



association of
seafood producers

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PRESS *RELEASE*

Launch of new organization 'Association of Seafood Producers'

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St. John's – The Association of Seafood Producers, Newfoundland and Labrador's newest industry association, was officially announced today in St. John's.

ASP is a newly formed not-for-profit corporation designed to act in the best interests of the industry generally. The Association intends to provide effective input into policy decisions and regulatory matters that affect its Members, and to encourage and participate in programmes of benefit to the industry. Membership is open to all licensed and operating seafood producers in the province.

Most of the major seafood producers in the province are members. Collectively they own and operate some 70 processing plants in rural communities and provide work for thousands of employees. ASP member companies represent more than 90% of the province's crab production, more than 90% of the inshore shrimp production, and over 50% of the cod. Sales are in the order of \$800 million annually from provincial production.

Affairs of the Association are charged to a Board of Directors elected by the general membership from among its Members. The Chairman is part-time and required, by the Association's By-laws, to be independent, having no material financial interest in any Member.

"The fishery in our province faces a number of significant challenges, yet we are optimistic that the timing is right for achieving progress on meeting these," says Paul Grant a new Director with the Association. "ASP is ready to contribute to a successful industry, and a successful fishery."

Mr. Herb Clarke, Chairman of ASP, says "the new association is designed to be a strong, professional organization that will be both effective in representing its Members and be a respected voice in advocating positions aimed at ensuring the continued success of the

industry. We are intent on building positive relationships with all industry players, and both levels of government.”

Clarke brings extensive experience in both the public and private sector to the task. He formerly held several senior deputy minister positions in the provincial government and senior executive positions in industry, including the fishery. He was also founding Chairman of the Fisheries Resource Conservation Council. As Chair, he will provide general leadership to ASP, presiding over Board meetings and offering medium to long-term policy guidance.

“One of the challenges in any organization,” says Clarke, “especially a new one, is building the culture, implementing the governance that will allow us to meet our objectives as an organization. I am confident we have made a good start at ASP.”

The Board of Directors of the Association of Seafood Producers has also named its new Executive Director. Derek Butler is the chief executive officer of the Corporation and has responsibility for the administration and management of the Corporation and for providing the required support to the Board. He comes to the Association with extensive political and management experience garnered both in Newfoundland, Canada and abroad, most recently in the Middle East and North Africa as a Resident Director of a Washington-based political development institute. Originally from Clarenville, he is a graduate of Memorial University, in addition to studies at Université Laval.

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