

EXPLORING PARTNERSHIPS TO MEET INDUSTRY PRIORITIES

What should be ADJUSTED TO MEET YOUR NEEDS?

TIME! CHALLENGES

- Let's HAVE a 5 YEAR PLAN
- takes too LONG
- Program rollout in same time as BUSY SEASON - HARD TO APPLY
- WHY ARE PROGRAMS COMPETITIVE? ENSURE \$ IS DISTRIBUTED FAIRLY

IN THE BEGINNING WE NEED MORE PARTNERS...

LATER WE NEED TO INTEGRATE AND WORK WITH OTHERS... EVENTUALLY WITH INDIGENOUS BUSINESSES

What else could our stores sell?

Diversifying

SMOKED SALMON
PARTNER WITH BC to keep our program going in lakes

BRANDING MATTERS

EXPORT MARKETS? "it's not that EASY!"

- STOCKS + HATCHERIES
→ eg PARTNERING WITH ORGANIC OCEANS, HIGHER END RESTAURANTS
- PRIVATE SECTOR
- HEALTH FOOD STORES AS PARTNERS

BAR CODE FOR TRACING!

Market Access + MARKETING

Funding that's available only to INDUSTRY

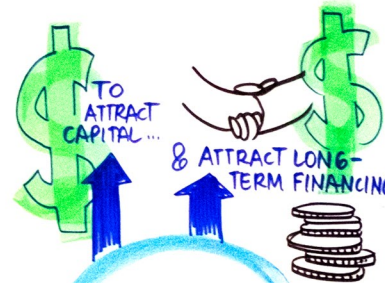
let's direct some of it to First Nations

MARKETING "SUSTAINABLE"
- REQUIRED EDUCATION OF STAFF ON BENEFITS: NOT AS IMPORTANT TO CUSTOMERS!

PRICE MATTERS WILD VS FARMED SALMON

MARKET IS INTERESTED IN FIRST NATIONS FISHERIES

start small + EVOLVE ONE CONSISTENT BRAND like OCEANWISE?

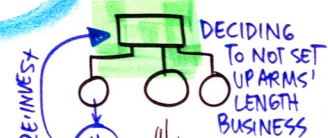


Access to Capital

- ABLE TO WORK WITH VANCITY'S CO-OP DEVELOPERS
 - HAIDA WILD COMPANY WAS ABLE TO ACCESS DIFFERENT CAPITAL + DECISIONS THAN OTHER CFES
 - STRONG FINANCIAL OFFICER; HUMAN RESOURCES ARE KEY
 - WE WANT TO PAY FISHERS FAIRLY!
- SHORT TERM: LOANS FOR ASSETS + WORKING CAPITAL
- LONGER TERM: DEBT RETIREMENT + CAPITAL

ONE GOAL: CONTROL THE FOOD CHAIN FROM RIVER TO PLATE

CASH FLOW FROM THE TRIBAL COUNCIL ... OR THE BIG BUYERS!!



HUMAN RESOURCES & OPERATIONS

VESSELS

INVESTING IN CAPITAL

LICENCES

DIVERSIFICATION

FOR THE NEXT generation

FIRST NATIONS' CONTROL OVER RESOURCES