

GOAL 15: Fisheries and Agriculture

New Brunswick's seafood and agricultural product exports will be worth \$2 billion or more by 2024.

Status: PROGRESSING

Current Situation

As outlined by *OneNS*, the province of Nova Scotia has set a goal to double the 2001 export value of its seafood, agriculture, and food products. In 2001, New Brunswick's seafood and agricultural exports were valued at approximately \$734 million (in 2018 dollars). If the province was to mirror Nova Scotia's goal of doubling this amount, it would have surpassed the suggested goal in 2015. In 2018, New Brunswick's seafood, crop production, and animal production exports were valued at \$1.83 Billion—the highest amount on record. Therefore, to promote further progress, it is recommended that New Brunswick aim to increase its seafood and agricultural export value to at least \$2 billion by the year 2024.

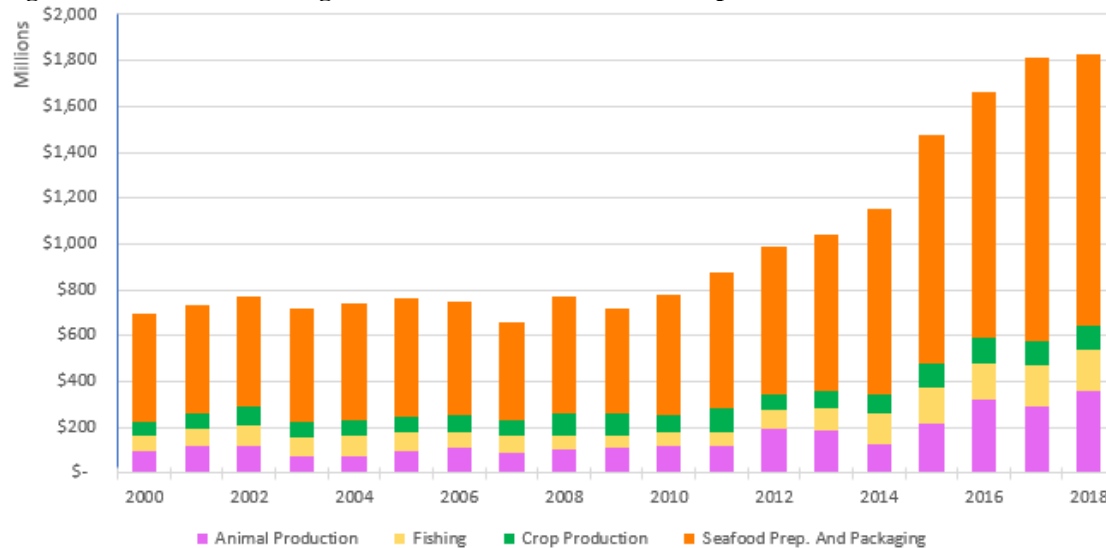
This goal is concerned with domestic exports, which the Government of Canada describes as "all goods grown, produced, extracted or manufactured in Canada, leaving the country, through customs, for a foreign destination."¹ The available data represents the value of New Brunswick's agriculture and seafood product exports to other countries and does not include interprovincial shipments.

According to *OneNS*, the recent growth in Nova Scotia's seafood exports was driven by increasing lobster prices, rather than volume increases. New Brunswick, on the other hand, relies on higher volumes of agricultural exports and has seen improvements in animal production exports due to volume increases coming from aquaculture, or the farming of fish products, rather than price changes. The value of the province's crop production exports has remained stagnant.

¹ "Trade - Canadian Industry Statistics." Report - Trade Data Online - Import, Export and Investment - Innovation, Science and Economic Development Canada. May 31, 2017. Accessed July 2, 2019. <https://corporationscanada.ic.gc.ca/app/scr/app/cis/trade-commerce/33121>.

Section One: Total New Brunswick Agriculture and Seafood Exports

Figure 1: New Brunswick Agriculture and Seafood Product Exports



Interpreting the Data

Over the past ten years the total value of New Brunswick's exports has more than doubled. Most of this increase comes from the Seafood Production and Packaging sector, which makes up nearly 70% of the export value in the province, though all sectors have been growing since 2012. These upward trends have put New Brunswick on track to reach the suggested goal of achieving a total domestic export value worth at least \$2 billion.

Agriculture Product Exports

New Brunswick's agriculture sector, which exports larger amounts of crop and animal products than Nova Scotia, has also seen improvements. Though animal production—which includes aquaculture, or the farming of fish products—has fluctuated, crop production has seen barely any change since 2000. If New Brunswick's seafood and agriculture exports are to reach the suggested value of \$2 billion, high animal production values need to be maintained, and crop production must be accelerated. If this occurs, and seafood exports continue to grow, further progress is very attainable for the province.

Seafood Product Exports

After facing a low of \$600 million in 2007, New Brunswick's domestic fishery and seafood packaging exports reached a high of \$1.18 billion in 2018. Although the value of New Brunswick's

exported seafood products has consistently fallen short of Nova Scotia's, this growth has nonetheless been significant and progressive for the province.

Data Deep Dive

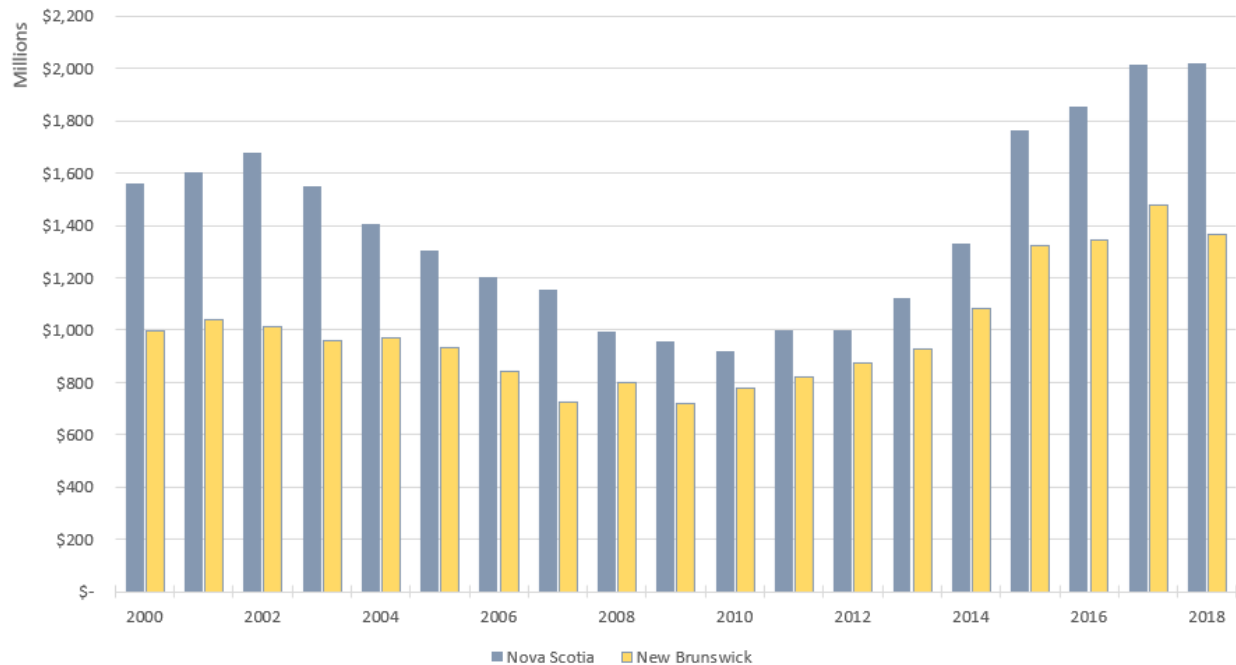
Data: Figure 1	Crop Production	Animal Production	Fishing	Seafood Preparation/ Packaging
2000	\$ 56,694,127	\$ 96,261,245	\$ 69,854,607	\$ 468,827,828
2001	\$ 69,188,509	\$ 117,317,512	\$ 73,408,364	\$ 473,623,952
2002	\$ 82,372,433	\$ 120,763,344	\$ 83,809,583	\$ 482,477,514
2003	\$ 67,783,152	\$ 71,141,327	\$ 82,576,544	\$ 495,542,203
2004	\$ 65,409,226	\$ 75,543,653	\$ 86,894,696	\$ 515,022,411
2005	\$ 68,227,029	\$ 93,965,872	\$ 85,835,256	\$ 514,446,544
2006	\$ 73,354,947	\$ 113,350,061	\$ 65,087,805	\$ 493,926,289
2007	\$ 73,729,236	\$ 84,673,974	\$ 74,507,688	\$ 426,040,960
2008	\$ 102,710,872	\$ 99,943,304	\$ 61,306,707	\$ 509,316,793
2009	\$ 92,720,854	\$ 106,790,927	\$ 59,712,166	\$ 456,349,794
2010	\$ 77,749,283	\$ 119,376,669	\$ 57,617,763	\$ 526,273,162
2011	\$ 99,404,836	\$ 115,737,639	\$ 64,369,281	\$ 592,693,920
2012	\$ 73,084,849	\$ 191,101,495	\$ 81,193,364	\$ 645,284,299
2013	\$ 70,551,853	\$ 187,498,740	\$ 96,662,359	\$ 685,074,810
2014	\$ 85,211,579	\$ 125,944,874	\$ 134,412,435	\$ 807,171,111
2015	\$ 102,239,866	\$ 216,446,196	\$ 157,061,465	\$ 1,001,991,233
2016	\$ 111,068,809	\$ 323,149,051	\$ 155,775,711	\$ 1,075,790,888
2017	\$ 106,031,503	\$ 290,939,400	\$ 179,133,152	\$ 1,236,246,610
2018	\$ 106,788,080	\$ 360,387,901	\$ 175,278,873	\$ 1,188,497,018

Data Source: Statistics Canada (Trade Data Online)

**All dollar amounts are in 2018 dollars*

Section Two: Domestic New Brunswick Exports in the Fishing and Seafood Industries Comparing with Nova Scotia

Figure 2: Domestic Exports in Fishing and Seafood Preparation/Packaging Compared to Nova Scotia



It should be noted that aquaculture is not included as a seafood export but is rather classified as agriculture.

Interpreting the Data

Fishery exports have brought about major growth in the Atlantic provinces over the past few years, with rising lobster prices driving much of the progress within the seafood industry. New Brunswick's crustacean exports (which include lobster, crab, shrimp, and prawns) increased from \$451 million in 2012 to \$893 million in 2017. While lobster prices—which rose from \$2.87 per pound to \$5.39 between 2012 and 2017—are a key factor behind the accelerated growth, this progress is also due to a weak Canadian dollar and the favourable exchange rate for the United States, which consequently imported larger amounts of Canadian lobster. High levels of growth in other seafood products, such as crab and shrimp, also boosted the upward trend in crustacean exports.

After facing a low of \$600 million in 2007, New Brunswick's domestic fishery and seafood packaging exports reached a high of \$1.18 billion in 2018. Although the value of New Brunswick's exported seafood products has consistently fallen short of Nova Scotia's, this growth has nonetheless been significant and progressive for the province.

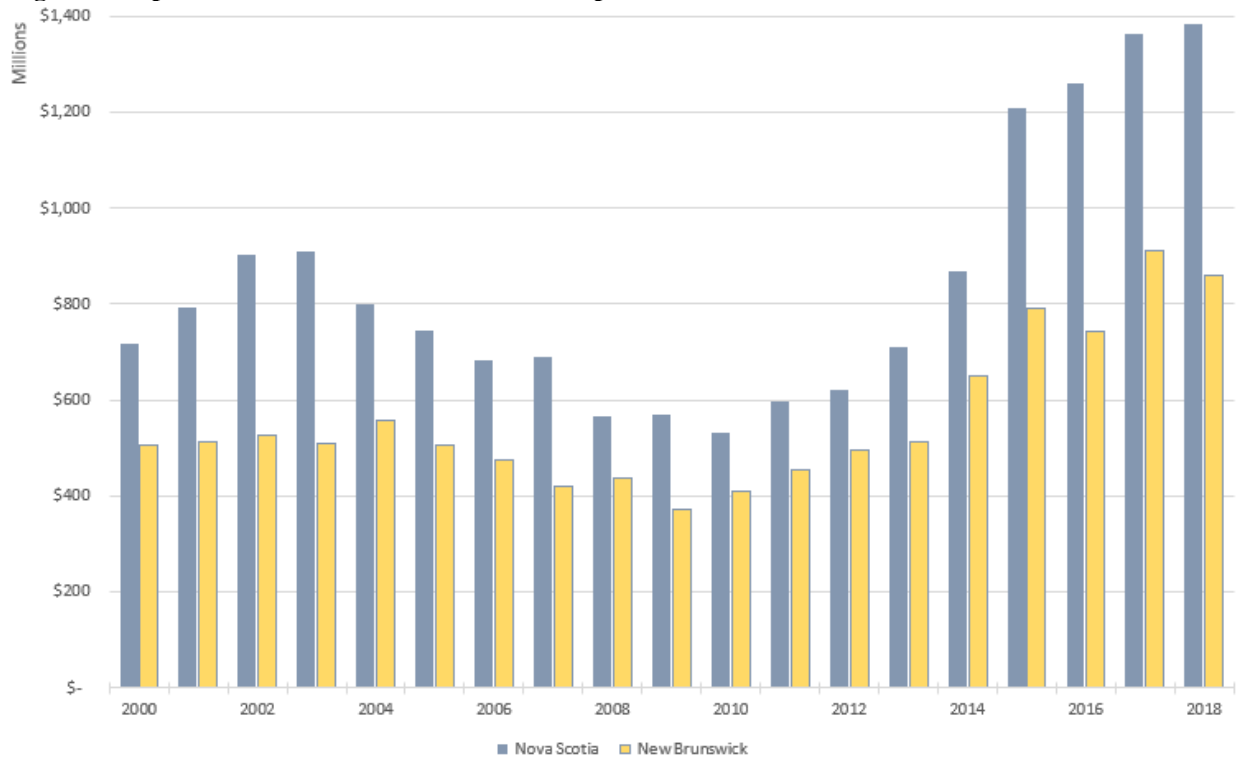
Data Deep Dive

Data: Figure 2	Nova Scotia Fishing and Seafood Preparation/Packaging	New Brunswick Fishing and Seafood Preparation/Packaging
2000	\$ 1,558,963,203	\$ 999,486,267
2001	\$ 1,600,905,981	\$ 1,040,272,696
2002	\$ 1,679,123,696	\$ 1,014,725,071
2003	\$ 1,549,234,124	\$ 960,765,744
2004	\$ 1,406,736,068	\$ 971,934,871
2005	\$ 1,302,754,881	\$ 931,710,453
2006	\$ 1,204,115,757	\$ 839,735,089
2007	\$ 1,155,407,664	\$ 724,394,779
2008	\$ 995,416,152	\$ 798,010,795
2009	\$ 959,404,414	\$ 718,392,888
2010	\$ 919,482,293	\$ 779,418,007
2011	\$ 999,664,189	\$ 818,364,136
2012	\$ 997,262,035	\$ 875,315,583
2013	\$ 1,124,547,835	\$ 925,929,039
2014	\$ 1,329,383,085	\$ 1,084,363,327
2015	\$ 1,763,698,607	\$ 1,322,116,765
2016	\$ 1,856,442,947	\$ 1,344,208,013
2017	\$ 2,013,002,013	\$ 1,475,532,318
2018	\$ 2,019,496,192	\$ 1,363,775,891

Data Source: Statistics Canada (Trade Data Online)

**All dollar amounts are in 2018 Constant Dollars*

Figure 3: Exports of Lobster and Crustaceans Compared to Nova Scotia



Interpreting the Data

The United States is the dominant market for New Brunswick's seafood exports. In 2017, 77% of New Brunswick's seafood products (worth \$1 billion) were exported directly to the United States. The province has also seen significant growth in its exports to Japan and China, and in 2017 they received the second- and third-highest percentages of New Brunswick's seafood exports at 9% and 7% respectively. According to the Government of Canada, New Brunswick is also likely to see increased exports to the European Union because the new Comprehensive Economic and Trade Agreement (CETA) between Canada and the European Union will reduce tariffs on seafood, which could have a positive impact on Atlantic Canada moving forward.²

² "Benefits for Nova Scotia." Canadian-European Union Comprehensive Economic and Trade Agreement. <http://www.international.gc.ca/trade-commerce/assets/pdfs/agreements-accords/ns-nova-scotia-eng.pdf>.

Data Deep Dive

Data: Figure 3	Price Per Pound (\$CAD)	New Brunswick	Nova Scotia
2000	\$ 5.36	\$ 505,012,998	\$ 717,307,218
2001	\$ 5.42	\$ 511,931,959	\$ 791,428,363
2002	\$ 5.56	\$ 526,014,954	\$ 902,706,717
2003	\$ 5.53	\$ 509,832,091	\$ 910,176,447
2004	\$ 5.41	\$ 559,057,440	\$ 801,211,137
2005	\$ 5.73	\$ 504,963,302	\$ 745,921,905
2006	\$ 4.84	\$ 474,956,300	\$ 682,703,701
2007	\$ 4.87	\$ 419,292,800	\$ 689,464,747
2008	\$ 3.95	\$ 436,724,528	\$ 564,952,796
2009	\$ 3.53	\$ 372,554,191	\$ 570,338,030
2010	\$ 3.55	\$ 408,715,727	\$ 532,845,053
2011	\$ 3.31	\$ 453,888,210	\$ 597,400,775
2012	\$ 2.87	\$ 495,420,160	\$ 619,359,273
2013	\$ 3.17	\$ 513,277,138	\$ 711,903,500
2014	\$ 4.23	\$ 651,463,222	\$ 869,717,434
2015	\$ 5.41	\$ 792,146,061	\$ 1,207,855,434
2016	\$ 5.57	\$ 741,250,984	\$ 1,261,210,992
2017	\$ 5.39	\$ 912,967,651	\$ 1,362,878,739
2018**	—	\$ 860,266,559	\$ 1,384,371,000

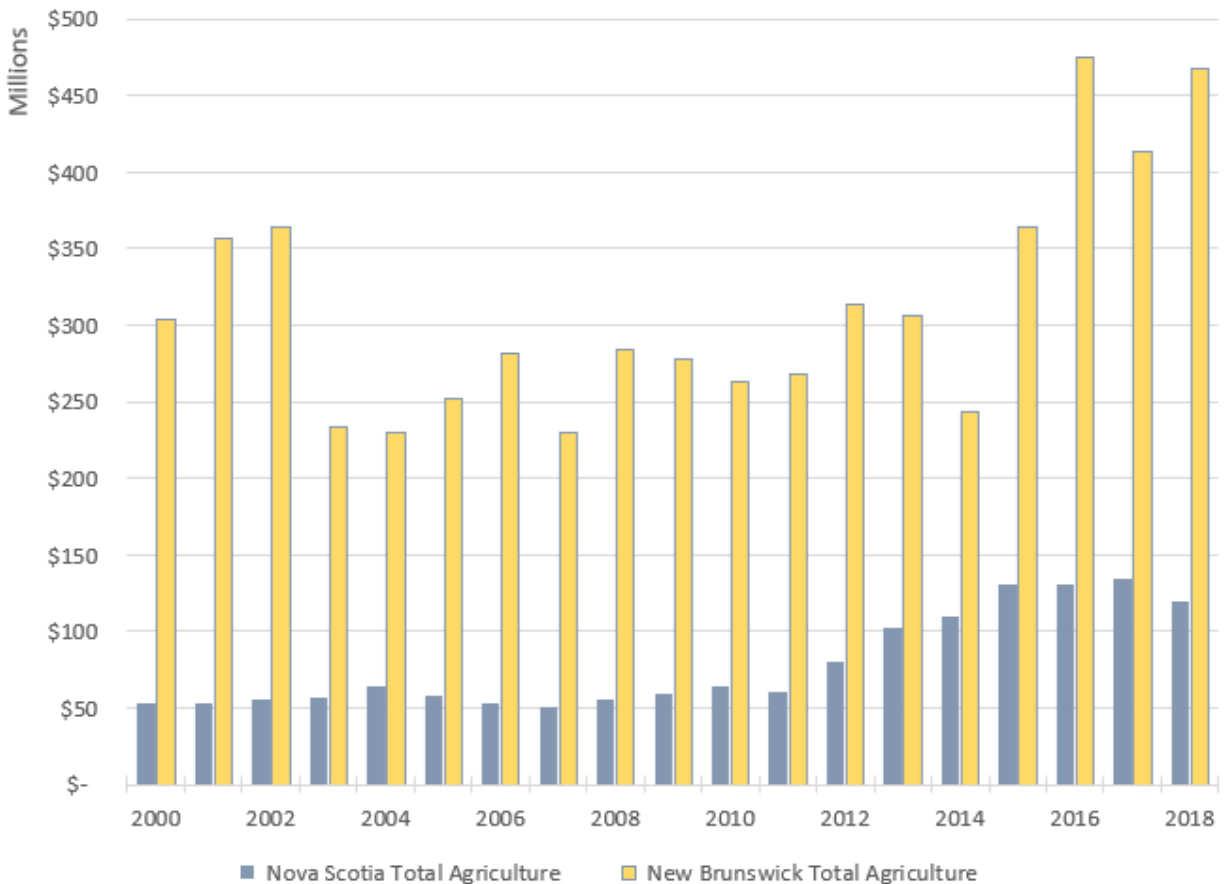
Lobster Price: US Department of Commerce exchanged to Canadian using annual rate (source: Canadian Forex Limited)

**All dollar amounts are 2018 Constant Dollars*

*** Data not yet available*

Section Three: Total Crop and Animal Production Compared to Nova Scotia

Figure 4: Total Crop and Animal Production Compared to Nova Scotia



Interpreting the Data

New Brunswick's agriculture exports increased by approximately \$117 million between 2012 and 2018, growing from \$222 million to \$339 million during that time. Aquaculture (or, fish farming) products are currently the major animal product exported from New Brunswick, with a 2017 value of \$274 million; cattle products have the next largest value and were worth \$17 million in 2017. Potatoes—the major product of the vegetable and melon farming industry—are New Brunswick's largest crop export, with a 2017 value of \$171 million. New Brunswick sends the bulk of its agriculture products to the United States, which received 90% of the province's agriculture exports in 2017. The next largest importer of New Brunswick agriculture is India, which received 1.13% in the same year.

Data Deep Dive

Data Figure: 4	New Brunswick Total Agriculture	Nova Scotia Total Agriculture
2000	\$ 303,533,760	\$ 52,798,296
2001	\$ 357,321,784	\$ 53,018,948
2002	\$ 364,705,382	\$ 55,648,281
2003	\$ 233,312,922	\$ 57,431,572
2004	\$ 229,978,975	\$ 64,294,121
2005	\$ 252,398,369	\$ 57,672,635
2006	\$ 281,114,795	\$ 53,721,216
2007	\$ 229,593,498	\$ 51,079,691
2008	\$ 283,959,754	\$ 55,579,987
2009	\$ 278,086,152	\$ 59,867,477
2010	\$ 263,499,791	\$ 64,420,642
2011	\$ 268,260,190	\$ 60,162,615
2012	\$ 313,764,649	\$ 80,752,458
2013	\$ 306,224,177	\$ 102,520,572
2014	\$ 243,197,653	\$ 109,534,801
2015	\$ 363,887,342	\$ 130,259,052
2016	\$ 474,387,289	\$ 131,205,182
2017	\$ 413,986,467	\$ 134,181,717
2018	\$ 467,091,046	\$ 119,177,888

Source: Statistics Canada (Trade Data Online)

*All dollar amounts are in 2018 Constant Dollars

Notes

- Corresponding Industry Codes:
 - Fishing *NAICS 1141*
 - Seafood Preparation and Packaging *NAICS 3117*
 - Crop Production *NAICS 111*
 - Animal Production *NAICS 112*
 - Mining and Oil and Gas Extraction *NAICS 21*
 - Crustaceans (Lobster, Crab, Shrimp, & Prawns) 0306 [*HS Product Code*]
 - Animal Aquaculture *NAICS 11251*
 - Vegetable and Melon Farming *NAICS 11121*
 - Potatoes, frozen 200410 [*HS Product Code*]
 - Animal Aquaculture *NAICS 112510*