

DIVERSIFYING

should PCFDI, AA in CANADA be adjusted?

Pacific Commercial FISHERIES DIVERSIFICATION INITIATIVE

MARKETING

Product VOLUME NEEDED

VALUE ADD

"Hard to find partners who see us as COMPETITORS"

WORK IN Collaboration

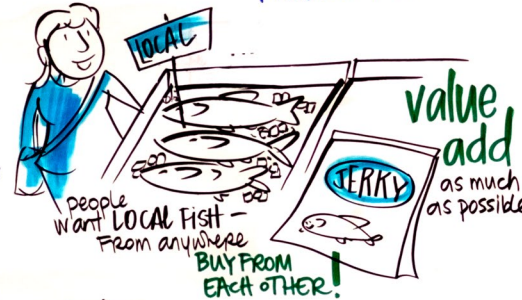
VALUE

Hooks the restaurant consumer

eg: Joint BOARD of DIRECTORS

AQUACULTURE

Using traditional techniques in "EXTENSIVE" AQUACULTURE: pothole lakes to grow coho



INCENTIVES FOR FISHERS TO work Together + avoid family conflict



REVENUE

- renting our equipment for year round \$
- setting up ecddev corp like Havo
- buying up other assets in processing

"IT'S NOT A HANDOUT: IT'S OUR FISHING RIGHTS"

Program must be simpler

PICFI has changed since 2007

Were running CFEs from side of our desks... hard to build mgt capacity

WHY is OUR MONEY so LATE? WE NEED Q1 + MULTI-YEAR Funds

CAPITAL



LONG-TERM Access to CAPITAL
• find win-wins with buyers - start CAREFULLY

FUNDS

- we need to STACK ideas
- we need block Funds to buy LARGER things



BARRIERS to FINANCING:
X can't leverage PICFI-funded licenses at the BANK
X missed opportunities

SHORT TERM Access to CAPITAL
• bridge our funding
• loans for asset acquisition

PICFI Needs A specific CFE structure - should it be stand alone CFE? (FOR CASH Flow)

there's 25 CFEs and all different.

Working with industry Partner for big FISH FREEZER space

local businesses to sell our product

VANCIH For co-op expertise - PICFI can't HELP with co-op \$

they became our ADVOCATES
We used the BDT closely as experts

OTHER Programs like SPY

PARTNERSHIPS