

Making Waves:

THE ECONOMIC CONTRIBUTION OF THE SEAFOOD INDUSTRY TO NOVA SCOTIA



Photo credit: Tourism Nova Scotia, Photographer Dean Casavachia



Photo credit: Communications Nova Scotia: Photographer Megan Hirons Mahon

This study was commissioned by the Atlantic Canada Opportunities Agency (ACOA) in partnership with the Nova Scotia Department of Fisheries and Aquaculture (DFA). The Nova Scotia Seafood Alliance (NSSA), Seafood Producers Association of Nova Scotia (SPANS), and the Aquaculture Association of Nova Scotia (AANS) were valued members of the steering committee.



The information, opinions and interpretations expressed in this report are those of the authors and do not necessarily reflect the official policy or position of the Government of Canada nor the Province of Nova Scotia. Neither Atlantic Canada Opportunities Agency nor the Nova Scotia Department of Fisheries and Aquaculture are responsible for the accuracy, reliability, or currency of the information.

Executive Summary



Photo credit: Communications Nova Scotia: Photographer Darren Pitman

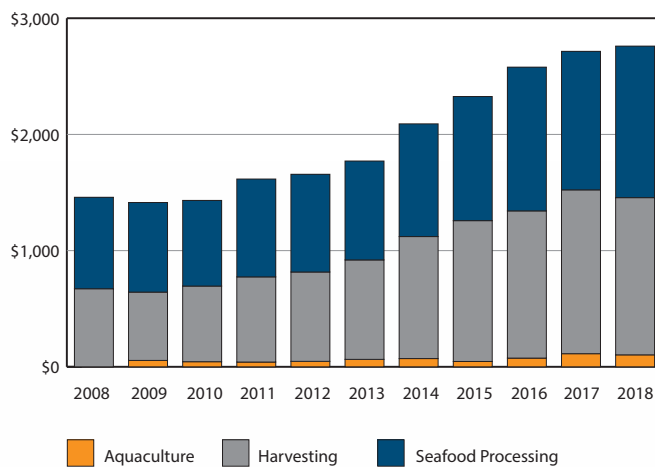
It's no secret that the seafood industry is critically important to the economic and social fabric of Nova Scotia. The industry provides the basis for both commercial harvesters and companies to generate long term success and prosperity, primarily in rural communities. Tax revenues help pay for schools, hospitals, roads, and municipal infrastructure. But what many may not realize is that tremendous adaptability and resilience in the sector is ensuring that a modern fishery will remain an important part of Nova Scotia's economy well into the future.

This report is the result of unprecedented collaboration between an industry wanting to demonstrate seafood's importance, and Provincial and Federal governments wanting to ensure the industry is well understood. It includes a combination of both publicly available and specially purchased data, and information gleaned from interviews with industry experts, seafood processors and tech companies. The study highlights the size and impact of the seafood sector and shows how innovation is helping people adapt in the face of new challenges. While this

report does not specifically examine First Nations' participation in the industry, impacts from First Nations' commercial harvests as well as processing and aquaculture facilities are included in economic outputs.

Nova Scotia is Canada's seafood leader and has been for years. The annual value of Nova Scotia's seafood industry reached \$2.8 billion in 2018, the largest by any metric in Canada. Seafood products from Nova Scotia are sold in every Canadian province and more than sixty nations around the world.

► **NOVA SCOTIA SEAFOOD INDUSTRY OUTPUT**
2008 TO 2018 (\$ MILLIONS)



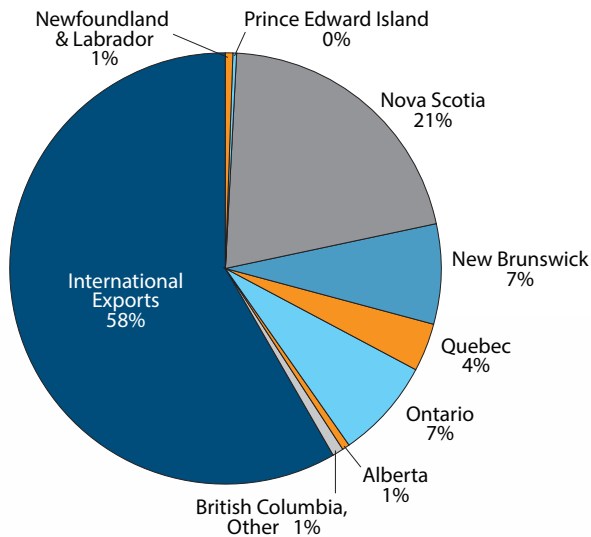
Source: Statistics Canada. Table 36-10-0488-01



Photo credit: Tourism Nova Scotia

The value of the seafood industry has increased over time. Consistent growth since 2010 has brought prosperity to businesses, employees, and communities. The combination of international success and local innovation has transformed the industry from where it was a generation ago. The industry is now providing new opportunities for youth to secure higher paying jobs in a modernizing industry. As many say, **this isn't your grandfather's industry anymore.**

► **DESTINATION OF SEAFOOD OUTPUTS (2018)**



Source: Statistics Canada. Catalogue 15-F0002-X



Photo credit: Communications Nova Scotia: Photographer Megan Hirons Mahon

Innovation and resource sustainability are driving new products, traceability, market development, and new technologies.

In 2018, Nova Scotia's seafood industry contributed \$1.6 billion to the provincial economy. This includes direct production, indirect impacts such as supply chain purchases, and induced impacts including employees spending their wages on other goods. The total impact on the Canadian economy was \$2.1 billion.

The industry provided 16,300 jobs in Nova Scotia and 20,300 in Canada, including direct, indirect, and induced impacts. The total contribution to wages and salaries was \$865 million in Nova Scotia and \$1.1 billion for Canada.

► ECONOMIC IMPACT OF THE NOVA SCOTIA SEAFOOD INDUSTRY, 2018

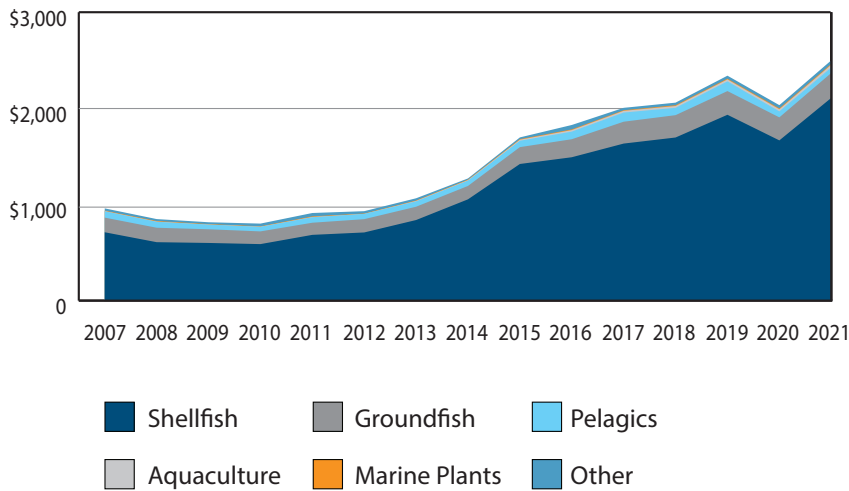
GDP (\$B)		EMPLOYMENT		WAGES & SALARIES (\$M)	
Nova Scotia	\$1.6	Nova Scotia	16,280	Nova Scotia	\$865
Canada	\$2.1	Canada	20,280	Canada	\$1,106

Source: Statistics Canada Input/Output Model; Pisces Consulting
Note: Includes direct impacts and impacts on other industries and on consumer spending.

This economic value is driven largely by exports, which have shown impressive growth. **The value of seafood exports reached \$2.5 billion in 2021. This is up 21% since 2018 and 160% since 2007.**

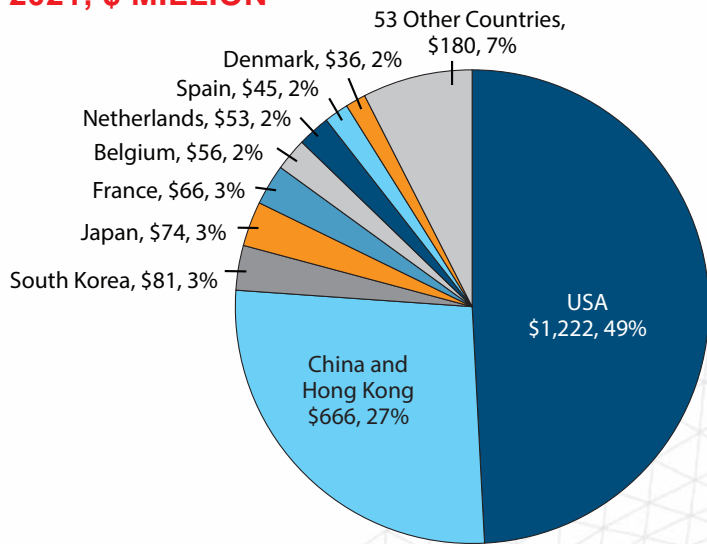
New markets have emerged over the past 10 years based on a recognition of the need for diversification and a changing global market. Shellfish, including lobster, dominated exports, representing 84% of total export value in 2021.

► **NOVA SCOTIA EXPORTS BY MAJOR GROUP 2007 TO 2021, \$ MILLIONS**



Source: Industry Canada; Pisces Consulting

► **DESTINATIONS OF NOVA SCOTIA SEAFOOD EXPORTS, 2021, \$ MILLION**



Source: Industry Canada; Pisces Consulting

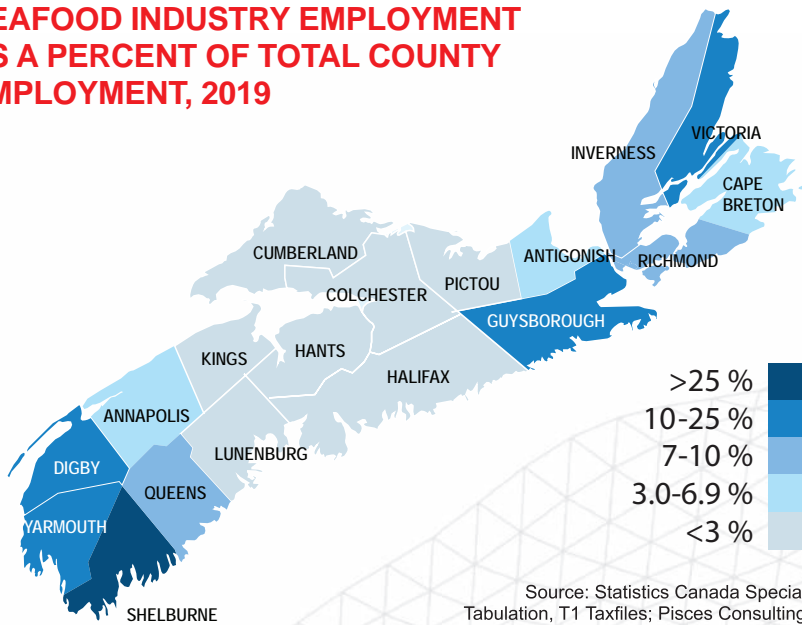
Workers from seafood harvesting, processing, and aquaculture can be found in every county and most communities of the province. Strong ties with tourism and other sectors result in additional spinoff jobs and economic benefits for Nova Scotia.

The seafood industry is particularly important to coastal communities. The sector employed 3% of total Nova Scotia employed persons in 2019, but in several coastal counties, between 10% and 35% of employed persons worked in the seafood industry.



Photo credit: Communications Nova Scotia

► **SEAFOOD INDUSTRY EMPLOYMENT AS A PERCENT OF TOTAL COUNTY EMPLOYMENT, 2019**



Change is constant, and there will be challenges ahead: an aging workforce, global competition, economic and geopolitical uncertainty. More attention is being given to sustainable fisheries management and marine certifications, which let consumers know where and how their food was harvested and that sustainable practices are being followed. The move toward net zero by 2050 places additional responsibility on everyone participating in the industry to reduce their carbon footprint and help address the climate crisis.



Photo credit: Communications Nova Scotia: Photographer W Hayes

Challenges before us provide an opportunity to double down on our traditional strengths and hone our competitive capabilities to emerge as global seafood leaders. Advances in technology, more environmental innovation, and increased modernization will be needed to help the industry introduce new products, develop new markets, and create greater value from the limited resources available.

As the seafood industry embraces innovative solutions, new opportunities are created for youth in coastal communities. This will drive long-term sustainable development in these regions as the **industry works together as partners united with a common purpose: to capitalize on emerging international markets and solidify its leadership in Nova Scotia's economy.**