

2011 Commercial Fisheries Sector Review

The commercial fisheries sector is a vital component of the social and economic fabric of the province, particularly in many rural coastal communities. In 2011, the fishing fleet of close to 2,330 vessels harvested 81,639 tonnes of fish and seafood for a value of \$176 million. In terms of fish and seafood species, lobster and snow crab account for over 80% of the value of commercial landings in New Brunswick. Virtually all landings, with the exception of live lobster, oysters and sea urchins, undergo some processing in the province. New Brunswick is also one of the largest exporters of fish and seafood products in the country estimated at about \$833 million in 2011. The main export destination is the United States with about 80% of the export value. In terms of employment, the fisheries sector generated about 2,600 and 4,500 full time equivalent jobs in primary landings and processing, respectively.

Industry at a Glance

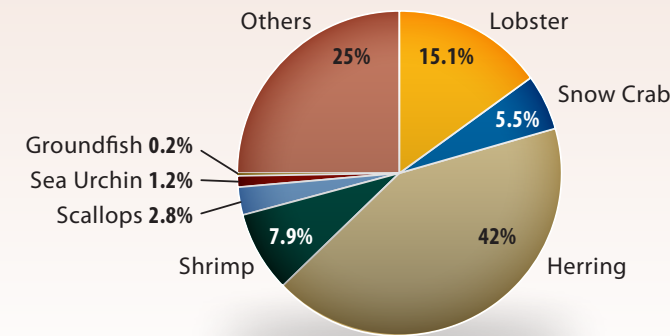
Number of fishing vessels*	2,356
Number of active processing plants	114
Value of commercial landings	\$120.3 million
Value of processed seafood shipments	\$964.1 million
Exports	\$784.4 million
Employment-Primary (FTEs)	1,800
Employment-Processing (FTEs)	4,200

*2010 value

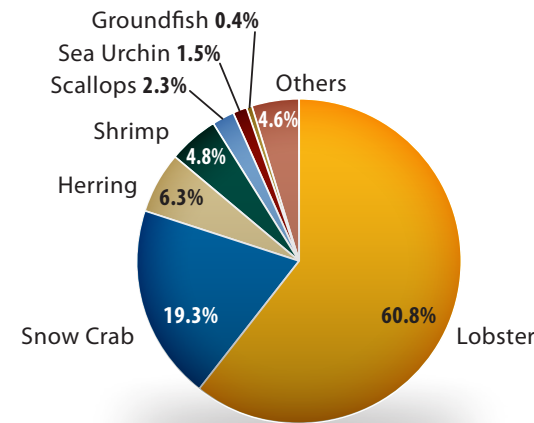
Exports by Country (\$ millions)

Country	2010	2011
United States	670.0	673.3
Japan	44.3	50.3
Dominican Republic	16.8	16.3
Denmark	11.6	12.9
Haiti	6.7	6.2
Sweden	5.4	4.1
South Korea	4.9	5.5
China	4.8	4.9
Italy	2.4	3.4
United Kingdom	2.3	5.3
France	1.9	13.8
Hong Kong	1.5	14.4
Belgium	1.5	4.1
Germany	1.4	2.5
Other	7.8	16.7
Total	783.4	833.5

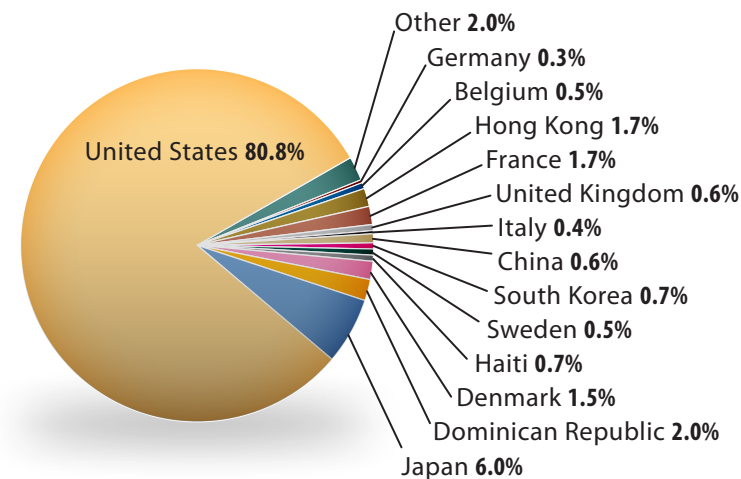
Landings Total Volume (81,639 Tonnes)



Landings Total Receipts (\$175.6 Million)



Exports by Country (\$ 833.5 Million)



Highlights 2011

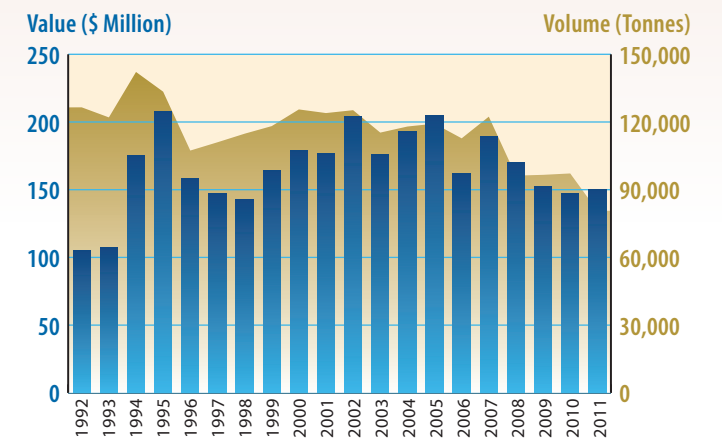
- The value of fish and seafood landings increased by \$28.3 million (19.2%) to reach \$175.6 million in 2011. However, total landings declined by 15,563 tonnes (16%) to 81,639 tonnes in 2011.
- The value of lobster landings increased by \$13.3 million (14.2%) in 2011 due to an increase in landings by 577 tonnes (4.9%) and a rise in prices.
- The total value of snow crab increased by \$15.2 million (81.9%) reflecting improved market performance in 2011. Likewise, snow crab landings increased by 272 tonnes (6.4%), as the Gulf snow crab resource continues to increase as part of its 10-year cycle.
- Total value of shrimp rose by \$1.1 million (15.2%) in 2011 following significant market improvement, although shrimp landings were down 813 tonnes (11.2%).
- The drop in total landings was primarily in herring where total catch dropped by 14,572.8 tonnes (29.6%) reflecting challenges in those stocks. Improvement in market conditions resulted in value dropping only \$3.8 million (25.5%).
- The value of fish and seafood exports increased by \$50 million (6.4%) to reach \$833.4 million, the third straight year of increase.
- Lobster exports totaled \$454.8 million, an increase of \$66 million (17%) as New Brunswick continued to import lobster for processing from all producing areas. Salmon exports dropped in value by \$33.3 million (19.4%) as volumes dropped. Reflecting higher prices, the value of snow crab exports increased by \$11 million (18.8%) to reach \$69.6 million. Herring export values were down \$3.8 million (6.9%) on a volume reduction of 12.9%.

Landings

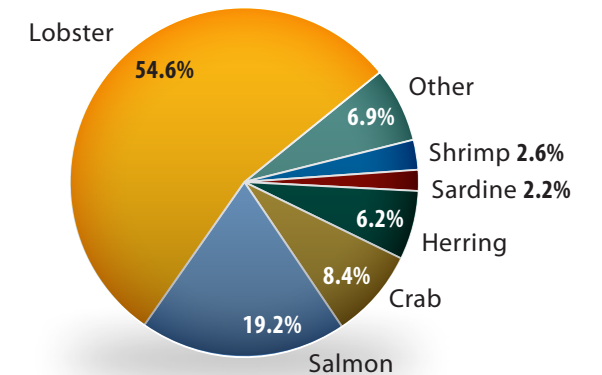
Species	Volume Tonnes		Value (\$ Million)	
	2010	2011	2010	2011
Lobster	11,741	12,318	93.4	106.7
Snow Crab	4,221	4,493	18.6	33.9
Herring	49,163	34,590	14.8	11.0
Shrimp	7,255	6,442	7.4	8.5
Scallops	2,170	2,256	3.2	4.0
Sea Urchin	941	945	1.5	2.6
Groundfish	320	187	0.9	0.8
Others	21,392	20,408	7.4	8.1
Total	97,202	81,639	147.3	175.6

- The US remains the single most important market for NB seafood exports at \$673.3 million, an increase of \$3.2 million (0.5%) over the previous year. However, the total market share of US destined exports dropped from 85% to 81% as the province continues to diversify its export trade. Increases of exports to Europe and Asia by 82.8% and 35.1%, respectively, reflect a reduced reliance on the US market.

Total Commercial Landings: 1992-2011



Exports by Species (\$ 833.5 Million)



Exports by Species (\$ millions)

Species	2010	2011
Lobster	388.8	455.1
Salmon	199.1	160.0
Crab	58.6	69.6
Herring	55.5	51.7
Sardine	21.6	18.3
Shrimp	20.6	21.4
Other	39.2	57.4
Total	783.4	833.5