



**LIBERAL**  
**PRINCE EDWARD ISLAND**

Prosperity:  
Growing our Primary Industries



## Prosperity

### Building on Success

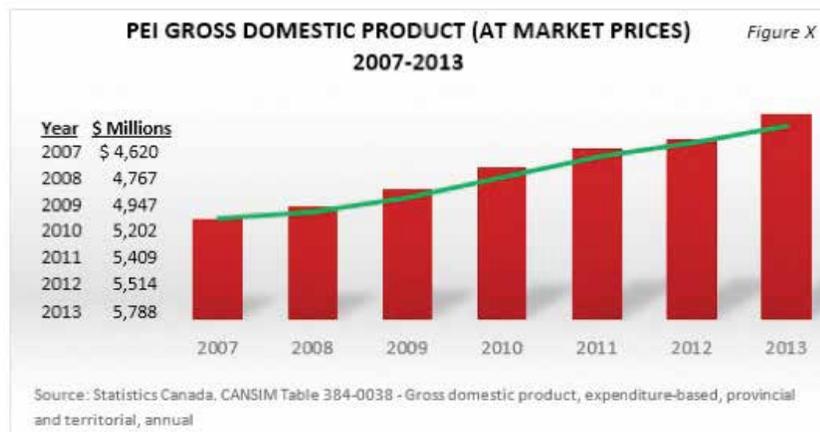
The Liberal Party believes that Islanders have the skills, the creativity and the entrepreneurial spirit to drive economic growth and job creation in our Province.

Unlike never before, our businesses are challenged by global competitors. Our economy is impacted by international events beyond our control. Advancements in technology continue at a rapid pace.

Amidst these challenges, however, there are new opportunities for growth and job creation. The Liberal Party's strategy for jobs and growth includes:

- Strategic support to areas where we enjoy a competitive advantage and that offer the greatest prospect for growth;
- More focus on developing and supporting our Island entrepreneurs; and
- An increased emphasis on population strategy;

As shown in the table below, PEI GDP grew from \$4.62 Billion in 2007 to \$5.79 Billion in 2013. A New Liberal Government will implement additional initiatives to further accelerate growth in our GDP.



Prince Edward Island has a global reputation as a producer of quality foods. In agriculture, fisheries and aquaculture, the quality of our products and the skills of our business owners are truly world-class.



We also have many success stories in our manufacturing and processing sectors. Prince Edward Island is home to many innovative companies proving that our Province is an excellent location to do business.

In recent years our bioscience, ICT, aerospace and financial services industries have grown rapidly and investment in new research and development activities and programs continue to accelerate economic growth.

We will continue to work with post-secondary institutions and research-based organizations to grow our economy. As we look to the future, we see new opportunities in a technology-driven global marketplace.

With targeted investments and strategies, the resourcefulness and creativity of Island entrepreneurs will lead to new economic growth and jobs.

A Liberal Government will build on our many strengths, and work with our communities to create an environment where businesses can grow and entrepreneurs can develop new products and services for a global market.

A New Liberal Government under the leadership of Wade MacLauchlan will:

- Place A Strategic Emphasis Upon PEI's Food Sector;
- Pursue Additional Growth in Knowledge-Based Industries;
- Build a Greater Culture of Entrepreneurship;
- Focus on Trade, Export and Prospecting;
- Support Growth and Specialization in Tourism, Arts and Culture; and
- Develop a Population Strategy to Repatriate, Recruit and Retain.

### **A Strategic Emphasis upon PEI's Food Sector**

To support our resource-based industries, a Liberal Government will:

- Develop a Food Strategy;
- Extend the Low Interest Loan Program for Island fishers;
- Support a new science-backed program for lobster fishers to improve overall product quality. Technologies and equipment such as on-boat water circulation systems will improve product quality and help in setting our lobster product apart from our competitors;
- Work with the potato industry and the federal government to assist growers and processors in acquiring scanning and metal detection technologies;
- Expand the Island's fresh lobster holding capacity through expansion of existing facilities, and where required, the establishment of new facilities;



- Address the challenges facing our forestry sector by working with industry to find new markets with continued emphasis on sustainable forest harvesting practices;
- Provide additional investment to support operations at our PEI Beef Plant;
- Establish new lending programs for PEI beef farmers to launch a new “PEI Lean Beef” initiative; and
- Implement the recently announced PEI Farmland Financing Program providing preferred interest rate for PEI farmers expanding their operations.

Prince Edward Island’s food sector is a vital component of our provincial economy. We believe that concerted efforts are essential to continue to grow and diversify our agriculture, fishery, aquaculture and food processing companies. There is a growing international awareness of a premium-quality PEI food brand and recognition of PEI’s talent in food research. Our culture of food product innovation is paying dividends - we have a growing reputation as a *world class food destination*.

Food processing, including seafood processing, is a fundamental driver of PEI’s manufacturing sector.

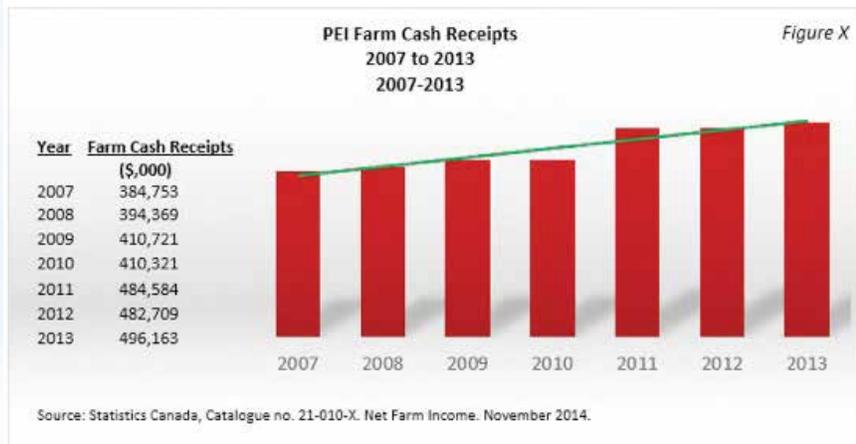
- 56% of the value of PEI’s Manufacturing Sector is made up of food processing, including seafood.
- 10% of provincial GDP is generated from food processing and primary agriculture.
- 40% of PEI’s international exports are from food processing, including seafood.

The Liberal Government has assisted our food industry with financial assistance towards:

- Adoption of new technologies, production risk/agri-insurance;
- Development and implementation of soil conservation plans;
- Income protection against disastrous events;
- Strategic investments in Atlantic Beef Products;
- Financing programs, training and support services;
- New crop development; and
- Investigation of new markets.

We will continue with these initiatives, and expand our efforts in a substantial manner to continue growth in our food sector.

PEI’s 40th Annual Statistical Review released in June of 2014 showed positive overall growth in our resource based industries. As evidenced in the table below, PEI farm cash receipts have shown strong growth in recent years, up from \$384 million in 2007 to \$496 million in 2013, an increase of 29%.



In our aquaculture sector (fin fish, oysters, mussels) the total value of production increased from \$30 million in 2007 to \$43 million in 2013, an increase of 42% and the value of PEI fish landings increased from \$122 million in 2010 to \$155 million in 2013.

We will continue to invest in and support our world renowned potato, seafood and aquaculture industries, but there is much more to be excited about as we look forward: blueberry production is growing with both producers and our processing businesses generating strong receipts, PEI is making inroads in new organic markets, new crops such as soybeans, canola and apples are being produced and marketed with good results. Other specialized products and value-added initiatives are also gaining traction.

In addition to all of this, the P.E.I. brand is being successfully promoted in the global marketplace. A New Liberal Government will continue to build on success and promote our P.E.I. Food brand to the world as “premium quality.”

Moving forward, we will work with industry and the federal government to develop a **PEI Food Strategy**. When successfully implemented this strategy will set us apart, benefiting our food producers and processors as well as our tourism sector.

There is a distinct opportunity to take advantage of PEI's reputation as a producer of quality land and sea based products in a new way that will lead to significant growth – creating demand for farmers' and fishers' products. **Three key elements of our PEI Food Strategy include product development and innovation, marketing and branding, and access to financing for producers and processors.**



In cooperation with industry and our federal partners, a New Liberal Government under the leadership of Wade MacLauchlan will implement a strategy with the following goals:

- Increase the number of new products being developed;
- Accelerate technology adoption and productivity improvements;
- Support the launch of new PEI food-based start-up companies;
- Increase prospecting efforts, growing the number of food companies on PEI;
- Access new markets through value chain integration;
- Establish PEI as a premier destination in North America for culinary tourism;
- Develop, coordinate and market the PEI Food brand;
- Increase the consumption of our local food products on PEI; and
- Make it known to international consumers that PEI is “Canada’s Food Island.”

A coordinated food strategy will lead to diversification in the agriculture, fishery and tourism sectors and lead to significant economic benefits. A food strategy appropriately executed has the potential to support expanded processing and better marketing of existing and new products, all of which will drive demand and create new opportunities for farmers and fishers in rural communities across PEI.

