

GOAL 15: FISHERIES AND AGRICULTURE

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

Status: PROGRESSING AND ON TRACK

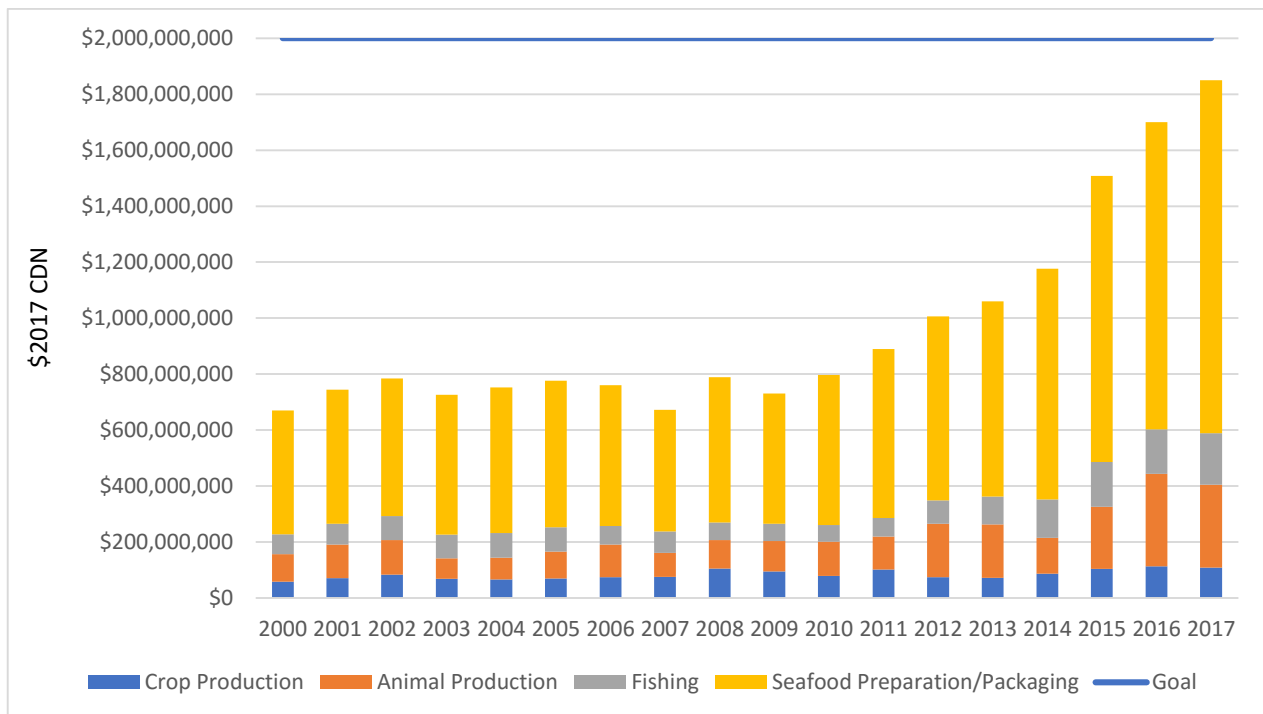
Current Situation

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 \$750 million (in 2017 dollars). If the province was to mirror Nova Scotia's goal of doubling this amount, it would have surpassed the suggested goal (\$1.5 billion) in 2015. In 2017, New Brunswick's seafood, crop production, and animal production exports were valued at \$1.85 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, rather than price changes. However, the value of the province's crop production exports has remained stagnant.

Figure 1: New Brunswick Agriculture and Seafood Product Exports



¹ "Trade - Canadian Industry Statistics." Report - Trade Data Online - Import, Export and Investment - Innovation, Science and Economic Development Canada. May 31, 2017. Accessed July 30, 2018. <https://corporationscanada.ic.gc.ca/app/scr/app/cis/trade-commerce/33121>.

Data: Figure 1	Crop Production	Animal Production	Fishing	Seafood Preparation/ Packaging
2000	\$ 57,841,622.70	\$ 98,303,743.59	\$ 71,315,503.05	\$ 442,845,258.58
2001	\$ 70,624,612.29	\$ 119,821,248.99	\$ 74,963,106.39	\$ 479,482,881.12
2002	\$ 84,104,813.26	\$ 123,340,553.35	\$ 85,598,163.11	\$ 491,580,086.89
2003	\$ 69,227,024.27	\$ 72,659,566.96	\$ 84,338,825.51	\$ 499,939,897.66
2004	\$ 66,790,476.03	\$ 77,155,847.31	\$ 88,749,135.46	\$ 519,595,393.30
2005	\$ 69,668,011.80	\$ 95,930,612.38	\$ 87,667,055.83	\$ 523,628,372.56
2006	\$ 74,904,245.99	\$ 115,769,169.87	\$ 66,458,533.22	\$ 503,113,615.99
2007	\$ 75,299,108.14	\$ 86,475,841.42	\$ 76,097,792.53	\$ 434,321,403.12
2008	\$ 104,895,437.48	\$ 102,076,254.46	\$ 62,615,090.80	\$ 519,036,506.34
2009	\$ 94,696,369.36	\$ 109,069,992.05	\$ 60,986,505.15	\$ 465,412,611.86
2010	\$ 79,405,536.97	\$ 121,924,385.71	\$ 58,847,436.14	\$ 536,675,491.51
2011	\$ 101,517,567.99	\$ 118,207,647.26	\$ 65,742,967.68	\$ 604,558,637.20
2012	\$ 74,592,026.51	\$ 191,042,885.34	\$ 82,926,127.33	\$ 658,120,955.63
2013	\$ 72,018,030.94	\$ 191,500,313.44	\$ 98,698,470.00	\$ 698,101,083.75
2014	\$ 86,818,926.37	\$ 128,632,704.07	\$ 137,281,034.93	\$ 823,369,052.05
2015	\$ 104,413,916.21	\$ 221,065,431.09	\$ 160,413,368.89	\$ 1,022,155,114.18
2016	\$ 113,430,484.49	\$ 330,045,668.42	\$ 159,100,261.95	\$ 1,097,518,984.45
2017	\$ 108,187,188.00	\$ 297,153,355.00	\$ 182,956,205.00	\$ 1,261,743,390.00

Data Source: Statistics Canada (Trade Data Online)

*All dollar amounts are in 2017 dollars

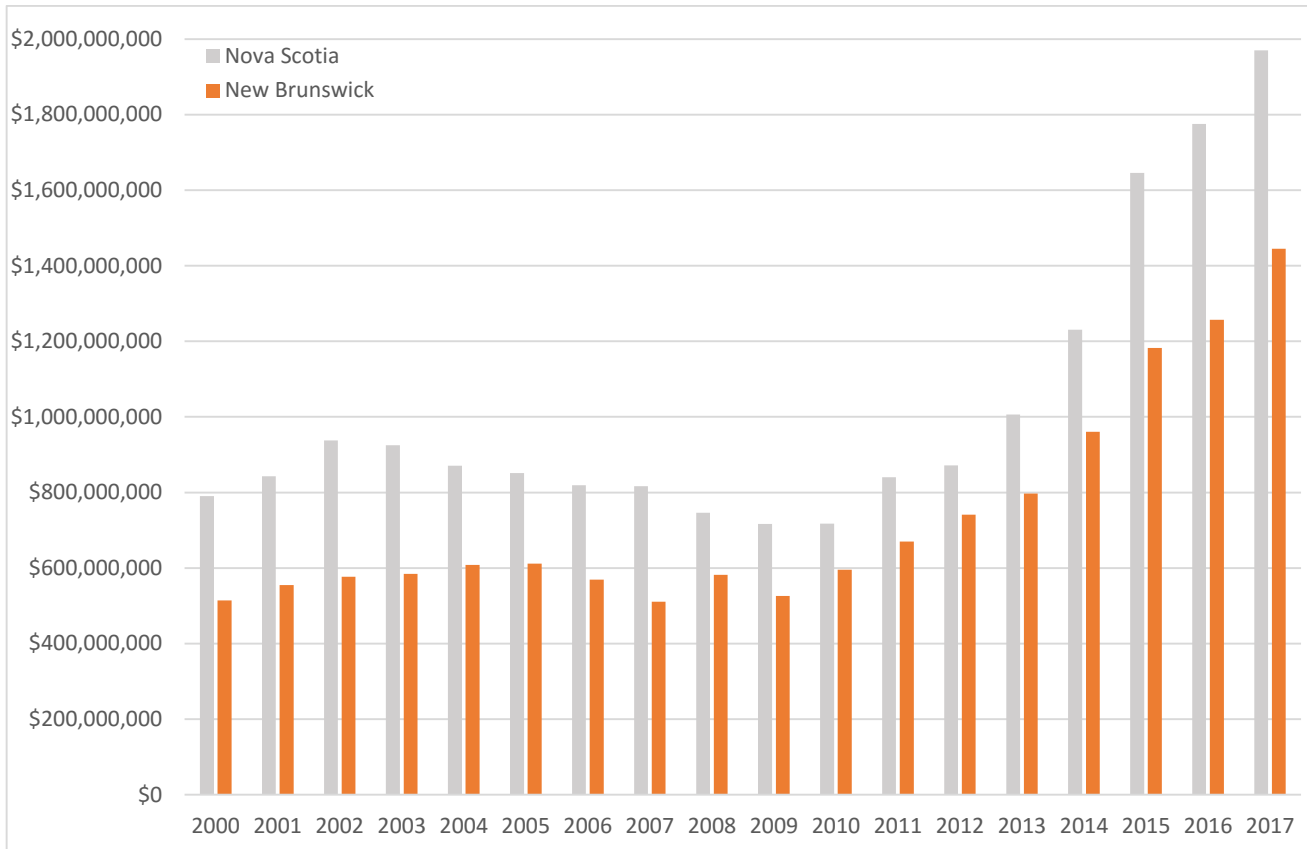
What This Means

Over the past ten years (2007-2017), 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.

DEEP DIVE: 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 \$1.4 billion in 2017. 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.

Figure 2: Domestic Exports: Fishing and Seafood Preparation/Packaging



Data: Figure 2	Nova Scotia Fishing and Seafood Preparation/Packaging	New Brunswick Fishing and Seafood Preparation/Packaging
2000	\$ 790,379,894.29	\$ 514,160,761.63
2001	\$ 842,594,277.22	\$ 554,445,987.51
2002	\$ 937,339,478.10	\$ 577,178,250.00
2003	\$ 924,639,303.95	\$ 584,278,723.17
2004	\$ 870,730,151.39	\$ 608,344,528.77
2005	\$ 851,395,692.78	\$ 611,295,428.39
2006	\$ 819,257,837.58	\$ 569,572,149.21
2007	\$ 816,308,853.85	\$ 510,419,195.65
2008	\$ 746,424,307.09	\$ 581,651,597.14
2009	\$ 716,939,730.43	\$ 526,399,117.01
2010	\$ 717,121,166.75	\$ 595,522,927.65
2011	\$ 840,151,250.95	\$ 670,301,604.88
2012	\$ 871,240,636.65	\$ 741,047,082.96
2013	\$ 1,006,142,660.59	\$ 796,799,553.75
2014	\$ 1,231,107,827.88	\$ 960,650,086.98
2015	\$ 1,646,022,016.42	\$ 1,182,568,483.07
2016	\$ 1,775,722,584.65	\$ 1,256,619,246.39
2017	\$ 1,969,855,628.00	\$ 1,444,699,595.00

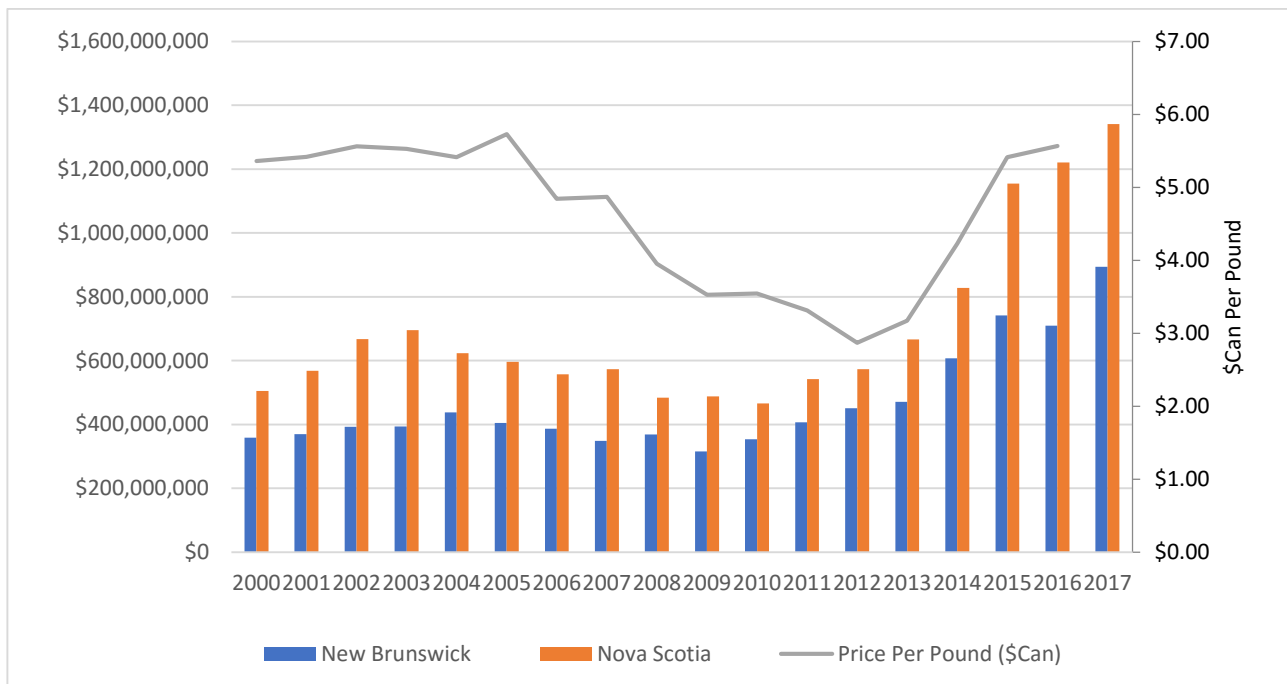
Data Source: Statistics Canada (Trade Data Online)

*All dollar amounts are in 2017 dollars

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 2016. While lobster prices—which rose from \$2.87 per pound to \$5.57 between 2012 and 2016—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.

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

Figure 3: Exports of Lobster and Crustaceans



Data: Figure 3	Price Per Pound (\$Can)	New Brunswick	Nova Scotia
2000	\$ 5.36	\$ 259,791,331.35	\$ 363,668,111.03
2001	\$ 5.42	\$ 272,850,207.22	\$ 416,547,265.86
2002	\$ 5.56	\$ 299,198,669.21	\$ 503,919,184.29
2003	\$ 5.53	\$ 310,048,567.86	\$ 543,226,425.98
2004	\$ 5.41	\$ 349,920,087.05	\$ 495,927,210.73
2005	\$ 5.73	\$ 331,306,531.13	\$ 487,485,947.13
2006	\$ 4.84	\$ 322,151,455.18	\$ 464,498,827.79
2007	\$ 4.87	\$ 295,439,862.54	\$ 487,114,803.63
2008	\$ 3.95	\$ 318,318,400.00	\$ 423,636,384.44
2009	\$ 3.53	\$ 272,987,386.72	\$ 426,199,825.53
2010	\$ 3.55	\$ 312,283,760.33	\$ 415,575,666.16
2011	\$ 3.31	\$ 371,768,485.98	\$ 502,075,611.03
2012	\$ 2.87	\$ 419,425,486.80	\$ 541,092,459.97
2013	\$ 3.17	\$ 441,695,829.38	\$ 636,946,209.97
2014	\$ 4.23	\$ 577,138,848.00	\$ 805,423,172.21
2015	\$ 5.41	\$ 708,535,728.98	\$ 1,127,265,525.68
2016	\$ 5.57	\$ 692,950,974.57	\$ 1,206,372,027.19
2017**	–	\$ 893,890,734.00	\$ 1,340,460,000.00

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

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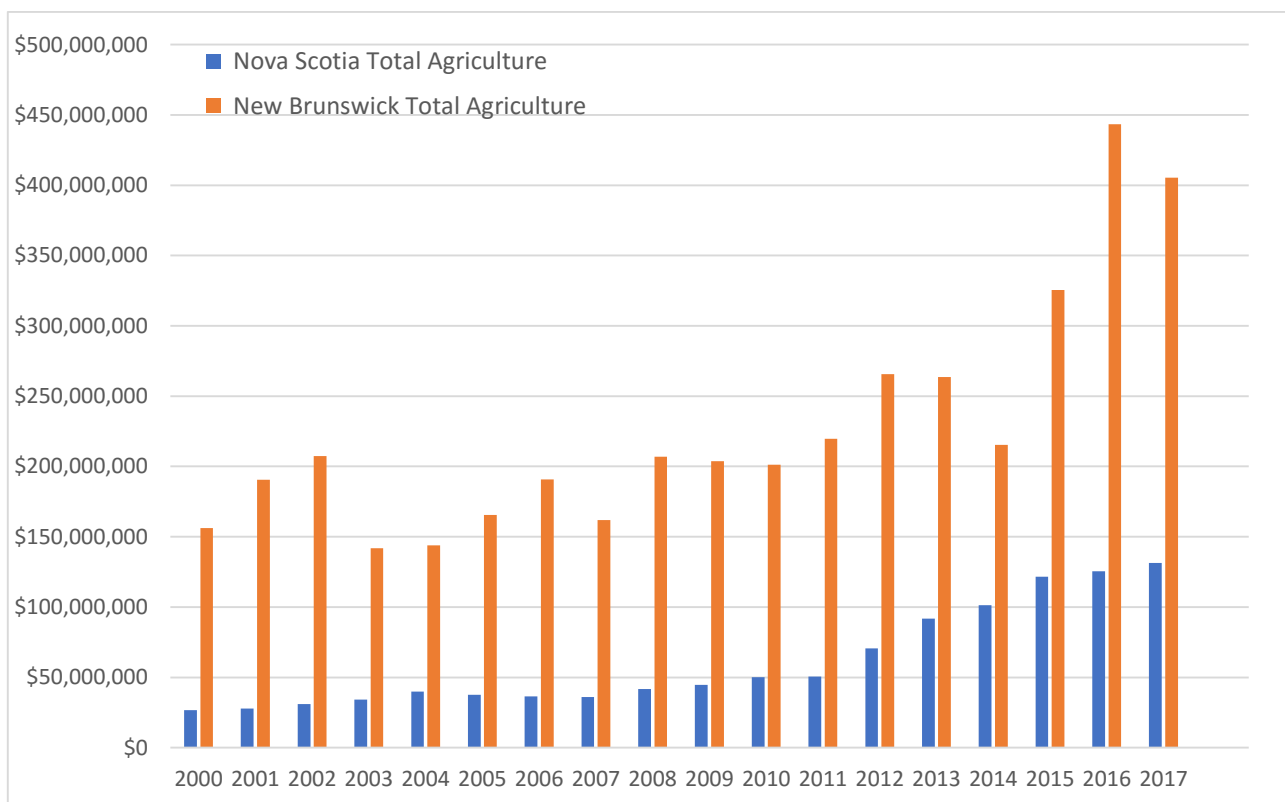
** Data not yet available

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

DEEP DIVE: 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.

Figure 4: Total Agriculture: Crop and Animal Production



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>.

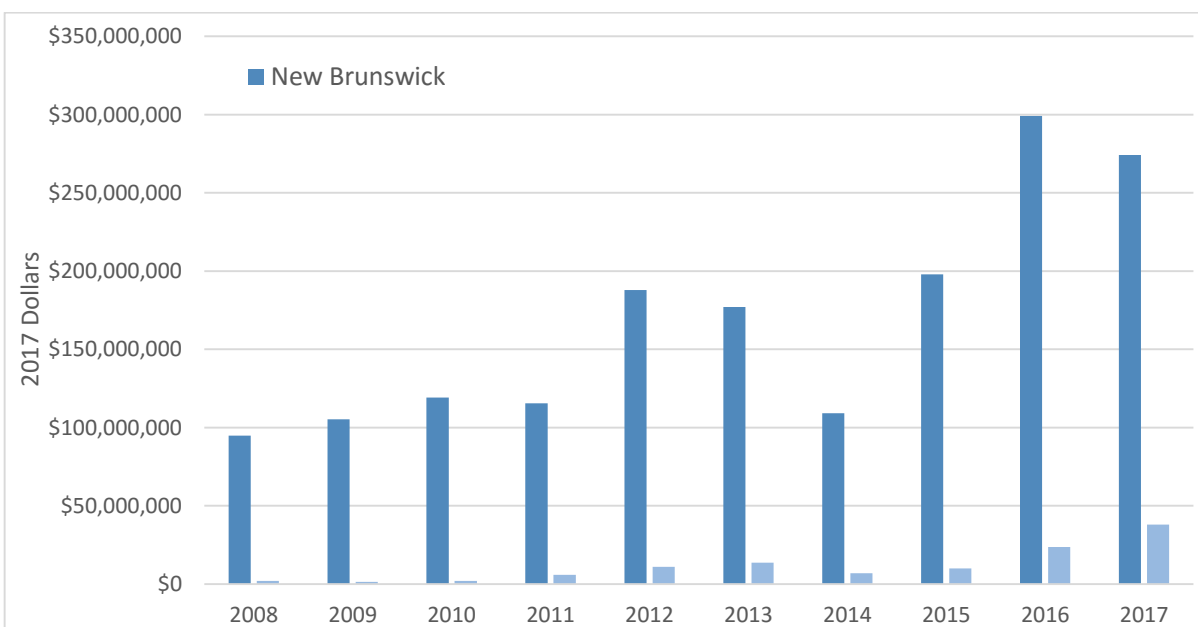
Data: Figure 5		Nova Scotia	New Brunswick
Year	New Brunswick Total Agriculture	Nova Scotia Total Agriculture	
2000	\$ 156,145,366.28	\$ 26,768,246.93	
2001	\$ 190,445,861.27	\$ 27,905,112.84	
2002	\$ 207,445,366.62	\$ 31,064,614.80	
2003	\$ 141,886,591.23	\$ 34,277,252.29	
2004	\$ 143,946,323.35	\$ 39,796,256.46	
2005	\$ 165,598,624.18	\$ 37,691,076.10	
2006	\$ 190,673,415.86	\$ 36,550,910.14	
2007	\$ 161,774,949.56	\$ 36,088,391.52	
2008	\$ 206,971,691.94	\$ 41,677,295.98	
2009	\$ 203,766,361.41	\$ 44,737,518.88	
2010	\$ 201,329,922.69	\$ 50,242,844.59	
2011	\$ 219,725,215.24	\$ 50,562,675.66	
2012	\$ 265,634,911.84	\$ 70,547,981.26	
2013	\$ 263,518,344.38	\$ 91,726,041.12	
2014	\$ 215,451,630.44	\$ 101,437,390.44	
2015	\$ 325,479,347.30	\$ 121,567,974.26	
2016	\$ 443,476,152.91	\$ 125,500,223.73	
2017	\$ 405,340,543.00	\$ 131,305,686.00	

Source: Statistics Canada (Trade Data Online)

*All dollar amounts are in 2017 dollars

New Brunswick's agriculture exports increased by approximately \$180 million between 2012 and 2016, growing from \$265 million to \$443 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.

Figure 5: Aquaculture Exports



2008	\$ 1,872,370.63	\$ 94,772,876.05
2009	\$ 1,262,120.97	\$ 105,296,198.37
2010	\$ 1,934,990.24	\$ 119,162,040.84
2011	\$ 5,813,819.78	\$ 115,396,410.37
2012	\$ 11,030,797.38	\$ 187,900,704.66
2013	\$ 13,612,921.26	\$ 177,047,469.38
2014	\$ 6,895,817.75	\$ 109,200,403.32
2015	\$ 9,840,444.86	\$ 197,969,528.63
2016	\$ 23,577,621.00	\$ 299,188,148.28
2017	\$ 37,913,751.00	\$ 274,242,873.00

Source: Statistics Canada (Trade Data Online)

*All dollar amounts are in 2017 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*