



**WRITTEN QUESTIONS FORM**  
**2<sup>nd</sup> Session, 65<sup>th</sup> General Assembly**  
**Legislative Assembly of PEI**

Mclsaac

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Question number: 1062	Question date: December 6, 2016
Question asked by: Colin LaVie, Member for Souris-Elmira	
Question asked of (department): Agriculture and Fisheries	
Question answered by (Minister): Hon. Alan Mclsaac	Date received by Clerk's Office:

**QUESTION:** Can the Minister provide an update on the marketing levy:

- A) How much revenue has been generated by each Province (Nova Scotia, New Brunswick, and PEI)?
- B) How has the money generated been used?
- C) Has this levy proven to be successful in helping find new markets?

**ANSWER:**

A) The levy is not in place in NS nor NB. It is our understanding that the mechanisms to support a levy are in place but those provinces are still waiting for clear signals from industry.

PEI is the first province to collect a penny a pound from the harvesters and lobster buyers in PEI. The province facilitated the means through existing and new legislation to allow industry in PEI to implement a lobster levy. It is industry's initiative. Harvesters set up a Lobster Commodity Board and the buyers formed the PEI Lobster Marketing Authority Inc to manage the levy.

The PEI lobster industry will have approximately \$600,000 from levy proceeds in 2016.

B) This will be up to each of the respective organizations to decide.

C) The fall lobster season wrapped up in mid October, the respective organizations are working to wrap up collection of the levy. Demand for lobster was very good this year, many of our Island companies and those elsewhere in the Atlantic Lobster industry are working hard to keep this demand strong. The PEIFA have been working to promote their Master Lobster Brand which is also positive.

The harvesters and the buyers will need to determine how they want to move forward with the proceeds of the levy. Any good strategy starts with a plan and I understand that is the stage that industry is currently at.