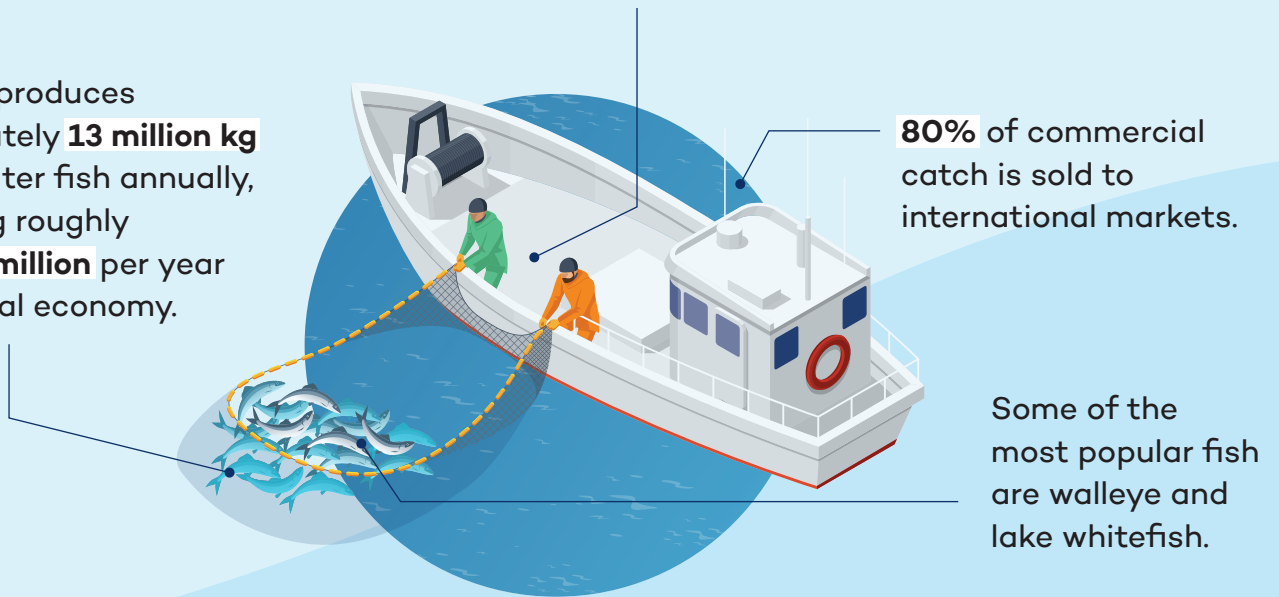


Eco-Certification of Fisheries

State of fisheries in Manitoba

Manitoba produces approximately **13 million kg** of freshwater fish annually, generating roughly **CAD 100 million** per year for the local economy.

There are approximately **2,000** commercial fish harvesters in Manitoba, **85%** of whom are Indigenous fishers.



What is eco-certification?



Eco-certification programs offer third-party assessments of whether a product adheres to a set of sustainability requirements. These requirements assure consumers of the product's sustainability.



Increasingly, consumers are demanding food products be eco-certified, putting pressure on retailers, restaurants, and industry to commit to eco-certification standards.



Big brands like Walmart and Sam's Club have already stopped purchasing Manitoba-caught fish because it is not eco-certified.

The revenue lost as a result is estimated at CAD 2.8 million per year.

Benefits of eco-certification

Economic returns

A Manitoba fishery obtaining eco-certification would see estimated economic returns of between **CAD 16 and CAD 250 for every CAD 1 invested**, depending on factors like lake size and specifications.



Positive local and global profile

Eco-certified fisheries benefit from an improved public image and positive press attention.

Sustained livelihoods and income

Over longer periods, eco-certification can result in steadier, more predictable fish stocks, meaning more predictable income for fisheries.

