



# Nunavut Fisheries Branding and Marketing Initiative

PROJECT GOALS AND OBJECTIVES & FUNDING REQUIREMENTS

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Department of Environment

Havakviat Avatiliqiyikkut

Ministère de l'Environnement





## Project Goals and Objectives

- The development and funding of a Nunavut Fisheries Branding and Marketing Initiative is consistent with the *Nunavut Fisheries Strategy* and the needs of the Nunavut fishing industry.



# Project Objectives

- Specific objectives for this project include the following:
  - Development of a Nunavut fisheries brand, to distinguish fish harvested by Nunavut fishers in Nunavut waters from other fish products on the world market;
  - Promotion of the Nunavut brand to target markets through a range of marketing materials and activities, highlighting the positive attributes of the Nunavut fishery and Nunavut fish products;



# Project Objectives

- Specific objectives for this project include the following:
  - Sponsorship of the Nunavut Fisheries Symposium, to promote the Nunavut fishing industry and tackle specific issues facing the industry on a biennial basis;
  - Participation in major fishing industry trade shows throughout the world, to promote the Nunavut industry and products to major buyers; and
  - Working toward the certification of Nunavut fisheries as sustainable.



# Project Partners

- Partners on this project include the following:
  - Department of Environment, Fisheries and Sealing Division
  - Arctic Fishery Alliance
  - Baffin Fisheries Coalition
  - Cumberland Sound Fisheries Limited/Pangnirtung Fisheries Ltd.
  - Qikiqtaaluk Corporation
  - Nunavut Development Corporation
  - Fisheries and Oceans Canada, Central and Arctic Region
  - Nunavut Wildlife Management Board
  - Nunavut Tunngavik Inc.
  - Nunavut Fisheries Training Consortium
  - CanNor, Canada's Northern Economic Development Agency



## Projects Costs and Contributions

- \$2.3 Million Project Over Four Years
- \$490 K-\$740 K Per Annum
  - Project Elements Include: Branding, Development of Promotional Materials, Trade Shows and Direct Marketing, Advertising, and MSC Certification
  - Project Management – Requires full-time Marketing and Promotions Manager, with industry experience, to oversee and coordinate project - \$163,500 per annum



# Project Budget

**Project Budget for Essential Fisheries Research and Monitoring Activities  
2010 to 2013**

	2010	2011	2012	2013	Total
<b>General Development</b>					
Brand and Logo Design	1	7,000.00	0	0	7,000.00
Visual Identity Program Update	1	6,000.00	0	0	6,000.00
<b>Total General Development</b>	2	13,000.00	0	0	13,000.00
<b>Preventive Medicine</b>					
Sea Lice - Catch and Release	1	2,000.00	0	0	2,000.00
Sea Lice -	0	42,000.00	0	0	42,000.00
Sea Lice - R&D Facility	0	24,000.00	0	0	24,000.00
Sea Lice -	0	6,000.00	0	0	6,000.00
Fuel -	1	6,000.00	0	0	6,000.00
Survey -	1	94,000.00	0	0	94,000.00
Travel -	0	12,000.00	0	0	12,000.00
People -	1	6,000.00	0	0	6,000.00
Wages -	1	7,000.00	0	0	7,000.00
Salaries and Fringe of Preventive Medicine	1	28,000.00	0	0	28,000.00
Transportation of Preventive Medicine	0	28,000.00	0	0	28,000.00
<b>Total Preventive Medicine</b>	4	182,000.00	0	0	182,000.00
<b>Travel -</b>					
General Fisheries Research	0	18,000.00	0	0	18,000.00
Survey -	0	18,000.00	0	0	18,000.00
Survey -	1	0	60,000.00	0	60,000.00
Survey -	0	0	60,000.00	0	60,000.00
Survey -	0	20,000.00	0	0	20,000.00
<b>Total Travel</b>	1	36,000.00	60,000.00	0	96,000.00

# Project Budget

## Project Budget for Demand Forecasting and Modeling Initiative

	Jan	Feb	Mar	Apr	May	Jun	Total
<b>IT Training</b>							
IT Training	0	0	0	0	0	0	0
IT Training	0	0	0	0	0	0	0
<b>ITC Consultant</b>							
ITC Consultant	0	0	0	0	0	0	0
ITC Consultant	0	0	0	0	0	0	0
<b>Other Services</b>							
Other Services	0	0	0	0	0	0	0
Other Services	0	0	0	0	0	0	0
Other Services	0	0	0	0	0	0	0
<b>Project Management</b>							
Project Management	0	0	0	0	0	0	0
Project Management	0	0	0	0	0	0	0
<b>Total Project Cost</b>	0	0	0	0	0	0	0



# Project Contributions



Source	Amount	Percentage
CanNor	\$1.2 Million	51.7%
DOE under FDDF	\$360K	15.5%
Other Federal	\$300 K	12.9%
Industry	\$200 K	8.6%
Other sources	Remainder	

- \$1.2 Million Requested from CanNor, for 51.7%
- \$360K from DOE under FDDF, for 15.5%
- \$300 K from Other Federal, for 12.9%
- \$200 K from Industry, for 8.6% - high leverage
- Remainder from other sources