markscharters.com)  
902-626-6689

### TASTE/CUISINE

**FROLIC, FRICOT & FIDDLES**  
(Abram-Village) Explore the Island's rich Acadian culture while learning to prepare râpé and enjoy traditional music. May-Oct. [www.experiencepei.ca](http://www.experiencepei.ca)  
Toll free 1-844-368-1670

North Cape Coastal Drive  
Green Gables Shore  
Red Sands Shore  
Charlottetown  
Points East Coastal Drive

### SIGNATURE EXPERIENCE



**GIANT BAR CLAM DIG EXPERIENCE** (Georgetown)  
**Tranquility Cove Adventures.** Drop anchor 8 km off our coastline to explore a deserted island. Dig for giant clams, haul lobster, rock crab, mussels, and enjoy a cook-out. Open July 1-Oct 5, depending on water temperature. [tranquilitycoveadventures.com](http://tranquilitycoveadventures.com)  
902-200-2161

### TASTE/CUISINE

**SPUDS, FUDGE & TALES**  
(O'Leary) Visit a potato farm, talk to a local farmer, visit the museum, eat a potato lunch and make potato fudge. June 12-Sept 15. [canadianpotatomuseum.com](http://canadianpotatomuseum.com)  
844-849-1470

### TASTE/CUISINE

**THE TABLE CULINARY STUDIO**  
(New London) Get a taste of Island flavours through hands-on cooking class under the passionate eye of our Chef. May-Nov. [www.thetablepei.ca](http://www.thetablepei.ca)  
647-920-1542

## AUTHENTIC PEI EXPERIENCES

### TASTE/CUISINE

**PICK & PRESS APPLE PICKING**  
(York) Pick your own apples at the Wintermoor Orchard. Use the pulp machine to create your own apple cider. Late Aug-Oct. [www.experiencepei.ca](http://www.experiencepei.ca)  
Toll free 1-844-368-1670

### TASTE/CUISINE

**HAPPY CLAMMERS**  
(Pinette) Learn all about clams and how to find them. Enjoy a feast of the steamed clams you have dug. June 15-Oct. [www.experiencepei.ca](http://www.experiencepei.ca)  
Toll free 1-844-368-1670

### ARTS/CRAFTS

**METAL MAGIC**  
(Lower New Annan) Using forge and anvil, make your own piece of folk art from recycled metal or make a black iron piece. June-Sept. [www.malpequefineiron.com](http://www.malpequefineiron.com)  
Toll free 1-866-436-5006

### TASTE/CUISINE

**BEACHCOMBERS CLAM BOIL**  
(Cardigan) Harvest your meal of shellfish... clams, oysters, mussels, crab, periwinkles. You dig. We cook. May-Oct 30. [www.experiencepei.ca](http://www.experiencepei.ca)  
Toll free 1-844-368-1670

### TASTE/CUISINE

**LOBSTER LOVERS**  
(Souris) Haul your lobster from the trap. Enjoy a lobster dinner onboard. No fresher way to eat PEI lobster. July 1-Oct. [www.fiddlingfisherman.com](http://www.fiddlingfisherman.com)  
902-687-2261 / 902-969-2942

### ARTS/CRAFTS

**BUNNY WOOL ART**  
(Abram-Village) A hands-on experience with live bunnies. Comb them, spin their wool and create a bunny wool craft. Jun 15-Sept 30. [www.regionevangeline.com](http://www.regionevangeline.com)  
902-854-2096

### TASTE/CUISINE

**MUSSEL & LOBSTER SHORE BOIL**  
(Cardigan) Help bring in a mussel sock, clean them and dig some clams. Enjoy dinner of shellfish and lobster. May-Oct 30. [www.experiencepei.ca](http://www.experiencepei.ca)  
Toll free 1-844-368-1670

### ARTS/CRAFTS

**WEAVING WITH WOOD**  
(Richmond) Learn Acadian traditions and history while weaving and decorating your very own basket. May 1-Nov 15. [www.islandtraditionsstore.com](http://www.islandtraditionsstore.com)  
902-854-3063

### ARTS/CRAFTS

**THE JOY OF WATER COLOUR**  
(Clyde River) Enjoy a watercolor lesson with a skilled artist. Group Jan-Dec 31. [www.julapurplecell.ca](http://www.julapurplecell.ca)  
902-368-7526

### TASTE/CUISINE

**LOBSTER DINNER - PEI STYLE**  
(Murray Harbour) An authentic PEI lobster dinner family style. Learn how to cook lobster and mussels. May 1-June 28. [countrycharmpei.com/getaways](http://countrycharmpei.com/getaways)  
1-800-227-9943

### ARTS/CRAFTS

**SEASPLASH SOAP MAKING**  
(Tignish) Create your own novelty soap under the guidance of soap production specialist of soap production specialist. May 15-Oct 15. [evaarsenault.ca/experiences](http://evaarsenault.ca/experiences)  
tignishtreasures.ca/experiences  
tours.html / 902-882-2896

### ARTS/CRAFTS

**ENCHANTED CANDLES**  
(Victoria) Design your own candle and pick the filler wax to make a candle that can be refilled and last forever. May-Oct. [www.experiencepei.ca](http://www.experiencepei.ca)  
Toll free 1-844-368-1670

Try your hand at a new experience.  
You can learn and vacation at  
the same time!

Photos: Stratford, ALEX BRUCE

Stratford

# Why In PEI

- Experiential tourism is a natural for adding value for tourism operators.
- Especially in PEI where our rich heritage and cultural partners and our soft outdoor adventure opportunities align with the interests of our target markets.
- This is not about deals or discounting.
- This is about increasing revenue based on value for money.
- This is about cross selling and the mall effect.

# PEI's Target Markets

- Families
- Couples over 50, no kids
- 25 – 35, Millennials
- Conventions - pre and post convention packages.


# Authentic PEI Experience

- Develop
- Apply- become certified
- Included on the free Inventory List on our website (you can purchase a profile listing for either \$65 or \$160).
- A new product offer- revenue stream
- A more sustainable tourism operator





# Keys to Success

- Unique Opportunity
  - Authentic, Passionate provider
  - Keeping it Simple
  - A “Wow’- create a special Memory
  - A schedule that works for you
- 



## LOBSTER FISHERMAN FOR A DAY



## Top Notch Charters

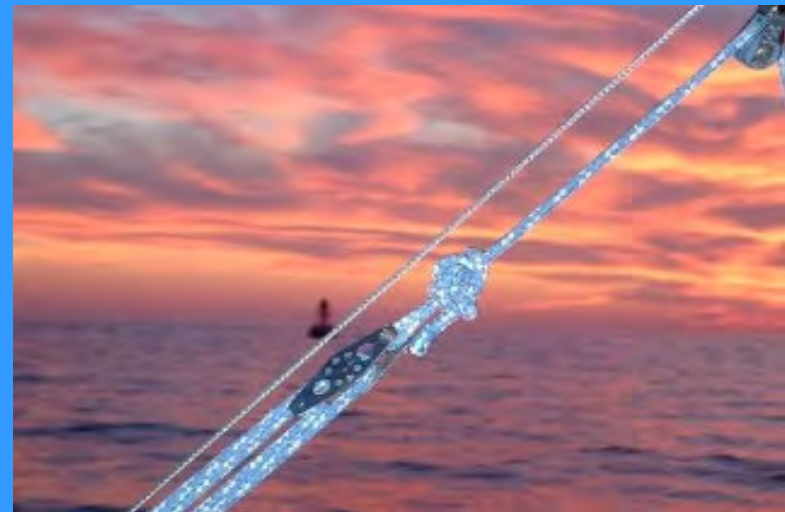






# LEARNING THE ROPES

Wave Skills Sailing School





## FIND AND MAKE A TREASURE

Right off the Batt  
and The Evening  
Primrose





# SEAWEED SECRETS

Corkinview Beach  
House




# Why Experiential Tourism

- Tourists want experiential product.
- We want to give visitors what they want and increase the experiential product available.
- We want to give operators more ways to make money.
- Mindset and give operators time to think to be ready for next steps.



# Today's Presentation

- Initial Concept Conversations
  - Inventories
  - Stir Your Creative Juices
  - Ideas for one-on-one follow-up
- 

# Tourism PEI Supports

- Pricing
- Front line staff
- Pro-actively developing packaging with accommodations to integrate experiences



# Lessons Learned

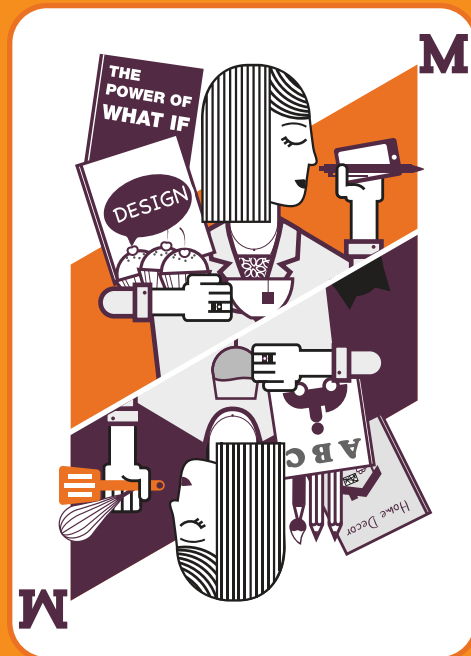
- **Keep it simple**
- **Available on Demand or by appointment**
- **Start small, grow incrementally**
- **3 hours or ½ day**
- **Three word titles**



**COMING OUT  
OF YOUR SHELL  
BUILDING ON YOUR  
BRAND & BUSINESS**

MELODY  
DOVER

WHO THE HECK  
AM I?



**05** BDC – YOUNG ENTREPRENEUR OF  
THE YEAR

**06** GCCOC – EMERGING  
BUSINESS AWARD  
OF EXCELLENCE

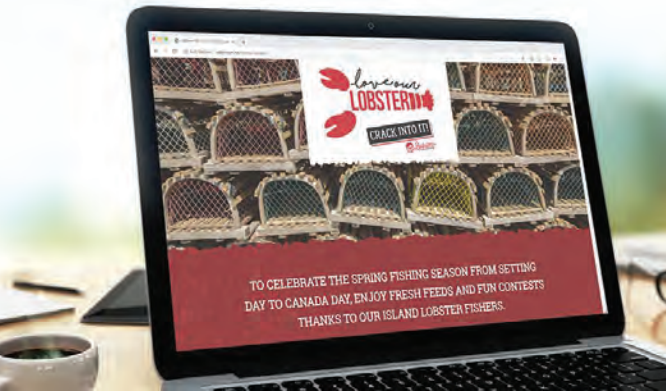
**10** PEIBWA –  
GROWING BUSINESS AWARD

**12** AIM – BEST SOCIAL MEDIA  
CAMPAIGN IN ATLANTIC CANADA  
FOR PEI BURGER LOVE

**14** CAMA – NATIONAL WINNER  
BEST INTEGRATED CAMPAIGN  
FOR PEI BURGER LOVE

**16** CAMA  
BEST SOCIAL  
MEDIA IN  
CANADA FOR  
PEI  
POTATOES

**17** HOLLAND  
COLLEGE  
ALUMNI  
AWARD









**COMING  
OUT OF  
YOUR SHELL**

# **PEI OYSTERS LEGENDS IN THE MAKING**



**COMING  
OUT OF  
YOUR SHELL**

**PEI OYSTERS  
ARE HARVESTED  
BY PEOPLE  
FOR PEOPLE**



**COMING  
OUT OF  
YOUR SHELL**

**YOUR STORY  
= BRAND EQUITY**



**COMING  
OUT OF  
YOUR SHELL**



**COMING  
OUT OF  
YOUR SHELL**

# **YOUR STORY**

## **HOW DOES IT HELP?**





**COMING  
OUT OF  
YOUR SHELL**

**UNIQUE  
+ EFFORT  
= BRAND VALUE**



**COMING  
OUT OF  
YOUR SHELL**



**COMING  
OUT OF  
YOUR SHELL**



**COMING  
OUT OF  
YOUR SHELL**

# **YOUR STORY (YOUR AUDIENCE)**



COMING  
OUT OF  
YOUR SHELL





COMING  
OUT OF  
YOUR SHELL

— THE Oath —  
Cradled on the waves,  
**I swear to honour**  
ON THIS BORROWED DAY,  
the PEI Oyster Society  
by the grace of this  
**Salty Kiss.**







# COMING OUT OF YOUR SHELL


PRINCE EDWARD ISLAND


**OYSTER SOCIETY**


AUGUST 1<sup>ST</sup> - 31<sup>ST</sup>

**MEMBERSHIP INITIATION**

**No1**   **GET SHUCKED IN!**  
Ask your patrons if they wish to become an honoured member of the PEI Oyster Society™ by being 'shucked-in' with a fresh shucked PEI Oyster.




**No2**  **SHUCKED PEI OYSTER**  
Provide said patrons with a fresh shucked PEI Oyster on the half-shell.

**No3**  **MEMBERSHIP CARDS**  
Provide patrons with the official PEI Oyster Society™ membership card for them to recite The Oath, then 'down the hatch' with a PEI Oyster.

**No4**  **Kiss & Tell your PEI Oyster tale to WIN!**  
**ENTER TO WIN!**  
Now a member of the PEI Oyster Society™, encourage patrons to visit [www.peioystersociety.ca](http://www.peioystersociety.ca) for a chance to WIN prizes throughout the month.

[www.peioystersociety.ca](http://www.peioystersociety.ca)

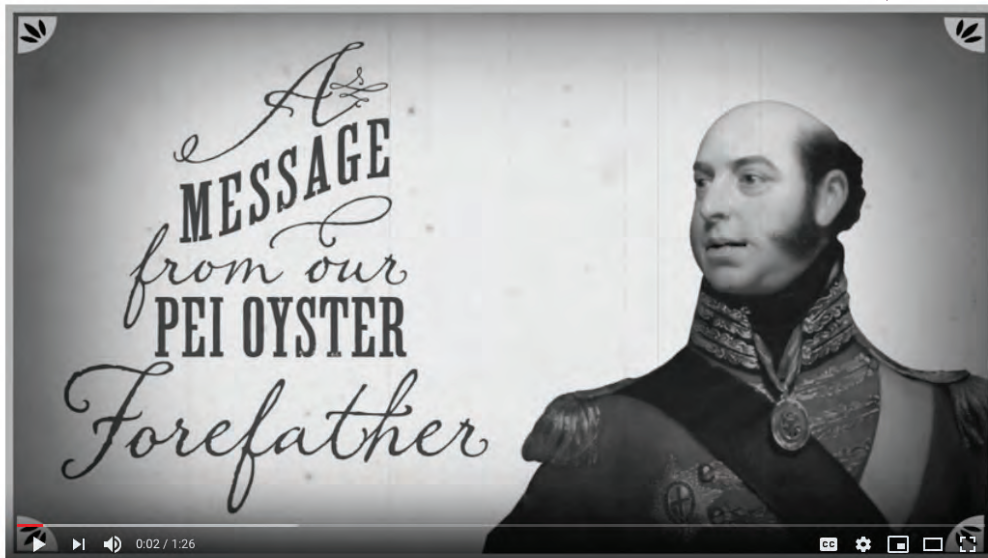
PRESENTED IN PARTNERSHIP WITH

ENDORSED BY BURLINGTON BROTHERS SEAFOOD - CORVILLE BAY OYSTER - FINE STAR SHELLFISH INC.  
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RASPBERRY POINT OYSTERS - ZAPCO AQUACULTURE



**COMING  
OUT OF  
YOUR SHELL**



COMING  
OUT OF  
YOUR SHELL



# COMING OUT OF YOUR SHELL





**COMING  
OUT OF  
YOUR SHELL**



**“MY DAD VISITING  
FROM ENGLAND  
AFTER BEING  
'SHUCKED IN'. HIS  
COMMENT -  
'NOT AS BAD  
AS I THOUGHT!'.  
(THIS IS A COMPLIMENT  
FROM HIM!)”**

**COMING  
OUT OF  
YOUR SHELL**

# **PEI OYSTERS**

## **FINDING YOUR OPPORTUNITIES**





**COMING  
OUT OF  
YOUR SHELL**

# **EXPERIENTIAL BRANDING WHAT'S YOURS?**



**COMING  
OUT OF  
YOUR SHELL**

# **BUILDING THE LINKS**

## **TACTICS + TIPS**



**COMING  
OUT OF  
YOUR SHELL**

# **LOCALLY COLLABORATE & CONNECT**



**COMING  
OUT OF  
YOUR SHELL**

# **EXPORT SHARE YOUR STORY ABROAD**



**COMING  
OUT OF  
YOUR SHELL**

# **SHUCKING AWESOME!**

## **FEED YOUR AUDIENCE**



**COMING  
OUT OF  
YOUR SHELL**

# **PEI OYSTERS**

## **IT'S ALL UP TO YOU!**





# THANKS FOR LISTENING!



**@melldover**

**@FRESHMEDIAPEI**

# QUESTIONS?



**@melldover**

**@FRESHMEDIAPET**

SUMMER 2017

# Explore

ISSUE NO. 2

Eastern PEI

Entrepreneurship & Opportunity

**Chamber honours  
its best!**

Tranquility Cove Adventures  
Emerging Business Growth Award  
More winners inside



TRANQUILITY  
COVE  
ADVENTURES







The  
transformation  
fisherman  
to  
tourism operator



# The Real Lobstering Deal



Become a cork for a day  
and be amazed at what you will





**969-7184**

**All Inclusive**  
Adventures

**Giant Bar Clam Dig\***



**...and much  
more**

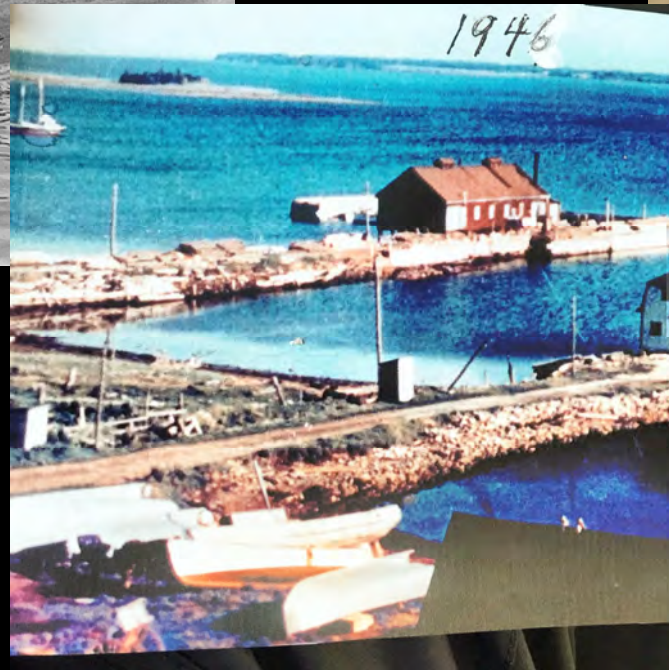
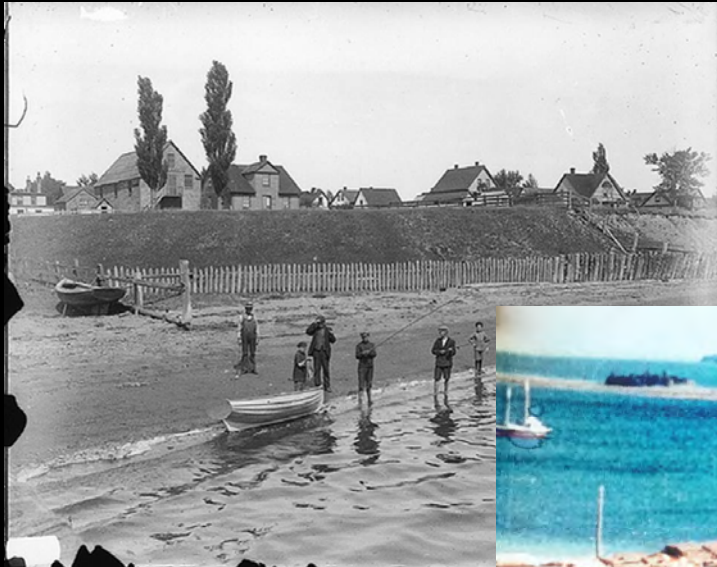
**TranquilityCoveAdventures.com**



TRANQUILITY  
COVE  
ADVENTURES



# A rich history of the sea.



On an island off an island.

# Giant Bar Clam Digs



Our Main

ent:



\* Big and

beautiful



This is our  
signature photo for  
our  
giant bar clam digs  
with The Canadian  
Tourism  
Commission.  
Steven Harris is our







If you want your guests to be as excited as you are about the adventure, let them see the enthusiasm on your face and





# Calmest waters on P.E.I.





# Deep sea fishing with

PRO



TRANQUILITY  
COVE  
ADVENTURES





The fish  
BBQ is a  
value  
added  
item.

# Ahhhh!! the BBQ



Food has an unmatched ability to communicate a unique sense of place for the



# Pearl and Starfish Hunt



This is a hit for the whole family, young and older 🐚









TRANQUILITY  
COVE  
ADVENTURES





Helping the entrepreneur be a  
thinker  
and  
helping the thinker be an  
entrepreneur











Dis

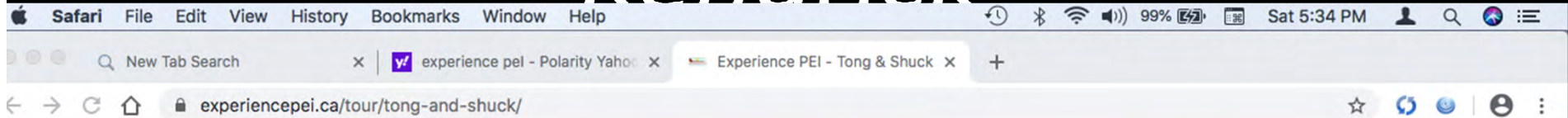


uly

amazing  
things through  
experiences  
on the land  
and sea.



# Experience PEI, Bill & Mary Kendrick



## Give the gift of amazing memories!

Our E-Certificates are the perfect gift for any occasion! Use them towards any experience and they never expire!



## Create your perfect PEI experience!

Enjoy our small group activities with just your family, friends or co-workers. Let us plan your Private Group Experience now!



## Tong & Shuck

**Duration:** 2.5 hours

**Location:** Cardigan / Points East Coastal Drive

**ADMISSION**  
**\$125/pp**  
Min 2 - Max 8 ppl

This experience takes place from July-September.

Times vary based on high tides. See the booking calendar for start times.

Booking insurance available. Please see our terms and conditions link in the footer of the website for our refund policy.

[BOOK NOW](#)

[COMPARE TOURS](#)



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The best time for a new  
beginning  
is now !



# The end





# Canadian Agricultural Partnership (CAP) Agri-Food Programs



PEI Oyster Aquaculture Business  
Conference  
Mill River Resort, PEI  
January 29-30, 2020

# Who we are



## **AGRICULTURE RESOURCES DIVISION**

Director – Lynda Ramsay (Acting)

### **Agriculture Industry Development Section**

Manager – Lynda Ramsay

Beef – Les Halliday

Bees & Berries – Cameron Menzies

Cereals & Oilseeds – Steven Hamill

Dairy – Fred VanderKloet

Organic – Adam MacLean

Potatoes – Lorraine MacKinnon

Agriculture Information Officer – Suzanne MacNeill

Agriculture Information Officer - Carolyn Wood

Program Officer – Tara Murphy

Agricultural Technician – Muriel Power

### **Sustainable Agriculture Section**

Manager – Carla Millar

Soil and Water – Tyler Wright & Tobin Stetson

Nutrient Management – Kyra Stiles

Ag. Environmental Officer – Melanie Bos

Integrated Pest Management – Sebastian Ibarra

Agriculture Technician – Danny Walker & Will Ramsay

Agriculture Officer – Will Proctor & Chad Smallman

Soil Health Development Officer – Bradford Rooney

Program Officer – Darcee Birch

# Canadian Agricultural Partnership

The Canadian Agricultural Partnership (CAP) is a Federal/Provincial/Territorial agreement that outlines policy and program priorities for the agriculture industry across Canada.

Replaces Growing Forward 2 and will be in place for five years (2019-2023).



Agriculture  
and Land



# CAP Programs – Ag Industry Development

Agriculture Research & Innovation Program

Business Development Program

Community Food Security & Agriculture Awareness Program

Organic Industry Development Program

Perennial Crop Development Program

Product and Market Development



Agriculture  
and Land



# CAP Programs – Sustainable Agriculture

Agriculture Stewardship Program

Alternative Land Use Services Program

Assurance Systems Program

Future Farmer Program

Business Risk Management Program



Agriculture  
and Land





## **Agriculture Stewardship Programs**

### **Beneficial Management Practices Sub-Program**

- Silage Storage
- Manure Storage
- Covered Feedlot
- Alternate Watering Systems
- Power to Remote Sites for Watering Systems
- Stream Crossings for Farm Machinery
- Fencing and Livestock Stream Crossings
- Agriculture Water Quality
- On-Farm Water Use Efficiency
- Sustainable Agricultural Water Supply



# **Agriculture Stewardship Programs**

## **Beneficial Management Practices Sub-Program**

- **Soil Management**
  - **Erosion Control Structures**
  - **Nutrient Management Planning**
  - **Winter Catch Crop Following Row Crop**
  - **Nutrient Management Demonstration Trial**
  - **Tillage Timing of Forages (with cover crop)**
- **Water Management**
  - **Irrigation Efficiency**
  - **Well Water Management**







**Terrace  
Erosion Control Structure**

**Grass Waterway  
Erosion Control Structure**





**Manure Storage**

## **Agriculture Stewardship Programs**

### **Beneficial Management Practices Sub-Program**

#### **Energy Management**

- Machinery and Equipment Upgrades

#### **Integrated Pest Management**

- Data Based Decisions
- Alternative Crops as Disease Suppressant Rotations or Beneficial Organism Habitat
- Trials

#### **Example:**

- UKKO AGRO App ( takes weather data and predicts the threat of blight)



## **Alternate Land Use Services Program (ALUS)**

- **Eligible Activities:**
- ❖ **Retirement of sensitive land**
  - **Expanding buffer zones;**
  - **Establishing non-regulated grassed headlands; and**
  - **Retiring high-sloped land.**
- ❖ **Land under conservation structures**
- ❖ **Maintain livestock fencing adjacent to watercourses and wetlands; and**
- ❖ **Delayed hay cutting of long-term forage fields.**

# **Assurance Systems Program**

- **On Farm Assurance Sub-Program**
- This will be primarily directed at agriculture industry groups to set their priorities and lead producer adoption of systems that benefit the sector as a whole, or benefit a large portion of the sector's producers.
  - **ie: Food Safety, Biosecurity, and Tracability.**
- **Post Farm Assurance Sub-Program**
- Will provide assistance for the implementation of recognized assurance systems in food processing enterprises, and/or post-farm agri-food enterprises.
- **Surveillance and Emergency Management Sub-Program**
- Will provide support for livestock surveillance and emergency management plans.

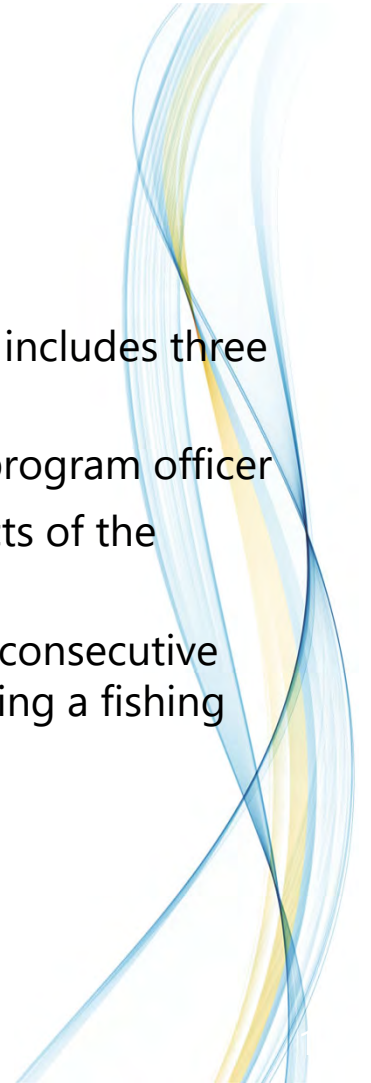
# **Future Farmer Program**

- **The Future Farmer Program will support the expansion of domestic and international competitiveness by supporting new farmers to improve the probability that they establish or continue profitable and sustainable commercial farm businesses.**
- **Eligible Assistance:**
- **On-farm projects to enhance the farm**
- **Skill development and training**
- **Analytical laboratory testing**
- **Business Risk Management**

# **Future Farmer Program**

## **What's Offered**

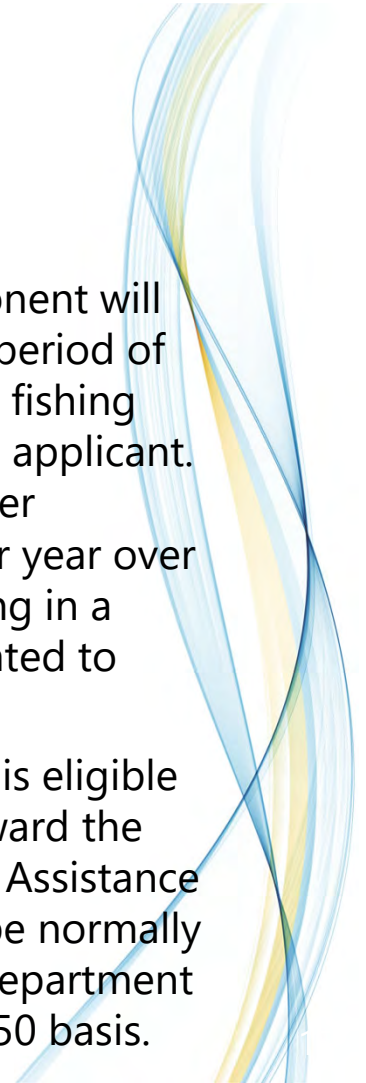
- Facilitation and coaching assistance by a program advisor;
  - Development and implementation of continuous improvement on-farm projects;
  - Skills assessment and development of Personal Learning Plan;
  - Skills development and training assistance by a third-party;
  - Analytical laboratory testing; and
  - Participation in the following Business Risk Management (BRM) Programs: AgriStability and AgriInsurance.
- The Future Fisher Program includes three components:
  - Coaching, facilitated by a program officer
  - Training involving all aspects of the lobster fishery, and
  - Reduced interest for three consecutive years for the cost of acquiring a fishing license.



# Future Farmer Program

## Future Farmer / Future Fisher

- • 50% of assistance up to \$5,000 per farm operation is available for eligible continuous improvement on-farm projects expenses per fiscal year over the life of the CAP Framework Agreement (2018-2023)1;
- • 75% of assistance up to \$4,000 per farm operation is available for eligible skill development and training expenses over the life of the CAP Framework Agreement (2018-2023)2;
- • 50% of assistance up to \$1,000 per farm operation is available for eligible analytical laboratory testing expenses; and
- • 50% of assistance up to \$2,000 per farm operation is available for eligible Business Risk Management3expenses over the life of the CAP Framework Agreement (2018-2023).
- The interest rebate component will reduce interest costs for a period of three consecutive years for fishing operations acquired by the applicant. The maximum assistance per applicant will be \$3,000 per year over a three-year period resulting in a maximum contribution related to interest relief of \$9,000.
- In addition, each applicant is eligible to receive up to \$1,000 toward the costs of training initiatives. Assistance for training initiatives will be normally cost-shared between the department and the applicant on a 50-50 basis.





# Business Risk Management



- ✓ **AgriInsurance** | Insures agricultural crops against production losses from specified perils.

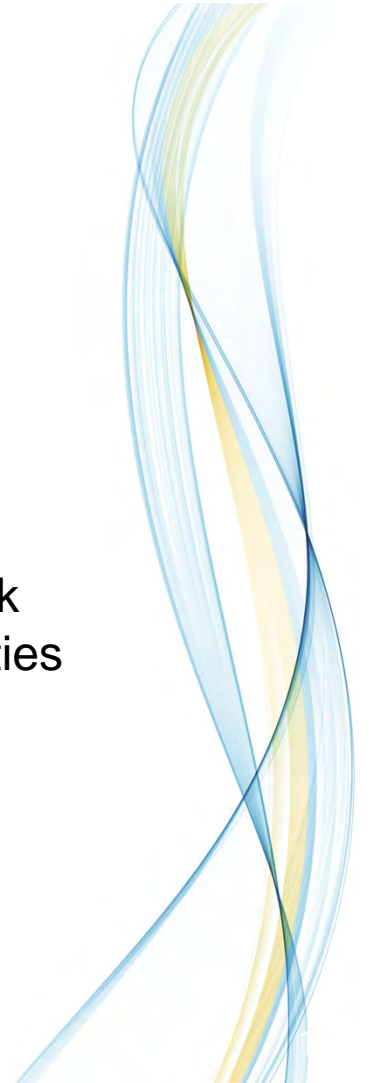
○



- ✓ **AgriRecovery** | Disaster assistance framework designed to cover extraordinary costs of activities necessary to resume business.



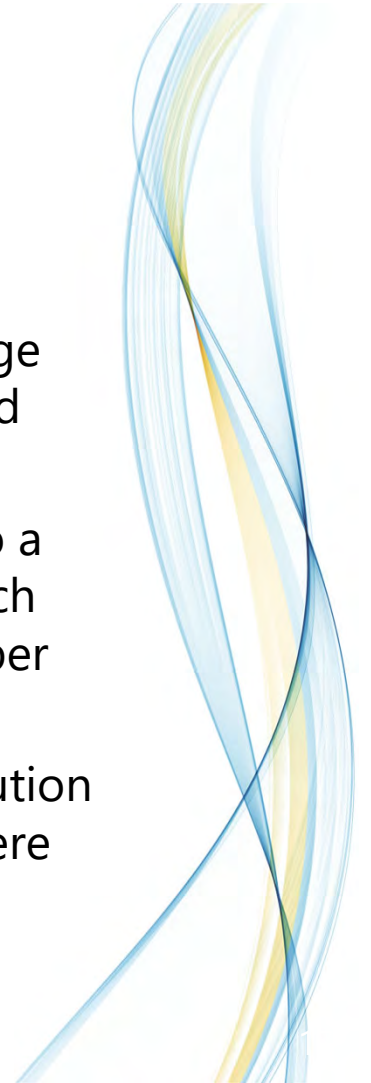
- ✓ **AgriStability** | Offers protection against declines caused by circumstances



# **Agri-Invest Program**

(Delivered by Federal Government in Winnipeg)

- Funds in an AgriInvest accounts allows farmers flexibility to manage small financial risks and declines and to stabilize farm incomes and operations.
- Farmers contribute up to 1% of their Allowable Net Sales (ANS) to a savings account and the Federal and Provincial governments match this deposit on a 60/40 basis to a maximum of \$15,000 per farm per year.
- The producer must withdraw funds from the government contribution fund or Fund 2 first. These are taxable as investment income. There are no restrictions on what the monies are used for.



# Agriculture Research & Innovation

## Applied Research –

Supports short-term applied research that benefits the PEI agriculture industry

◦ i.e. field variety trials



## Innovative Technologies –

Technologies that are leading edge, potentially high-risk and first of their kind in PEI, including on-farm crop and livestock diversification.

- i.e. silage bale wrapper, pumpkin seed harvester, Robotic palletizing system



# Agriculture Research & Innovation

**Research Coordination –**  
supports commodity groups  
and industry organizations to  
implement activities related to  
the coordination of research for  
their sector.

◦i.e. PEI Horticultural Association, PEI  
Certified Organic Producers Cooperative

**Technology & Science Adoption –**  
adoption and/or implementation of  
best practices, new technologies,  
and processes that will improve  
efficiency and profit margins

◦i.e. TMR feed mixer, on-farm grain drying  
system, press wheel kits, air reels



# Business Development

**Agri-Skills** - Individualized agriculture-related skills training such as: accounting, marketing, driver training.

○ i.e. book keeping, Class 3A driver training, applicable conferences & workshops

## **Training and Organizational Development -**

Coordination of seminars/workshops for groups of farmers, organizations and agri-businesses.

Organizational development includes Board training (Governance, Leadership, Succession)

○ i.e. Farmer Business Development Series, Agrology Workshop



# Business Development

## **Planning** – Types of business plans

- Financial Assessments; Financial Action Plans; Risk Management Plans; Business Plans; Feasibility Assessments; Cost-of-Production Analysis; and Succession Plans.

**Benchmarking & Risk Management** - to build the capacity of farmers to better understand their financial situation, know their costs of production, and benchmark their farm performance.

# BDP – Online Self Assessment Tool


Partnership with OMAFRA, PEI and FMC

<http://www.farmbusinessassessment.com/pei>



# BDP – Self Assessment Questions

**PLANNING FOR BUSINESS SUCCESS**



Home > Production Management > Assessment Questions

**Production Goals**

1.1 Do you have written production management goals for your farm business?

**Green Answer**  
I have written goals that will: meet my customers' expectations, maximize profits and meet quality assurance standards and regulatory requirements.

**Yellow Answer**  
I have some written goals.  
OR  
I am not sure if my goals meet customer's needs.  
OR  
I am not sure if my goals lead to profitability.

**Red Answer**  
No I do not have written goals.

**Priority**  
☐ High  
☐ Medium  
☐ Low  
☐ Not Applicable

1.2 Do your record systems include production information (e.g. yields, quality, and information to help calculate the cost of production etc.)?

**Green Answer**  
My record systems provide useful and relevant information on time.

**Yellow Answer**  
My record systems provide limited information.

**Red Answer**  
My record system does not provide useful information I can use.  
OR  
I do not have a system.

**Priority**  
☐ High  
☐ Medium  
☐ Low  
☐ Not Applicable

**Production Systems**

1.3 Do you have a written production plan that identifies resources needed?

**Priority**

←

INTRO

🏠

SAVE

ACCOUNT

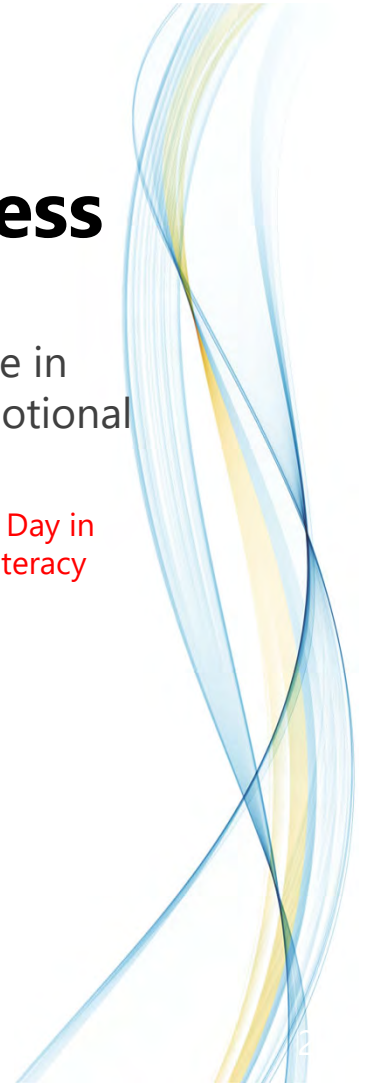
GLOSSARY

HIGH PRIORITY SUMMARY

KEY CONTACTS →

# Community Food Security & Ag Awareness

- Support PEI residents in obtaining safe, culturally acceptable, nutritionally adequate diets
- Promotes a sustainable, local food system that maximizes community self-reliance
  - Activities: Planning, public education & entrepreneurial development
- Raise the profile of agriculture in PEI through agriculture promotional activities and events.
  - Activities: Open Farm Day, Farm Day in the City, Canadian Agriculture Literacy Month



# Product and Market Development

Support to small and medium-sized agricultural producers, agri-businesses and agri-processors to expand their domestic and international competitiveness by expanding their product base and markets through value-added and agri-food processing projects and market development activities on PEI and through intra-jurisdictional projects.

○ i.e. Farmacy – Heart Beet Organics, Island Malt House & Burns' Poultry Farm - marketing, Island Artisan Cheese House – expanding markets, Mike's Queen Street Meat Market – product development



# Thank-you

## Any questions?



[princeedwardisland.ca/CAP](http://princeedwardisland.ca/CAP)

Chad Smallman, Agriculture Officer  
902-206-0053 | [csmallman@gov.pe.ca](mailto:csmallman@gov.pe.ca)

Suzanne MacNeill, Agriculture Information Officer  
902-394-0882 | [slmacneil@gov.pe.ca](mailto:slmacneil@gov.pe.ca)



# Q&A Panel

## Modernising Data Collection for PEI Oyster Farmer

Peter Warris


PEI Aquaculture Alliance

[www.aquaculturepei.com](http://www.aquaculturepei.com)

# What's the big deal about data?

- “There are three kinds of falsehoods, lies, damn lies and statistics”.
  - Benjamin Disraeli (allegedly)
- “The only statistics you can trust are the ones you have falsified yourself”
  - Winston Churchill

**“If you can't  
count it, it  
doesn't count.”**

- 
- Peter Bourque, Mitchell McConnell Insurance Ltd
  - Gary Compton and Jeremy Noonan, Compass Aquaculture
  - Chip Terry, Oyster Tracker





# What Numbers Matter to You?

- Product
  - Location/Source of Seed
  - Performance
  - Mortality
  - Harvest
  - Quality / Grades
- Farm Management
  - Cage Flipping
  - Grading / tumbling
  - Equipment / Maintenance
  - Labour Costs



## What are some potential advantages?

- Reduced waste
- Lower mortalities
- Increased profit
- Better performance

Prince Edward Island

# Early freeze brings difficult challenge for P.E.I. oyster growers



Divers, equipment 'banged up'  
from ice

CBC News



## The Current

# Earliest freeze 'in nearly 30 years' is causing problems for P.E.I. oyster farmers



More than 1,000 people are employed in province's oyster industry

## Prince Edward Island

# **P.E.I. oyster farmers push for crop insurance program**



Growers want access to same crop insurance program as farmers on land



**News**

# Hurricane Dorian's projected path into Canada

---

September 3, 2019 by David Gambrill

# Hurricane watch in parts of Atlantic Canada as Dorian moves up U.S. east coast

BY THE CANADIAN PRESS

ORIGINALLY PUBLISHED: SEP 6, 2019



# Most of the aquaculture industry as it currently stands is uninsurable, AXA says

By Matt Craze Jan. 9, 2020 09:50 GMT



"My personal belief is that 80% cannot be insured because of lack of biomass control and lack of statistics, so therefore, I think only 20% can be insured worldwide," Myre said. "A lot of what you see in some countries is not up to an insurable standard."





## So why do “we” care about the numbers?

- Funding & Support Programs and Other Government Support Services
- Access to Agriculture “type” Programs
- Demonstrating the return on investment
- Insurance





## Questions for the Panel

- In your opinion what are the three top reasons oyster growers needs to collect good quality data on their operations, whether via farm management software or other means



## Questions for the Panel

- What advantages have you seen in the past for oyster farming operations that have adopted farm management software systems?



# Occupational Health and Safety Program



Presented by: Elizabeth Pederson  
January 30, 2020

## Today's Session:

Employers' Responsibilities

Workers' Rights and Responsibilities

Occupational Health and Safety Program/Policy

Next Steps?

Getting Help...





## Employers' Responsibilities:

Safe and Healthy Workplace

Protective Equipment

Training and Supervision

Maintain and OHS Program/Policy



# Workers' Responsibilities

Proper Protective Equipment

Work Safely

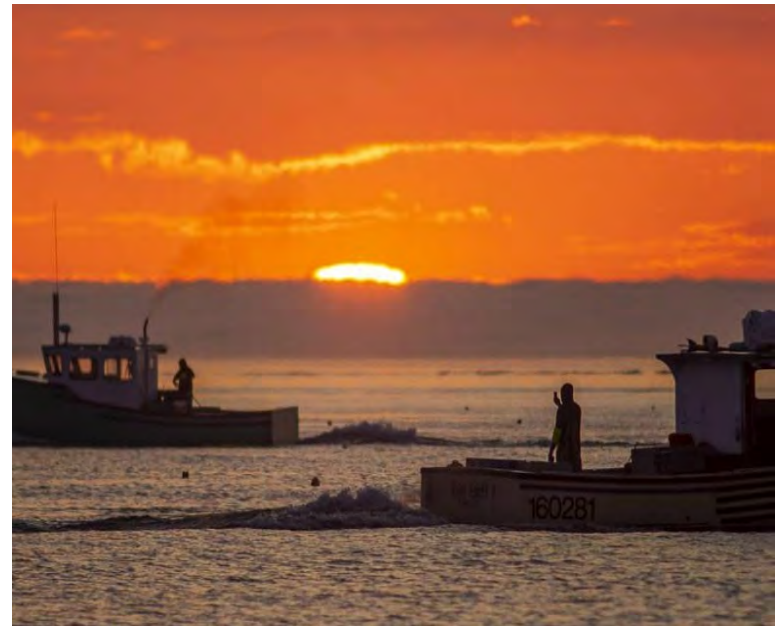
Report Unsafe Conditions

## Workers' Rights

Right to Refuse

Right to Know

Right to Participate



An Effective Safety Management  
Program can help avoid  
Incidents that are Costly, Time-  
Consuming and Stressful for  
Everyone Involved

# Where to Begin?

Assess Safety Issues

Conduct Informal Inspections

Discuss Safety Concerns

Learn about Industry Standards





# Required Components of the OHS Program:

1. Policy Statement
2. Safety Committee or Representative
3. Regular Inspections
4. Incident/Injury Investigation
5. Hazard Identification System
6. Written Work Procedures
7. Training and Orientation
8. Supervision
9. Record Keeping System
10. Evaluation Process

**TOMORROW?**



Please Contact Me:

Elizabeth Pederson

email: [pederson.eliz@gmail.com](mailto:pederson.eliz@gmail.com)

902-330-1062

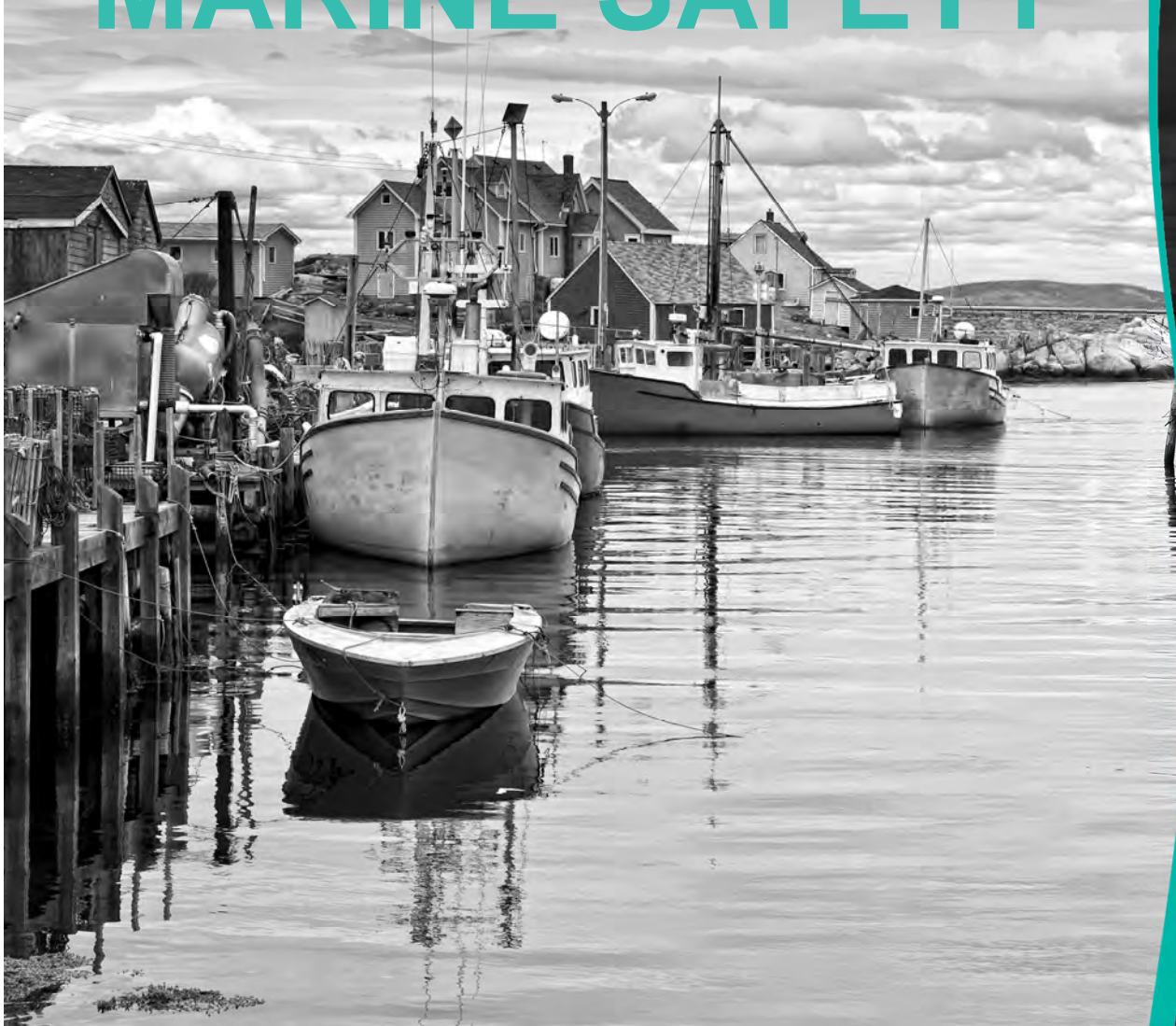




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**SPARTAN**  
INDUSTRIAL MARINE

# PRODUCTS

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- Cabin Equipment & Navigation
- Electrical
- Engine & Steering
- Pumps & Plumbing
- Clothing & Accessories
- Fishing Gear
- Ropes & Twines
- Buoys & Floats
- Hardware & Accessories
- Environmental Clean-up
- Wire Rope & Rigging
- Lifting Hardware
- Industrial Safety
- Marine Safety
- Rental Equipment



# SPARTAN MARINE MADE GEAR

- Netting
- Trawls
- Traps
- Rigging



# INSPECTIONS & REPAIRS

- Liferafts & Immersion Suits
- Personal Locator Beacons (PLB's)
- Emergency position indicating radio beacon (EPIRB)
- Slings, Lifting & Rigging
- Brand-Certified Repair







# HERCULES

— SLR<sup>INC.</sup>  
SECURING • LIFTING • RIGGING

**WE'RE IN THE BUSINESS OF SOLUTIONS**

# The right solutions for you



Products



Safety



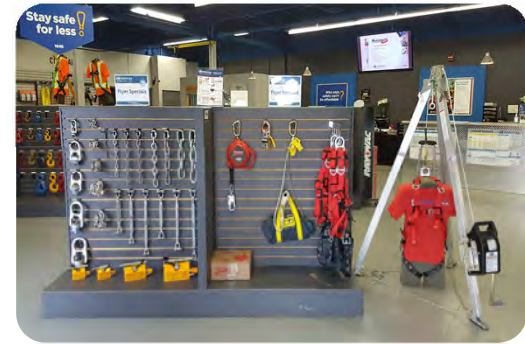
Training



Inspections



Certifications



Retail Showrooms

# Products

- Wire Rope
- Fall Protection
- Synthetic Rope
- Lifting Slings
- Chains
- Overhead Cranes
- Load Securement
- Rigging Hardware
- Material Handling & Special Tools
- Engineered Lifting Tools

We carry a full range of securing, lifting and rigging products. If you don't see exactly what you're looking give us a call – We will work with you to identify a custom or alternative solution.



# Inspections & Certifications



- Inspections
- Testing
- Repairs
- Certifications
- Rentals
- CertTracker®

Whether you've purchased products through Hercules or not, we can help you maintain them through inspections, repairs and certifications.

If you're in a bind while we're inspecting or repairing your equipment, we offer a broad selection of certified equipment with flexible rental periods

CertTracker® is our FREE online asset management software that allows you to keep tabs on inspections, Certifications and training.

We can schedule inspection appointments with you on an annual basis, Staying on top of your required annual inspections has never been easier.





**HERCULES**  
TRAINING ACADEMY

**TRAINING SOLUTIONS TO BRING YOU HOME SAFE!**





- Below the hook rigging
- First Aid
- WHMIS
- Fall protection
- Confined Space Entry
- Fall rescue
- Basic Scaffolding
- Forklift
- Scissor/ Boom Lift
- Chain Saw safety
- Pedestal crane
- Overhead crane



**HERCULES**  
TRAINING ACADEMY



# HOW CAN WE HELP?





# **Navigating Human Resources**







# Navigating these things...and all the rest will be better

- Person centered HR – see the person first
- Employee Driven – employees decide many aspects of their careers, if and when they can. As an employer if and when you can it is a best practice to support this.
- Evidence Based – use all the evidence that you capture. People, numbers, clients. Providing any human with evidence assists in supporting change.
- Engaged workforce – creating a culture of respect, transparency and a level of fun, helps people stay.
- Ratings/Stay Interviews – How am I doing? I need to hear. What else can I do? Is my contribution enough?

# Person centered HR – see the person first

- We all are looking to ensure our customers/clients have a good product or experience.
- What is most importance is to shift our thinking and ask are our employees having a good day/experience?
- We all come to work to make money, pay bills, keep a roof over our heads.....there are only about 22% of people coming to work because they love their jobs. There is a larger number in the middle that are ok with their job...but could move at any time.....and then there is the small group about 21% or so that will never like any job.
- Engage the middle group.....
- <https://www.youtube.com/watch?v=wYponj3Kf1k>

# Trust driven = Employee driven - Culture

- In an employee-driven model - all team members contribute to the execution and management of goals.
- With all team members working together to tackle a problem or reach a certain goal, there is a greater sense of camaraderie and togetherness where individuals feel they add and gain more value throughout the process.
- An employee-driven culture has another interesting characteristic: much of it happens organically. Or, by accident. I think that makes the elements of the culture “truer” and probably more enduring and satisfying.
- Employees who are convinced of a larger common goal are people who are excited to be part of a larger purpose.

# Evidence Based Culture

- Evidence based organization, culture or practice helps employees support, get behind and receive to retrieve knowledge.
- There is a quote .....“Tell me, and I will forget,” it says. “Show me, and I will remember. Involve me, and I will understand.”
- Providing information.....as to the what, how and why?
- We have to respond to the generations that operate in this manner.
- They are deciding where to work...how they want to work and...who fits or lines up with their values.

# Demographics - Increasing

## Communities with Increasing Population

	2016 Census Pop.	5 Year Change	10 Year Change	% Pop. Gain
Charlottetown	36,094	1,532	3,920	12.2%
Stratford	9,706	1,132	2,623	37.0%
Cornwall	5,348	186	671	14.3%
Summerside	14,829	78	329	2.3%
Montague	1,961	66	159	8.8%
Kensington	1,619	123	134	9.0%
Miscouche	873	4	104	13.5%
Lennox Island	323	30	71	28.2%
Alberton	1,145	10	64	5.9%
Scotchfort	200	52	63	46.0%
Resort Municipality	328	62	56	20.6%
Hunter River	356	62	37	11.6%
Brackley	372	32	36	10.7%
Clyde River	653	77	35	5.7%
Winsloe South	224	3	26	13.1%



"When people feel heard,  
they feel cared for.  
When people feel cared for,  
they do good work."

Amy Zimmerman  
Kabbage

**Inc.**

# Demographics - Decreasing

## Communities with Decreasing Population

	2016 Census Pop.	5 Year Change	10 Year Change	% Pop. Loss
Souris	1,053	-120	-179	-14.5%
Murray River	304	-30	-126	-29.3%
Cardigan	269	-63	-105	-28.1%
Murray Harbour	258	-62	-100	-27.9%
Georgetown	555	-120	-79	-12.5%
Borden-Carleton	724	-26	-62	-7.9%
Mount Stewart	209	-16	-52	-19.9%
O'Leary	815	3	-46	-5.3%
Union Road	204	-31	-41	-16.7%
Tignish	719	-60	-39	-5.1%
Crapaud	319	-26	-34	-9.6%
Miminegash	148	-25	-28	-15.9%
Miltonvale Park	1,148	-5	-15	-1.3%
St. Louis	66	15	-14	-17.5%
Kings Royalty	280	-11	-12	-4.1%

# Engaged workforce

- A Gallup poll revealed that disengaged employees can cost businesses anywhere between \$450 to \$550 billion dollars in lost productivity every year.
- Thus, when it comes to navigating through change, identifying the key drivers of motivation for your employees is vital a successful shift. Employees identify with their organization at four levels—company, job, supervisor and coworkers—and depending on how your business is shifting, you should focus your communication efforts on one or two of these components.
- Be a Resource
- When an employee is stressed about upcoming change, let them address their concerns, and offer them a chance to provide suggestions. Giving employees space to be heard can be powerful and validating to their role in the business.
- "We maintain an open-door policy in the HR department and encourage employees to talk with us one-on-one about their questions and concerns regarding the company changes," says Hailey Wood, an HR manager with a small business marketing firm.

- [https://www.ted.com/talks/simon sinek why good leaders make you feel safe/discussion](https://www.ted.com/talks/simon_sinek_why_good_leaders_make_you_feel_safe/discussion)

# Top trends....movement

- updating corporate policies for a changing world
- diversity and inclusion take centre stage
- expansion of corporate wellness programs
- desire for trust and authenticity in employer branding
- growing reliance on digital technology
- addressing the changing structure of work



# Tell me how I am doing?

- Stay Interviews/Rating Reviews
- I need to know how I am doing?
- What can I do better?
- Is my contribution enough?



Consider this: employers who refuse to incorporate work life strategies into their organisations risk

- Increased absenteeism
- Increased employee turnover
- Reduced productivity
- Increased disability and health costs
- Reduced job satisfaction
- Increased managerial stress
- Impaired family/social relationships

- When it comes to change within a business, it's up to HR managers and executives to help employees handle the pressure and keep employees engaged in their work.
- There are plenty of ways for HR departments to ensure that change happens smoothly; here's some foolproof advice for when your company prepares for a shift in business.
- Put the Employee First
- No matter what a business specializes in, it would not exist without the dedicated work of its employees. From the part-time worker, all the way to the CEO or owner; businesses need dedicated people to keep them running strong.
- Change in the workplace can be high stress for everyone involved, but it is important that employees stay engaged in their work. If not, it can end up costing the company thousands of dollars in lost time, poor work, increased sick days and eventually turnover.
- Of course, HR managers have to be sure that those employees are not only heard, but sought out. One of the biggest, and most damaging, [misconceptions](#) is that employees will actively address concerns with managers or the HR department. In reality, talk amongst themselves, which can spread incorrect information or don't say anything at all.
- Take a proactive approach and address each employee directly—whether face to face, or through email—and allow them to provide any feedback they have, without repercussions. If their concerns are too large to address via email, then set up a meeting with them and their direct manager.

- Be Transparent
- Keeping employees trust, and preventing false rumors from spreading, requires open and honest communication. Make sure your business is practicing honesty and transparency in all of its major announcements.
- Employees are less likely to be scared of change if they can see for themselves how it will help the business and affect their work. If the changes in a company are drastic or involve new technology, work with the managers to create "up-training" seminars and be sure to provide ample opportunity to educate the staff, and work with them at their own pace. In the end, the whole business will feel more positive and motivated to continue providing excellent work.
- Sudden change in a business environment can be stressful for everyone involved. As an HR professional it is your job to make the transition as easy as possible. If you prepare well, your team and company will come out stronger when all is said and done.



# Best practices

- Person centered HR – see the person first
- Employee Driven – employees decide many aspects of their careers, if and when they can. As an employer if and when you can it is a best practice to be to support this.
- Evidence Based – use all the evidence that you capture. People, numbers, clients. Providing any human with evidence assists in supporting change.
- Engaged workforce – creating a culture of respect, transparency and a level of fun, helps people stay.
- Ratings/Stay Interviews – How am I doing? I need to hear. What else can I do? Is my contribution enough?

# What is emotional intelligence or EQ?

- Emotional intelligence (otherwise known as emotional quotient or EQ) is the ability to understand, use, and manage your own emotions in positive ways to relieve stress, communicate effectively, empathize with others, overcome challenges and defuse conflict.

# Benefits

- Better Team-Work. It's undeniable that employees are able to work better on a team when they have higher emotional intelligence. ...
- Better Office Environment. ...
- Adjustments Can Be Made Easier. ...
- More Self-Awareness. ...
- More Self-Control. ...
- Compassion. ...
- Time's Managed Better. ...
- There's More Motivation.

# Aquaculture Safety Code of Practice



# Aquaculture Injuries and Fatalities

- Soft tissue injuries are #1 cause of lost time
  - Strains
  - Sprains
  - Repetitive motion damage (carpal tunnel syndrome, tendonitis)
- Drowning is the #1 cause of death



# Occupational Health and Safety Overview

- 2005
  - All work sites (including aquaculture) with less than 3 employees came under the OHS regulations
  - Met with Aquaculture Alliance to discuss industry deficiencies in meeting OHS Regulation

# Overview cont'd

- 2008
  - Safety Code of Practice including diving component were approved at the Aquaculture Alliance AGM. Printed in the Royal Gazette and mailed to stakeholders.

2020

- Review of the code of practice

# Occupational Health and Safety Act

- All aquaculture workers, self-employed or working for large companies are under the OHS Act.
- Self-employed persons shall take every precaution to protect his/her own occupational health and safety and any person who may be affected by their undertaking

# Occupational Health and Safety Act

- General Regulations: Need to know
  - Section 10 – Fall Protection
  - Section 12 - Duties of Employers
  - Section 16 - Duties of Workers
  - Sections 28-30 – Right to Refuse Unsafe Work
  - Section 36 – Reporting of Accidents

## Why do we need a Safety Code of Practice?

- There are many instances where Aquaculturalists cannot meet the Regulations
- The purpose of the COP is to allow aquaculturists and their workers to identify and control situations or hazards that could cause harm.



# Why do we need a Safety Code of Practice?

- Understand Section 34, especially part 3 & 4
- 34(3) It is not an offense if a code of practice is not followed.
- 34(4) Where a person is charged with a breach of the Act or the regulations and a code of practice has been issued. The code of practice is admissible as evidence in a prosecution for the violation.

# Regulations - Exemptions

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- Toilet and Washing Facilities
  - Section 2.1 of the Regulations
- Lunch Rooms or Eating Areas
  - Section 4.2 of the Regulations

# Regulations – Enforced in Code

- Noise (i.e. Chain Saws)
  - Section 8 of the Regulations & Section 17 of COP
- First Aid
  - Section 9.1 and 9.9 of the Regulations & Section 12 of COP
- Fire Prevention
  - Section 25.2 of the Regulations & Section 11 of COP

# Regulations – Cont'd

- Hand Tools & Portable Power Tools
  - Section 29
- Personal Protective Equipment
  - Section 45...especially 45.14 – liming
- WHMIS Regulations – Chapter 0-1.01
  - Section 12 - SDS
- Electrical Safety – Lockout/Tagout Procedures
  - Section 36.7 of Reg's and Section 7 of COP

# Regulations – Cont'd

- Fall Protection

- Section 10(1)(a) Provide to the worker a pfd where the work area is less than 3m above the surface of the water

- Section 10(2) Where an employer provides a worker with a PFD, the worker shall wear the PFD while the worker is in the work area.



# Diving Safety

- Certified divers must carry out work in off – bottom aquaculture sites.
- Never dive alone
- All SCUBA divers must meet the CSA standard Z275.2 requirements (now Z275.2-15)
  - Section 48.1 of the General Regulations
- A written dive plan must be prepared
- A dive log book must be kept

# Developing a Safety Plan

- Due Diligence – taking all reasonable steps to prevent incidents from occurring
- Hazard Identification
- Safe Work Procedures
  - Training
  - Supervision
  - Documentation

# Boating Safety

- Boat operators and crew – training essential
  - “Voyage Plan” – Appendix “B”
  - Due Dilligence
- Condition of Boat – maintenance records
- Loading/Unloading the Boat
- Hauling Equipment – stand clear
- Navigation – knowledge of rules
- PFD’S

# New and Young Workers

- Training is important
- Have new worker perform task under supervision before attempting alone
- Keep written records of training
  - Who provided the training
  - Who received the training
  - When the training occurred
  - What training occurred

# Other Common Safety Hazards

- Hand and Power Tools
- Welding, Cutting and Soldering
- Sharps – knives, needles, etc.
- Slips, Trips and Falls
- ATV's, snowmobiles



# Weather Hazards

- Heat and Sun – dehydration and sunburns
  - Cold weather – hypothermia
  - Wind – choppy water
  - Thunderstorms – lightening
- 
- Must pay careful attention to marine forecast and not put workers at risk.

# Winter Harvesting Safety

- Extremely cold temperatures – dress appropriately
- Continuously changing ice conditions
- Operating harvest equipment in the cold – chainsaws, augers, winch's
- Diving

# Questions?

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- Contact:

Jeff Thompson

Occupational Health and Safety Officer -

Fishing Safety Specialist

Workers Compensation Board of PEI

(902) 368-4870

[jeffthompson@wcb.pe.ca](mailto:jeffthompson@wcb.pe.ca)

# Transport Canada *Fishing Vessel Safety Regulations (FVSR)*

***PEI Oyster Aquaculture Business Conference***



Transport  
Canada

Transports  
Canada

Canada

## Introduction - What's New?

The new *Fishing Vessel Safety Regulations* were published in the *Canada Gazette*, Part II on July 13, 2016, and came into force on July 13, 2017.

The new *Fishing Vessel Safety Regulations* are a result of extensive consultation with stakeholders, including fishing vessel owners, provincial and territorial safety groups and representatives of fishing safety associations from coast to coast to coast.

**Regulatory Requirements represent the minimum level of safety!**



# Responsibilities

The *Canada Shipping Act, 2001* outlines the vessel owners **obligations** for understanding the regulatory requirements that apply to their vessel / operation, and for ensuring they comply at all times. (ref CSA 2001 s.106)

*From FVSR*

## ***Responsibility***

*3.02 Unless otherwise indicated in this Part, the **authorized representative** (AR - aka Owner) and the **master** of a fishing vessel shall ensure that the requirements of this Part are met.*

# Responsibilities

The AR is responsible to ensure **Safe Operation** of the vessel by:

- Ensuring it is designed, constructed and equipped to operate safely and be seaworthy in its area of operation (s.3.03)
- Prohibiting operation: Freezing spray warnings and accumulated ice management (s.3.05)
- Not exceeding design limitations (s.3.07)
- Not operating carelessly (s.3.08)
- Not jeopardizing safety: Lifejackets/PFD's to be worn in conditions that could jeopardize safety (s.3.09)

# Addressing Known Safety Risks

## 2018 Transportation Safety Board (TSB) Watchlist

*“Every year, safety deficiencies onboard fishing vessels continue to put at risk the lives of thousands of Canadian fish harvesters and the livelihoods of their families and communities. Various initiatives have sparked the development of a safety culture within the industry, but progress has been slow, sporadic, and localized.”*

- *63 fishing fatalities from 2011 to 2017 (17 in 2018)*
- *43% were due to falling overboard*
- *35% stability-related*

*\*\*PFD use could not be ascertained in about 80% of the fatalities.*

# Addressing Known Safety Risks

**To reduce the risk of accidents and deaths the FVSR requires:**

- The use of PFDs, when safety may be jeopardized
- **Written** safety procedures
- Record keeping (Modifications / Drills / Maintenance)
- Safety Equipment based on vessel **length** and **voyage**
- Stability assessments for **new** vessels
- Adequate stability for **existing** vessels
- Stability Notices for **all** vessel assessed

# **FVSR Scope**

## **Part 0.1**

Commercial fishing vessels not exceeding 24.4 m in length or 150 gross tonnage.

## **Part I**

Commercial fishing vessels exceeding 15 gross tonnage but not exceeding 24.4 m in length or 150 gross tonnage. (Certificated).

## **Part II**

Commercial fishing vessels not exceeding 15 gross tonnage.



# Key Definitions

- New (July 13<sup>th</sup>, 2018)
- Hull Length
- Major Modification

# Vessel Stability

## Stability Notice (Example)

# STABILITY NOTICE

Vessel Name: 8888 | Vessel Type: 8888  
Fishing Species: 8888 | Source: 8888

CRAB POTS

NUMBER OF POTS ON DECK

ANTI-ROLL TANK OPERATING LEVEL  
XXXX

NO WINTER OPERATIONS

NUMBER OF CREW

MAX  
XXXX

XXXX  
MINIMUM FREEBOARD

NO SKIFF ONBOARD

MAX  
XXXX

VOID

XXXX

XXXX

XXXX  
MINIMUM FREEBOARD

### NOTES:

- PLACEMENT OF DECK EQUIPMENT MUST NOT INTERFERE WITH FREEING PORTS
- ENSURE FREEING PORTS ARE FREE AND CLEAR AT ALL TIMES
- FISHING GEAR TO BE KEPT AS LOW AS POSSIBLE
- DURING CARGO/LIFTING OPERATIONS KEEP HEEL/LIST TO A MINIMUM

# Statutory Requirement

For vessels over 15 GT, Periodic Inspections and Certification are required.

Vessels 15GT and less, do not required an inspection or certificate, but are still required to comply with the applicable regulations.

# Small Vessel Compliance Program Fishing Vessels (SVCP-F)

SVCP-F is a program that will provide owners and operators of small fishing vessels with tools and guidelines to help them:

- ensure their vessels meet the requirements of regulations that apply to them; and
- monitor the compliance of vessels enrolled in the program



## Next Steps

Phase II of the FVSR is currently being consulted on through the Canadian Maritime Advisory Council (CMAC) process.

Phase II of the FVSR will;

- address fishing vessel construction up to 24.4m in length or 150GT.
- address existing vessels through Critical Safety Elements and TSB recommendations.

Existing vessels will continue to be required to meet Part I and Part II of the current FVSR, until a major modification is undertaken.

Next Steps towards Phase II of the FVSR are to;

- Consider and Incorporate stakeholder comments received.
- Further develop requirements.



## Next Steps

To accommodate the new regulations, Transport Canada has updated its Small Fishing Vessel Safety webpage links

<https://www.tc.gc.ca/eng/marinesafety/debs-fishing-vessels-small-menu-292.htm>

Authorized Representatives should visit the webpage to stay up to date with the latest information. (Google Search – **Small Fishing Vessel Safety**)

**Small fishing vessels' Authorized Representatives should become familiar with the new requirements and take the necessary steps to ensure they are in compliance.**

## **Fishing Vessel Safety Regulations**

**Please do not hesitate to contact your local  
Transport Canada Centre if you have any  
questions.**

**Thank you !**

**Rob Freake – Atlantic Fishing Vessel  
Representative for TCMSS.**

**[Rob.Freake@tc.gc.ca](mailto:Rob.Freake@tc.gc.ca)**