October 11, 2018

Dear Applicant:

Re: Your request for access to information under Part II of the Access to Information and Protection of Privacy Act FLR/91/2018

On September 5, 2018, the Department of Fisheries and Land Resources (FLR) received your request for access to the following records:

"DOC/2018/03911 Information Note / Atlantic Provincial Collaboration on the Seal Sector - June 6, 2018."

Please be advised that a decision has been made by the Deputy Minister for FLR to provide access to the requested information. Redactions have been made under section 29(1)(a) policy advise or recommendations, sections 34(1)(a)(i) and 34(1)(b) harmful to intergovernmental relations or negotiations, and section 35(1)(d) harmful to the financial or economic interests of a public body. You will find a copy of responsive material attached.

Please be advised that you may appeal this decision and ask the Information and Privacy Commissioner to review the decision to provide partial access to the requested information, as set out in section 42 of the Act (a copy of this section of the Act has been enclosed for your reference). A request to the Commissioner must be made in writing within 15 business days of the date of this letter or within a longer period that may be allowed by the Commissioner. Your appeal should identify your concerns with the request and why you are submitting the appeal.

The appeal may be addressed to the Information and Privacy Commissioner as follows:

Office of the Information and Privacy Commissioner
2 Canada Drive
P.O. Box 13004, Stn. A
St. John's, NL. A1B 3V8

Telephone: (709) 729-6309
Toll-Free: 1-877-729-6309
Facsimile: (709) 729-6500

You may also appeal directly to the Supreme Court Trial Division within 15 business days after you receive the decision of the public body, pursuant to section 52 of the Act (a copy of this section of the Act has been enclosed for your reference).

Please be advised that this letter will be published following a 72 hour period after the response is sent electronically to you or five business days in the case where records are mailed to you. It is the goal to have the responsive records posted to the Office of Public Engagement's website.
within one business day following the applicable period of time. Please note that requests for personal information will not be posted online.

If you have any further questions, please contact me by telephone at 709-729-4797 or by email at JasonWhiteway@gov.nl.ca

Sincerely,

Jason Whiteway
ATIPP Coordinator

Right of access

8. (1) A person who makes a request under section 11 has a right of access to a record in the custody or under the control of a public body, including a record containing personal information about the applicant.

(2) The right of access to a record does not extend to information excepted from disclosure under this Act, but if it is reasonable to sever that information from the record, an applicant has a right of access to the remainder of the record.

(3) The right of access to a record may be subject to the payment, under section 25, of the costs of reproduction, shipping and locating a record.

Access or correction complaint

42. (1) A person who makes a request under this Act for access to a record or for correction of personal information may file a complaint with the commissioner respecting a decision, act or failure to act of the head of the public body that relates to the request.

(2) A complaint under subsection (1) shall be filed in writing not later than 15 business days

(a) after the applicant is notified of the decision of the head of the public body, or the date of the act or failure to act; or

(b) after the date the head of the public body is considered to have refused the request under subsection 16 (2).

(3) A third party informed under section 19 of a decision of the head of a public body to grant access to a record or part of a record in response to a request may file a complaint with the commissioner respecting that decision.

(4) A complaint under subsection (3) shall be filed in writing not later than 15 business days after the third party is informed of the decision of the head of the public body.

(5) The commissioner may allow a longer time period for the filing of a complaint under this section.

(6) A person or third party who has appealed directly to the Trial Division under subsection 52 (1) or 53 (1) shall not file a complaint with the commissioner.
(7) The commissioner shall refuse to investigate a complaint where an appeal has been commenced in the Trial Division.

(8) A complaint shall not be filed under this section with respect to

(a) a request that is disregarded under section 21;

(b) a decision respecting an extension of time under section 23;

(c) a variation of a procedure under section 24; or

(d) an estimate of costs or a decision not to waive a cost under section 26.

(9) The commissioner shall provide a copy of the complaint to the head of the public body concerned.

Direct appeal to Trial Division by an applicant

52. (1) Where an applicant has made a request to a public body for access to a record or correction of personal information and has not filed a complaint with the commissioner under section 42, the applicant may appeal the decision, act or failure to act of the head of the public body that relates to the request directly to the Trial Division.

(2) An appeal shall be commenced under subsection (1) not later than 15 business days

(a) after the applicant is notified of the decision of the head of the public body, or the date of the act or failure to act; or

(b) after the date the head of the public body is considered to have refused the request under subsection 16 (2).

(3) Where an applicant has filed a complaint with the commissioner under section 42 and the commissioner has refused to investigate the complaint, the applicant may commence an appeal in the Trial Division of the decision, act or failure to act of the head of the public body that relates to the request for access to a record or for correction of personal information.

(4) An appeal shall be commenced under subsection (3) not later than 15 business days after the applicant is notified of the commissioner's refusal under subsection 45 (2).
Information Note

Department of Fisheries and Land Resources

Title: Atlantic Provincial Collaboration on the Seal Sector

Issue: The Atlantic provinces are interested in an enhanced collaboration on seal industry development.

Background and Current Status:

- At the 2017 Atlantic Council of Fisheries and Aquaculture Ministers (ACFAM) in Whitehorse, challenges in the Canadian seal sector were discussed and the group agreed to develop a federal/provincial/territorial approach to support the industry.

- During Seafood Expo North America in March 2018 in Boston, fisheries ministers from NL, met to discuss potential collaborative initiatives for the seal industry.

- On May 18, 2018, Marketing and Development staff held a conference call with representatives from [redacted]. The call included a review of provincial seal events and action plans and a commitment to share information, particularly related to product development.

Analysis:

- NL has more licensed sealers and annual landings than either of the other provinces and has done a significant amount of research in product development, particularly of meat and oil. Therefore, the department has resources that can be provided to help inform the seal product development initiative.

- The commercial seal license freeze is an issue common to all provinces and is having an impact on the industry.

Action Being Taken:

- Marketing and Development staff will be compiling the product development research that has been completed in the province and circulate to [redacted].
34(1)(a)(i), 34(1)(b)

Prepared/Approved by: S. Glynn/S. Barry
Ministerial Approval: Received from Hon. Gerry Byrne

June 6, 2018
Annex C – Certification and Market Access Program for Seals

During Canada’s World Trade Organization (WTO) challenge of the EU seal products ban from 2011-2014, engagement with seal industry stakeholders revealed the need for market access programming for the Canadian seal industry. Accordingly, CMAPS was established by DFO, with dedicated funding for Indigenous and commercial stakeholders to explore new markets and work to address market access challenges.

CMAPS is a five-year program that runs until fiscal year 2019-2020. Funding is shared between DFO, the CanNor and ACOA. CMAPS funds projects that:

1. establish and operate tracking systems to certify Indigenous seal products for export to the EU;

2. build capacity to improve exporter readiness of Indigenous seal products to the EU; and,

3. aim to improve market access opportunities for commercial seal products.

At this time, CMAPS has provided $1,077,154 to Indigenous and commercial seal stakeholders. Funding has been used to support Indigenous communities to develop capacity to leverage access to the EU market through the Indigenous Exemption; support for the sector to attend trade shows; conduct marketing and promotional campaigns; film a documentary on the social and economic significance that seal products contribute to rural and coastal communities; and, the development of an industry-wide strategy to address market access and market demand challenges.
Annex D – Background on Industry’s Market Access Strategy

Five elements were identified by the Indigenous and commercial stakeholders that attended the Market Access and Retention Conference in March 2017. The elements are reflected in the resulting draft of the Market Access Strategy. The elements include branding, communications, traceability, access to the resource and research. The priorities identified for each element are as follows:

- **Branding:** overarching focus on quality products and the communities that produce seal products;
- **Communications:** marketing to consumers and advocating to the general public with messaging focused on health benefits, free range/wild, artisanal, cultural and heritage. Supported by information about seal population sustainability, ecosystem management and humane harvesting;
- **Legal and regulatory access:** focus on markets that are currently open; reduce interprovincial barriers in Canada; secondary work to address market bans;
- **Traceability:** provide evidence to demonstrate to markets that brand promises are met;
- **Research:** support to substantiate brand claims (e.g., ecosystem based messaging, humane messaging) and market research.

The version of the strategy that has been shared with DFO has not been approved by the attendees of the Market Access and Retention Conference. FIC has indicated that it will apply to CMAPS for further support to organize a second conference in the fall of 2017 to share the strategy with key stakeholders for their approval. DFO will participate at the fall session.
## Annex E – List of Advocacy Events to Collaborate

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Title</th>
<th>Description</th>
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<tbody>
<tr>
<td>Fall 2017 (TBD)</td>
<td>“Seal Handicrafts Gathering” in the EU (TBD)</td>
<td>As part of the Government of Nunavut’s application to the CMAPS, the organization of a seal product workshop in Europe has been proposed. The workshop would bring together Indigenous stakeholders from Canada and other EU countries such as Estonia, Iceland, Norway, Finland, Greenland, Sweden, etc.</td>
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<tr>
<td>Fall 2017 (TBD)</td>
<td>Second Seal Industry Market Access Workshop (TBD)</td>
<td>The conference will be organized by the FIC using funds from CMAPS. Indigenous, commercial and government stakeholders would be invited to participate. Discussions would likely focus on the industry-wide market access strategy, branding and market promotion.</td>
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<td>Fall 2017 (TBD)</td>
<td>Day of the Seal (Iqaluit, Canada)</td>
<td>A Territorial day to celebrate how seal contributes to Inuit culture. The day changes year-to-year and has not been confirmed for 2017.</td>
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<td>November 30, 2017</td>
<td>Fur Day on the Hill (Ottawa, Canada)</td>
<td>Commercial and Indigenous fur stakeholders, including seal fur, and provincial and territorial representatives gather with federal politicians on Parliament Hill to promote (educate), discuss issues, opportunities and challenges in the fur sector. The FIC hosts a dinner in the evening with the Outdoor Caucus Association of Canada.</td>
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<tr>
<td>January – February 2018</td>
<td>Trade shows in Asia that commercial industry exhibits at</td>
<td>There are trade shows in South Korea, Hong Kong and Japan that the commercial seal industry is active. Potential to plan events to promote seal products in these markets.</td>
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<tr>
<td>January 31 to February 3, 2018</td>
<td>Northern Lights Conference 2018 (Ottawa, Canada)</td>
<td>The event showcases business and culture achievements of Inuit communities in Nunavut, Quebec and Newfoundland and Labrador.</td>
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<tr>
<td>February 2-4, 2017</td>
<td>Jokkmokk Winter Market (Jokkmokk, Sweden)</td>
<td>Traditional Sami Winter Market. Indigenous seamstresses along with government of Nunavut and DFO staff visited last year on a scoping exercise. It has been proposed that Canada have a larger presence this year.</td>
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<td>May 15, 2018</td>
<td>Seal Day on the Hill (Ottawa, Canada)</td>
<td>Similar to Fur Day on the Hill, Indigenous and commercial sealing stakeholders gather with Members of Parliament and others to promote, educate and discuss issues. There is a dinner in the evening. Seal Day on the Hill will take place on the Tuesday before National Seal Products Day</td>
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<tr>
<td>May 20, 2018</td>
<td>National Seal Products Day</td>
<td>National Seal Products Day received Royal Assent on May 16, 2017. The Day was established to acknowledge the cultural and economic significance that seal products represent to rural and northern communities in Canada.</td>
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