

# Haddock

A Strategic Approach for the Successful Harvesting,  
Processing and Marketing of the Resource

## “Making Money in Haddock”

January 24-25, 2006  
Rodd Grand Hotel  
Yarmouth, Nova Scotia

Presented by  
Canadian Centre for Fisheries Innovation

### Agenda

#### Day One

8:00 am Registration

8:30 am Introduction & Purpose of the Symposium

8:45 am **Session One**

**Status Report on Haddock – An Overview of the Resource Outlook & Opportunities for Commercial Exploitation –  
Moderator: Paul Winger, Centre for Sustainable Aquatic Resources**

8:50 am World Status of Haddock and the Fishery  
Speaker: Robert O’Boyle, DFO

9:10 am Canadian Resource Outlook for Georges Bank  
Haddock– 5ZJM  
Speaker: Stratis Gavaris, DFO

9:30 am *Questions and Discussion*

9:45 am **Session Two**

**Haddock Market Opportunities, Challenges and Realities  
Moderator: (TBD), NS Depart. of Agriculture & Fisheries**

- 9:50 am Global Demand and Consumption of Whitefish Species  
Speaker: John Sackton, Seafood.com
- 10:10 am Market Demand for Haddock in the UK  
Speaker: Young's Bluecrest – Simon Rilatt
- 10:30 am *Break*
- 10:45 am North American Demand for Haddock – Past, Present and Future  
Speaker: Stavis – Stuart Altman
- 11:05 am Selling Haddock to the Food Service Industry – The Icelandic Experience  
Speaker: Icelandic USA – Jon Fridjensson
- 11:25 am From Dock to Door – Requirements for Entry into North American & European Natural and Organic Seafood Retail Market  
Speaker: Steve Parks - Whole Foods
- 11:45 am *Questions and Discussion*
- 12:00 pm Summation of Morning Sessions (Michael Gardner)
- 12:15 pm *Lunch*  
Keynote Speaker: Honourable Chris d'Entremont, NS Minister of Agriculture and Fisheries
- 1:15 pm Support Options for Market Promotion Initiatives  
Speaker: Jane Barnett, Agriculture and Agri-Food Canada
- 1:35 pm Air Cargo Transportation Options – Scheduling, Frequency, Specifications, Costs, etc  
Speaker: Norm Richard, Fly Fresh Freight
- 1:55 pm *Breakout Session – Chair Michael Gardiner*  
**Marketing Haddock – Current Practices and Future Opportunities**
- 2:45 pm Report from Breakout Session

- 3:00 pm *Break*
- 3:30 pm China & India – The Emerging Economic Dragons  
Speaker: Alastair O’Rielly
- 3:50 pm Human Resource Requirements of the Harvesting  
and Processing Sector based on an increase in  
Haddock Availability (Focus Session)  
Speaker: Lisa Anderson, NS Fisheries Sector Council
- 4:30 pm *Questions and Discussion*
- 4:50 pm Summation of Afternoon Session – Michael Gardner
- 5:00 pm Adjournment
- 6:30 pm Reception and Dinner  
Keynote Speaker: DFO Official (TBC)

## **Day Two**

### **8:30 am Session 3**

#### **Harvesting – Current Fleet Sector Structure & Options for Addressing Emerging Resource and Market Trends Moderator: Jean Guy d’Entremont – Inshore Fisheries**

- 8:35 am Quality Groundfish Handling Practices – “From Ship  
to Shore”  
Speaker: Terry Zinck, George Rennehan, Gary  
Dedrick, Nova Scotia
- 8:55 am The UK Harvesting & Handling Experience & The  
Economics of Quality at Sea  
Speaker: Hazel Curtis, Seafish Industry Authority,  
UK and Sandy West, Scottish Fisherman
- 9:25 am On Board Handling Practices – Product Quality &  
Vessel Design Considerations  
Speaker: Tom Brown, Centre for Aquaculture &  
Seafood Development & Dag Friis, Ocean  
Engineering Research Centre, MUN

- 9:45 am Gear Effectiveness and Efficiencies in the Haddock Fishery (Case Studies on Fixed and Mobile Gear Sectors)
- Fixed Gear Case Study: Norbait Trials on Georges Bank Longline Haddock Fishery to Reduce By-Catch of Atlantic Cod.  
Speakers: Tim Nickerson, Inshore Fisherman & Paul Winger, CSAR, Marine Institute.
- Mobile Gear Case Study: Effectiveness of Trawl Modifications to Reduce Atlantic Cod By-Catch in U.S. Haddock Fishery on Georges Bank.  
Speakers: Paul Winger, CSAR, Marine Institute.
- 10:15 am Questions and Discussion
- 10:30 am Break
- 10:45 am Breakout Session – Chair – Michael Gardner  
**Current Handling Trends and Best Practices**
- 11:45 am Report from Break out sessions
- 12:00 pm *Lunch*  
Keynote Speaker: ACOA representative - (TBC)
- 1:00 pm **Session 4**
- Processing – Optimizing Quality Using Biological Information, New Processing and Handling Procedures**  
**Moderator: Denny Morrow, Nova Scotia Fish Packers Association**
- 1:05 pm Current Processing Capabilities for Haddock in Eastern Canada – Strategic Profile of Challenges and Opportunities  
Speaker: Canadian Fisheries Consultants/N.S. Dept. of Agriculture & Fisheries (Marketing Division)
- 1:25 pm Salt-fish Processing and Market Opportunities  
Speaker: Rob Stevenson, SIF

- 1:45 pm An Assessment of Technologies and Successful Models of New and Creative Efficiencies in Fish Processing Infrastructure – The Icelandic Experience  
Speaker: Ingolfur Arnason, Skaginn (Iceland)
- 2:05 pm Regional Panel Discussion on Processing Needs of Region
- Terry Zinck - Xsealent Seafoods
  - Adlai Cunningham, Sea Star Seafoods
  - Glenn Wadman – D.B. Kenney Fisheries

2:35 pm **Session 5**

**From the Sea to the Table: Maximizing Regional Economic Benefits from the Haddock Fishery Recognizing Resource, Industry and Market Conditions – A Strategic Analysis**  
**Speaker: Michael Gardner, Gardner Pinfold Economist Ltd.**

- 3:00 pm Break
- 3:15 pm Plenary session and open discussion (Michael Gardner)
- 4:00 pm Next Steps
- 4:30 pm Conference Wrap Up

**FOR MORE INFORMATION: CONTACT**

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