

**Immediate Release – February 3<sup>rd</sup>, 2007**

## **Association of Seafood Producers lauds appointment of Ambassador Sullivan**

*St. John's* – The Association of Seafood Producers had added its voice to those commending the appointment of former Newfoundland Fisheries Minister Loyola Sullivan as Canada's new Ambassador on Fisheries Conservation.

Executive Director Derek Butler says the appointment is another positive step in tackling international fisheries issues, in line with positive reforms at NAFO last year.

“This is good for the industry, and good for Newfoundland & Labrador. Ambassador Sullivan has extensive personal and professional experiences that make him a strong candidate for this position. He knows the impacts on us of the decisions that the people in Ottawa and overseas make, because he is one of us. I think that is what ensures his tenure will be a successful one.”

The Association of Seafood Producers is a not-for-profit corporation, set up to serve as the industry association for Newfoundland and Labrador's seafood producers, and to act in the best interests of the seafood industry generally. Association members produce more than 60% of the total production value of Newfoundland and Labrador's fishing industry, with total annual sales well over \$500 million. Collectively, Association members own and operate some 50+ processing plants in rural communities throughout the province.

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