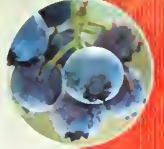


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BUILDING CANADA'S FOOD AND AGRICULTURE BRAND IN THE WORLD

Canada's agriculture and food industry feeds the world safe, healthy food that is well-respected by international trading partners. Canada is the world's fourth-largest exporter in the agriculture and seafood trade, and is internationally recognized for high-quality products.

Nova Scotia's Contribution

Given Nova Scotia's geography – a peninsula of rolling hills virtually surrounded by water – there is no wonder the vast majority of the province's food exports come from the sea. Two of Nova Scotia's major export markets are the New England region and the Caribbean. The European Union is a significant market, and China is an emerging opportunity for the province's food industry.

Seafood

Nova Scotia was Canada's second leading exporter of fish and seafood products in 2008 with a value of \$846.5 million. Nova Scotia's most valuable species were lobster (21,897 tonnes valued at \$352 million), scallops (5,843 tonnes valued at \$95.1 million), and crab (8,374 tonnes valued at \$78.9 million).

Most lobsters go live to market. Packed in lined cardboard or styrofoam boxes with cooling gel packs, they can live for 48 hours traveling halfway around the world to be served in the finest establishments.

Sea scallops have been traditionally harvested wild from the ocean floor. However, sea scallop farming in Nova Scotia has been triggered by consumer demand and encouraged as an environmentally friendly industry and sustainable resource. Largest export markets are the U.S. and France.

Overall, aquaculture exports are small but growing. Atlantic salmon are farmed in the Annapolis Basin, Shelburne Harbour and parts of St. Margaret's Bay because they need relatively warm water in the winter. Blue mussel and sea scallops thrive when cultured in the clean, cold water from the Strait of Canso to Halifax. From Halifax to Yarmouth, the currents and warm water temperatures are excellent for blue mussels, European oysters and steelhead salmon.

Agri-Food

Wild blueberries dominate the province's agri-food exports. Valued at \$82-million, they represent more than 37 per cent of the \$218.8-million earned by all agri-food exports in Nova Scotia.

Did you know?

Nova Scotia's burgeoning wine industry plans to keep pace with Canada's leading wine producing provinces, Ontario and British Columbia. Wines made from 100 per cent locally grown grapes and fruit are identified by the Wines of Nova Scotia symbol of quality. The industry has a long-term strategy to increase vineyard acreage, the number of wineries, and industry revenue from \$7.2-million to \$23-million by 2020.

