Mussel Production and Distribution In Newfoundland and Labrador

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Presentation Overview

- Pre-Harvest Sampling
- Production Processes
- Access To Global Markets
- Environmental Sustainability
Pre-Harvest Sampling

- Ensures quality of product
- Increases production yields
- Increases efficiency
- Ensures customer specifications are met
Methodology

- Harvest location is identified based on general size requirements
- Sample locations identified at both ends of the harvest location
- Samples collected at top and bottom of grow out equipment
## Sample Identification

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<tbody>
<tr>
<td>6</td>
<td>BC-1RS-08</td>
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<tr>
<td>7</td>
<td>BC-2RS-08</td>
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<tr>
<td>8</td>
<td>BC-3RS-08</td>
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### Bulley's Cove - Lower Side Of Channel

**2008 Socks**

- Line BC-1RS-08 (Total 873 7XL Large)
  - ~503 7XL 15' 15-Oct-08
  - ~90 7XL 15' 16-Oct-08
  - ~280 7XL 15' 17-Oct-08

- Line BC-2RS-08 (Total 1090 6XL Med)
  - ~200 6XL 15' 16-Oct-08
  - ~280 6XL 15' 17-Oct-08
  - ~400 6XL 15' 22-Oct-08
  - ~63 6XL 15' 23-Oct-08
  - ~167 6XL 15' 28-Oct-08

- Line BC-3RS-08 (Total 876 8XL Ex Lrg)
  - ~65 8XL 15' 16-Oct-08
  - ~30 8XL 15' 17-Oct-08
  - ~82 8XL 15' 22-Oct-08
  - ~127 8XL 15' 23-Oct-08
  - ~200 8XL 15' 29-Oct-08
  - ~92 8XL 15' 31-Oct-08
  - ~280 8XL 15' 4-Nov-08
Methodology Continued

- Samples cleaned and debyssed
- Meat yields are conducted
- Based on results intermediate sampling locations may be identified
Production Processes

- Processing plant is divided into three main areas:
  - Wet Holding
  - Primary Processing
  - Dry Shipping
Wet Holding

- Raw product holding area
- Seawater forced air system
- Limits production interruptions
Primary Processing

- Several processing operations:
  - Declumping, washing and primary grading
  - Debyssing
  - Pre chilling
  - Final size grading
Dry Shipping

- Final production step:
  - Final visual inspection
  - Bagging and packaging
  - Preparation for shipping
Bagging Equipment
Final Packaging
World Competition And Access To The Global Market
World Competition

**Challenges**

- Competition from other parts of the world such as Asia and South America
- Lack of recognition from major markets around the world
- Transportation and reliable access to world markets

**Solutions**

- Modernize farm practices to increase production and provide high quality product
- Increase production volume and industrialize farming and processing practices
Transportation And Reliable Access To World Markets

**Challenges**
- Reaching North American live market
- Access to U.S. and European markets

**Solutions**
- Reliable ferry service
- Possible air freight service at competitive prices
- More emphasis should be placed on value added products
Norlantic Processors acted as the pilot for a series of benchmark audits during 2009-2010

Part of a wider Canadian initiative for developing certification within the Canadian bivalve industry
Auditing Body

- Audits and EMS programs conducted by Global Trust Certification
- www.gtcert.com
- For more information contact Mike Rose: mikerose@gtcert.com
Why Did We Do It?

- To measure performance of our farm against criteria deemed important for standards and certification development

- To provide an informative ‘audit experience’ typical of standards assessment for certification purposes

- To gather valuable information on criteria and performance for further evaluation of standards choices and certification frameworks
Benchmarkers And Criteria Used

- Typical of those found in standards available
- But... very little available for bivalves
- Developing standards - WWF
- National standards - Europe
- Private label standards - organic
- Utilized stakeholder engagement feedback
- Utilize existing internal and market knowledge
Benchmark Groups

Focus

- Regulatory Compliance, Management and Training Systems
- Environmental Management and Social Responsibility
- Quality Management and Product Quality
- Operations Management
Gaps In Standards and Certification

- Standards and certification will require more formal approach to environmental management
  - A documented EMS
  - Formal record keeping

- Above includes:
  - Environmental Objectives and targets
  - Energy use quantification
  - Waste Management; re-use, reduce, re-cycling
  - Monitoring of established targets
12 Key Performance Objectives

- Environmental Monitoring
- Conservation Designations
- Waste Management
- Oils Fuels and Chemical Management
- Energy Management
- Noise Impact
- Visual Impact, Navigation and Light
- Odor Impact
- Equipment Operation and Maintenance
- Public Access
- Stock Health Management
- Cultural Heritage and Management
EMS Log Book

- Consistent and accurate record keeping tool
- Implementation of best practices
- Effective environmental monitoring program
- Better farm data collection
- Effective inventory and traceability management
- Energy usage and waste management assessments
EMS Log Book

- Environmental Data
- Harvest Records
- Grading movements
- Daily activity log
- Daily equipment and site maintenance
- Boat Maintenance
- Waste disposal
- Energy log
- Base line review for EMS
- Monthly energy review
Thank You