

From: [Easton, Joan E AGRI:EX](#)
To: [Lalani, Arif AGRI:EX](#)
Cc: [Zachary, Dawnae AGRI:EX](#); [Wong, Jane T AGRI:EX](#); [Patterson, Mat AGRI:EX](#)
Subject: Fiscal 19-20 International Mission Travel - Seafood Expo North America
Date: January 18, 2019 1:00:28 PM
Attachments: [Fiscal 19-20 International Mission Travel - Seafood Expo North America.docx](#)

Hello Arif

Please find attached – as requested by the DMO and JTT - the Ministry's 2019/20 travel plans re: Missions and Events. The focus of 2019/20 will be the Boston Seafood show.

Regards

Joan

From: [Easton, Joan E AGRI:EX](#)
To: [Lalani, Arif AGRI:EX](#)
Cc: [McLaren, Solveig AGRI:EX](#)
Subject: FW: Boston Mission Update
Date: February 22, 2019 6:19:09 PM

Just keeping you looped in.

Cheers

Joan

From: McLaren, Solveig AGRI:EX
Sent: February 22, 2019 5:29 PM
To: Easton, Joan E AGRI:EX <Joan.Easton@gov.bc.ca>
Cc: Patterson, Mat AGRI:EX <Mat.Patterson@gov.bc.ca>
Subject: Boston Mission Update

Hi Joan,

I have an update regarding the Boston Mission for you. We had a call with the organizing committee and other provinces and I am updating documents with changes.

- Air has been booked for the DM. The MO is in the process of booking for the Minister and her MA.
- Briefing documents will be requested of the Seafood Secretariat by the DMO. I populated a briefing note template for two meetings:
 1. A roundtable meeting with the other provinces and DFO where provinces are asked to bring up one topic of concern; and,
 2. A meeting with federal DFO Minister or designate.
- While last week DFO staff were confident the Minister would attend although it was not officially confirmed, this week they are less sure. The Parliamentary Secretary for DFO has confirmed.
- s.17
- Other confirmed attendees include:
 - NB: Premier Blaine Higgs, Minister Ross Wetmore and DM
 - NS: Premier Stephen McNeil and Minister Keith Colwell
 - NFL: Minister Gerry Byrne (attending on Saturday) and ADM Rosalind Walsh (Sunday)
 - QC: Minister Laurent Lessard
 - Note: PEI minister not mentioned on call so don't know whether or not he is still confirmed or is now not attending

I will update the itinerary early next week.

Have a great weekend!

Solveig

Solveig McLaren

Ministry of Agriculture

778-698-5445

From: [Easton, Joan E AGRI:EX](#)
To: [Lalani, Arif AGRI:EX](#)
Cc: [Patterson, Mat AGRI:EX](#)
Subject: Fw: Day One
Date: March 18, 2019 7:56:03 AM

We thought you would enjoy the update from Boston.

Regards

Joan

From: Patterson, Mat AGRI:EX <Mat.Patterson@gov.bc.ca>
Sent: Monday, March 18, 2019 7:49 AM
To: McLaren, Solveig AGRI:EX
Cc: Easton, Joan E AGRI:EX
Subject: Re: Day One

Thanks Solveig! Sounds like a successful first day, despite the change in schedule. We appreciate the update! Very happy to hear Andrea is feeling better.

Mat Patterson
BC Ministry of Agriculture
778-698-4918

On Mar 18, 2019, at 4:35 AM, McLaren, Solveig AGRI:EX <Solveig.McLaren@gov.bc.ca> wrote:

Good morning!

Yesterday was a very busy day! Ministers were in attendance from all the Atlantic provinces plus the premier of Nova Scotia. Lots of photo ops. I'll download the pictures in a bit. ^{s.16,s.22}
^{s.16,s.22}

MLP then met with everyone in the booth and we found out that the hake season was extremely successful so many had a glut of hake to sell. The booth was represented by small, medium and very large companies. We heard from everyone the importance of the show and how it helps their business grow and the strong link between the harvesters, Aboriginals and these companies. Aqualine reported a \$15 sale of hake yesterday and then Humble & Frank, a fish rub & sauce company from Victoria, was late for dinner because they snagged a huge distributor deal in the US.

The Roundtable with the Provincial Ministers was cancelled, as the Parliamentary Secretary is due back in Ottawa today for a vote, and he wanted to use the Roundtable time to meet with colleagues one-on-one. ^{s.22}

was very cordial and issues voiced by industry were discussed.

On that note, the meeting with Brian Yip was followed with a meeting with the Trade Commissioner to the EU where the issue pertinent Brian was raised and strategy discussed.

Over 50 people attended the dinner. It was announced that we should anticipate a new Ministry name that reflects the seafood industry. It is the same as several years ago, Agriculture, Food and Fish.

That's it for this morning. Andrea is doing well and on the mend. She's getting tired of hearing about the huge boots (not shoes) she needs to fill. I feel bad about that!

Solveig

From: [Hansen, Erin AGRI:EX](#)
To: [Lalani, Arif AGRI:EX](#)
Cc: [Zachary, Dawnae AGRI:EX](#)
Subject: FW: Fiscal 19-20 International Mission Travel - Seafood Expo North America
Date: February 19, 2019 3:42:25 PM
Attachments: [Fiscal 19-20 International Mission Travel - Seafood Expo North America.docx](#)

Hi Arif.

Minister is waiting to hear if Minister Wilkinson is attending. She will confirm once she knows.
Erin

From: Oldham, Lisa E AGRI:EX
Sent: Tuesday, February 19, 2019 1:28 PM
To: Hansen, Erin AGRI:EX
Subject: FW: Fiscal 19-20 International Mission Travel - Seafood Expo North America

Arif sent this to me earlier

From: Lalani, Arif AGRI:EX
Sent: February 19, 2019 10:55 AM
To: Oldham, Lisa E AGRI:EX <Lisa.Oldham@gov.bc.ca>; Hansen, Erin AGRI:EX <Erin.Hansen@gov.bc.ca>
Cc: Lyttle, Shawna AGRI:EX <Shawna.Lyttle@gov.bc.ca>; Zachary, Dawnae AGRI:EX <Dawnae.Zachary@gov.bc.ca>
Subject: FW: Fiscal 19-20 International Mission Travel - Seafood Expo North America

Lisa and Erin – not sure if this event is in MLP and DM calendars. The event is coming up fast. March 17-19 so timing is very tight. As you can see from below staff are trying to get a lot of things in place.

From: Easton, Joan E AGRI:EX
Sent: Tuesday, February 19, 2019 8:45 AM
To: Lalani, Arif AGRI:EX
Cc: Zachary, Dawnae AGRI:EX; Wong, Jane T AGRI:EX
Subject: SENA (Boston Seafood) - has the Minister confirmed?

Morning Arif

We are at the point of booking hotels for SENA (Boston Seafood) but have not yet had confirmation that the Minister will attend. We are trying to ensure that the bookings do not require down payments but the timing and the options are getting very tight. JTT is going to do the security assessment based on what we provide today and is also looking to set up a security briefing with the Minister (e.g., electronics, safety).

If you are talking to Minister (issues call?) can you ask whether a decision has been made?

Also in terms of who is going we are assuming it is MLP, one of the MA's (Sam?) and DM.

While the Federal Minister is still not confirmed, his staff have identified that he is scheduling a meeting with all of the provincial ministers on Sunday. We are updating agendas accordingly.

From a staff perspective Andrea and Solveig will attend as it will be the training opportunity for Andrea before taking over for Solveig (Brussels in May). Travel approvals are coming this week.

Regards

Joan

Joan Easton
Executive Director, Innovation and Adaptation Services Branch
3rd Floor, 808 Douglas Street
Ministry of Agriculture

Phone: 778-974-2024

Cell: 250-514-3542

Fax: (250) 356 0358

From: Smith, Jessica C AGRI:EX
Sent: Monday, January 28, 2019 10:42 AM
To: Lalani, Arif AGRI:EX; Godfrey, Sam AGRI:EX
Cc: Zachary, Dawnae AGRI:EX
Subject: RE: Follow up - SENA 2019

Hi Arif,

There has been no change in plan from the MO side – MLP is still very much interested in attending the Boston Seafood expo.

Can you track down from JTT where this Ministry recommendation came from?

Thanks,

Jessica

From: [Easton, Joan E AGRI:EX](#)
To: [Lalani, Arif AGRI:EX](#)
Subject: FW: Follow up - SENA 2019
Date: January 28, 2019 10:19:32 AM
Importance: High

Hi Arif
s.13

Joan

From: Yelovatz, Maureen JTT:EX
Sent: January 28, 2019 10:16 AM
To: Easton, Joan E AGRI:EX <Joan.Easton@gov.bc.ca>
Subject: Follow up - SENA 2019
Importance: High

Hi Joan

Hope you are well.

Our Trade Readiness Branch has been advised s.13
s.13

Thanks

M.

Maureen Yelovatz
Director, Missions and Events Branch
International Trade Division
Ministry of Jobs, Trade and Technology

Phone: 1-250-952-6024
Mobile: 1-250-812-2499

From: [Lalani, Arif AGRI:EX](#)
To: [Godfrey, Sam AGRI:EX](#); [Smith, Jessica C AGRI:EX](#)
Cc: [Zachary, Dawnae AGRI:EX](#)
Subject: FW: Follow up - SENA 2019
Date: January 28, 2019 10:22:43 AM
Importance: High

Sam/Jessica – has there been a change in the plan from MO?

Arif Lalani | ADM | Business Development Division | Agriculture
5th Floor, 808 Douglas Street, V8V 9B4 | T 778.698.3264 | F 250.356.7279
arif.lalani@gov.bc.ca

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From: Yelovatz, Maureen JTT:EX
Sent: January 28, 2019 10:16 AM
To: Easton, Joan E AGRI:EX <Joan.Easton@gov.bc.ca>
Subject: Follow up - SENA 2019
Importance: High

Hi Joan

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s.13

Thanks

M.

Maureen Yelovatz
Director, Missions and Events Branch
International Trade Division
Ministry of Jobs, Trade and Technology

Phone: 1-250-952-6024
Mobile: 1-250-812-2499

From: [Easton, Joan E AGRI:EX](#)
To: [Lalani, Arif AGRI:EX](#)
Cc: [Patterson, Mat AGRI:EX](#); [McLaren, Solveig AGRI:EX](#)
Subject: FW: SENA: We're home now but I wanted to tell you about the last day of the show.
Date: March 19, 2019 4:03:01 PM

Hi Arif

I thought you should have the recap of the last day of the show. Sounds like it went very well!
Joan

From: McLaren, Solveig AGRI:EX
Sent: March 19, 2019 3:43 PM
To: Easton, Joan E AGRI:EX <Joan.Easton@gov.bc.ca>; Patterson, Mat AGRI:EX <Mat.Patterson@gov.bc.ca>
Subject: We're home now but I wanted to tell you about the last day of the show.

Hi Joan and Mat,

I would have reported out last night but I was exhausted and had to get up at 3:30!!

Day two of the show was also very busy.

Minister met with Mowa (formerly Marine Harvest) and met with and toured the other BC booths which included:

Cermaq – farmed salmon;

Pacific Salmon Industries – seafood processor with majority of product sold to Costco;

Azuma Foods – Japanese style foods;

Flying Fresh Air Freight out of Richmond;

FPS Food Process Solutions – based in Richmond, manufacturer of refrigeration equipment; and,

Unifiller Systems Inc; based in Delta, North America's largest manufacturer of portioning equipment.

Minister also met with Tim Kennedy, CEO of the Canadian Aquaculture Alliance and member, Gordon Guaiattini. They wished to thank Minister for her role in promoting Aquaculture at the FPT table and the support she gives to aquaculture in the province.

Minister then drew many people into the booth with a cooking demonstration where she and Chef Nathan Fong made Ceviche from BC seafood. They prepared geoduck specifically for the Ceviche which was a hit with the onlookers.

The Comox Economic Development Society and Air Canada Cargo then hosted a reception at

our booth where Minister was introduced to many of the buyers in attendance.

Following that reception, we attended the Seafax/Export Development Canada reception where Minister introduced DFO's Parliamentary Secretary, thus ensuring the audience received a BC perspective of how well the industry is doing instead of the usual Eastern perspective. It was very well received.

The evening concluded with the Quebec reception where she was introduced by Minister Lamontagne, along with her other colleagues from New Brunswick and Nova Scotia and the Consul General to Boston.

Andrea and I had to get up early to be at the airport at 5 am so we are both exhausted and glad to be home. It was a great trip though with the Minister and DM seeing how enthusiastic and hard the seafood industry works at these shows. Industry also appreciated her attendance. Her curiosity, willingness to listen to their concerns and her enthusiasm were appreciated and commented on by all of the companies in attendance.

Solveig

From: [Lalani, Arif AGRI:EX](#)
To: [Easton, Joan E AGRI:EX](#)
Subject: Fwd: SENA (Boston Seafood) - has the Minister confirmed?
Date: February 20, 2019 6:04:26 PM

Joan do we know how many provinces have agreed to go? At the very least the Western provinces? Also in terms of hotel rooms does AGRI or JTT pay for MLP and DM?

Arif Lalani | ADM | Business Development Division | Ministry of Agriculture

Sent from my iPhone

Begin forwarded message:

From: "Lalani, Arif AGRI:EX" <Arif.Lalani@gov.bc.ca>
Date: February 20, 2019 at 3:32:25 PM PST
To: "Oldham, Lisa E AGRI:EX" <Lisa.Oldham@gov.bc.ca>
Cc: "Zachary, Dawnae AGRI:EX" <Dawnae.Zachary@gov.bc.ca>
Subject: FW: SENA (Boston Seafood) - has the Minister confirmed?

From: Easton, Joan E AGRI:EX
Sent: Tuesday, February 19, 2019 8:45 AM
To: Lalani, Arif AGRI:EX
Cc: Zachary, Dawnae AGRI:EX; Wong, Jane T AGRI:EX
Subject: SENA (Boston Seafood) - has the Minister confirmed?

Morning Arif

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If you are talking to Minister (issues call?) can you ask whether a decision has been made?

Also in terms of who is going we are assuming it is MLP, one of the MA's (Sam?) and DM.

While the Federal Minister is still not confirmed, his staff have identified that he is scheduling a meeting with all of the provincial ministers on Sunday. We are updating agendas accordingly.

From a staff perspective Andrea and Solveig will attend as it will be the training opportunity for Andrea before taking over for Solveig (Brussels in May). Travel approvals are coming this week.

Regards

Joan

Joan Easton
Executive Director, Innovation and Adaptation Services Branch
3rd Floor, 808 Douglas Street
Ministry of Agriculture

Phone: 778-974-2024

Cell: 250-514-3542

Fax: (250) 356 0358

From: [Smith, Jessica C AGRI:EX](#)
To: [Easton, Joan E AGRI:EX](#); [Lalani, Arif AGRI:EX](#)
Cc: [Oldham, Lisa E AGRI:EX](#)
Subject: Invitation lanaPopham-BC Fr et ANG.pdf
Date: March 13, 2019 11:20:55 AM
Attachments: [Invitation lanaPopham-BC Fr et ANG.pdf](#)
[ATT00001.txt](#)

Assuming MLP wants to attend this Quebec reception at SENA. I'll check but Lisa please enter details in MinCal

From: [Patterson, Mat AGRI:EX](#)
To: [Hayes, Brooke AGRI:EX](#); [Lalani, Arif AGRI:EX](#)
Cc: [Wong, Jane T AGRI:EX](#); [Zachary, Dawnae AGRI:EX](#); [Hoerger, Andrea AGRI:EX](#)
Subject: Post-Tradeshows Report: Seafood Expo Global (May 7-9 - Brussels)
Date: June 7, 2019 4:52:30 PM
Attachments: [SEG 2019 - PostShowReport.pptx](#)
Importance: High

Hi Brooke and Arif,

Please find attached a post-tradeshows report for Seafood Expo Global that Andrea has prepared. As she outlines in her email below and in the attached, BC seafood exporters secured \$17.9 million in sales deals at the show and an additional \$72.7 million in sales are anticipated over the next year as a result of connections made at the show.

Another very successful event for BC's seafood industry!

Cheers,
Mat

Mat Patterson

Director, Market Development
BC Ministry of Agriculture
778-698-4918

From: Hoerger, Andrea AGRI:EX
Sent: June 7, 2019 4:37 PM
To: Patterson, Mat AGRI:EX <Mat.Patterson@gov.bc.ca>
Cc: Cheesman, Sean AGRI:EX <Sean.Cheesman@gov.bc.ca>
Subject: RE: FYI - Pre-Tradeshows Briefing: Seafood Expo Global (May 7-9 - Brussels)

Hi Mat

Attached is the SEG post-show report for your review.

Overall, SEG was a very successful show for the seven companies that exhibited in the B.C. booth. B.C. exhibitors reported over 445 face-to-face meetings with potential buyers which resulted in approximately **\$14,900,000 in sales at the show and an estimated \$72,700,000 in sales over the next year** (provided there is enough supply). These numbers exceed results we saw from previous SEG shows.

Exhibiting companies reported that they were very appreciative of B.C. Government support for a coordinated presence at SEG, and expect that their participation will help grow their business and lead to increased sales.

Please let me know if you have any questions.

Thanks!

Andrea

From: Patterson, Mat AGRI:EX
Sent: Wednesday, May 1, 2019 4:09 PM
To: Lalani, Arif AGRI:EX; Hayes, Brooke AGRI:EX
Cc: Wong, Jane T AGRI:EX; Zachary, Dawnae AGRI:EX; Hoerger, Andrea AGRI:EX
Subject: FYI - Pre-Tradeshaw Briefing: Seafood Expo Global (May 7-9 - Brussels)

Good afternoon Arif and Brooke,

Attached is an overview of Seafood Expo Global, a tradeshow event happening next week (May 7-9) in Brussels, Belgium. I am sharing this so that you are both aware that we have staff travelling out of province over the next week and to ensure you have the details of the event on hand should questions arise in discussions with the MO, JTT or others.

A brief summary:

- As previously approved, Andrea Hoerger is attending SEG to promote B.C. seafood products to international buyers, distributors and importers. In addition to providing general information about B.C.'s seafood industry to booth visitors, Andrea will also distribute product samples created by Chef Nathan Fong and facilitate meetings and buyer introductions to the companies in the B.C. booth.
- Seven B.C. companies will exhibit within the B.C. Government booth.
- The funding to support this event is provided through CAP Market Development. CAP will cover all costs associated with the B.C. booth and staff travel, and shipping product samples and marketing collateral to Brussels. The budget for the initiative is approximately \$132k. This event is one which B.C. seafood companies are very interested in and has not reported less than \$10 million in sales from the show in over five years.

Please let me know if you have any questions.

Thanks,
Mat

Mat Patterson

Director, Market Development
BC Ministry of Agriculture
3rd Floor, 808 Douglas Street, Victoria, BC
Office: 778-698-4918
Cell: 778-677-6996

From: [Shoemaker, Wes AGRI:EX](#)
To: [Townsend, Dave H GCPE:EX](#); [Lalani, Arif AGRI:EX](#)
Cc: [Lyttle, Shawna AGRI:EX](#); [Hansen, Erin AGRI:EX](#); [Zachary, Dawnae AGRI:EX](#); [McRae, Meghan GCPE:EX](#); [Boelens, Robert GCPE:EX](#)
Subject: RE: Draft SNs for Approval Boston Seafood Dinner
Date: March 14, 2019 12:49:28 PM

These look good to me.

Wes

From: Townsend, Dave H GCPE:EX
Sent: March 13, 2019 2:22 PM
To: Shoemaker, Wes AGRI:EX <Wes.Shoemaker@gov.bc.ca>; Lalani, Arif AGRI:EX <Arif.Lalani@gov.bc.ca>
Cc: Lyttle, Shawna AGRI:EX <Shawna.Lyttle@gov.bc.ca>; Hansen, Erin AGRI:EX <Erin.Hansen@gov.bc.ca>; Zachary, Dawnae AGRI:EX <Dawnae.Zachary@gov.bc.ca>; McRae, Meghan GCPE:EX <Meghan.McRae@gov.bc.ca>; Boelens, Robert GCPE:EX <Robert.Boelens@gov.bc.ca>
Subject: Draft SNs for Approval Boston Seafood Dinner

Hi Wes and Arif,

We have put together some brief SNs for MLPs visit to the seafood dinner in Boston on Saturday night.

Please let us know if you have any concerns and I will then send it to the MO. Mat and Solveig have reviewed the SN's.

Thanks.

From: [Smith, Jessica C AGRI:EX](#)
To: [Lalani, Arif AGRI:EX](#); [Godfrey, Sam AGRI:EX](#)
Cc: [Zachary, Dawnae AGRI:EX](#)
Subject: RE: Follow up - SENA 2019
Date: January 28, 2019 10:41:39 AM

Hi Arif,

There has been no change in plan from the MO side – MLP is still very much interested in attending the Boston Seafood expo.

Can you track down from JTT where this Ministry recommendation came from?

Thanks,

Jessica

From: Lalani, Arif AGRI:EX
Sent: Monday, January 28, 2019 10:23 AM
To: Godfrey, Sam AGRI:EX <Sam.Godfrey@gov.bc.ca>; Smith, Jessica C AGRI:EX <Jessica.C.Smith@gov.bc.ca>
Cc: Zachary, Dawnae AGRI:EX <Dawnae.Zachary@gov.bc.ca>
Subject: FW: Follow up - SENA 2019
Importance: High

Sam/Jessica – has there been a change in the plan from MO?

Arif Lalani | ADM | Business Development Division | Agriculture
5th Floor, 808 Douglas Street, V8V 9B4 | T 778.698.3264 | F 250.356.7279
arif.lalani@gov.bc.ca

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From: Yelovatz, Maureen JTT:EX
Sent: January 28, 2019 10:16 AM
To: Easton, Joan E AGRI:EX <Joan.Easton@gov.bc.ca>
Subject: Follow up - SENA 2019
Importance: High

Hi Joan

Hope you are well.

Our Trade Readiness Branch has been advised ^{s.13}
s.13

s.13

Thanks

M.

Maureen Yelovatz
Director, Missions and Events Branch
International Trade Division
Ministry of Jobs, Trade and Technology

Phone: 1-250-952-6024
Mobile: 1-250-812-2499

From: [Easton, Joan E AGRI:EX](#)
To: [Lalani, Arif AGRI:EX](#); [Raymond, Mark AGRI:EX](#); [Jonson, Byron AGRI:EX](#)
Cc: [Zachary, Dawnae AGRI:EX](#)
Subject: RE: Roundtable
Date: January 17, 2019 1:39:47 PM

Am good with keep in the focus on Boston.

Did anything come out of the AWCR update ? (Am thinking that the announcement will be the same week)

From: Lalani, Arif AGRI:EX
Sent: January 17, 2019 10:36 AM
To: Raymond, Mark AGRI:EX <Mark.Raymond@gov.bc.ca>; Easton, Joan E AGRI:EX <Joan.Easton@gov.bc.ca>; Jonson, Byron AGRI:EX <Byron.Jonson@gov.bc.ca>
Cc: Zachary, Dawnae AGRI:EX <Dawnae.Zachary@gov.bc.ca>
Subject: Roundtable

Anything? It's on Monday.

Possibilities:

1. Land Matching
2. Boston Seafood Festival
3. Hazelnut Update

Arif Lalani | ADM | Business Development Division | Agriculture
5th Floor, 808 Douglas Street, V8V 9B4 | T 778.698.3264 | F 250.356.7279
arif.lalani@gov.bc.ca

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From: [Easton, Joan E AGRI:EX](#)
To: [Lalani, Arif AGRI:EX](#)
Subject: RE: Seafood Shows
Date: January 16, 2019 12:47:51 PM

I am sure that I already know the answer – is the Minister thinking Boston in 2019 or 2020? 2019 is 8 weeks away – March 17-19 so timing is very tight.

We are double checking whether the federal minister is attending.

Cheers

Joan

From: Lalani, Arif AGRI:EX
Sent: January 16, 2019 11:59 AM
To: Patterson, Mat AGRI:EX <Mat.Patterson@gov.bc.ca>
Cc: Easton, Joan E AGRI:EX <Joan.Easton@gov.bc.ca>; Zachary, Dawnae AGRI:EX <Dawnae.Zachary@gov.bc.ca>
Subject: Seafood Shows

Mat/Joan – the Asia trip is now been cancelled. In its place, MLP would like to attend Seafood Shows that we have mentioned in the past. For example, San Francisco and Boston. Can we get some information on these so they can decide.

Arif Lalani | ADM | Business Development Division | Agriculture
5th Floor, 808 Douglas Street, V8V 9B4 | T 778.698.3264 | F 250.356.7279
arif.lalani@gov.bc.ca

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From: McLaren, Solveig AGRI:EX
To: Easton, Joan E AGRI:EX; Lalani, Arif AGRI:EX
Subject: RE: SENA (Boston Seafood) - has the Minister confirmed?
Date: February 21, 2019 8:30:33 AM

Hi Joan and Arif,

s.17

Thanks,
Solveig

From: Easton, Joan E AGRI:EX
Sent: Wednesday, February 20, 2019 8:34 PM
To: Lalani, Arif AGRI:EX
Cc: McLaren, Solveig AGRI:EX
Subject: RE: SENA (Boston Seafood) - has the Minister confirmed?

Hi Arif

The Premier of Nova Scotia

And

Ministers from Nova Scotia, New Brunswick, Prince Edward Island and Newfoundland/Labrador have confirmed their participation.

In terms of ministry this is from our budget but uses CAP dollars – we have budgeted for this and we are within budget. I will confirm with Solveig in the morning the specifics about MLP and DM. (Don't want to give you the wrong information).

Joan

From: Lalani, Arif AGRI:EX
Sent: February 20, 2019 6:04 PM
To: Easton, Joan E AGRI:EX <Joan.Easton@gov.bc.ca>
Subject: Fwd: SENA (Boston Seafood) - has the Minister confirmed?

Joan do we know how many provinces have agreed to go? At the very least the Western provinces? Also in terms of hotel rooms does AGRI or JTT pay for MLP and DM?

Arif Lalani | ADM | Business Development Division | Ministry of Agriculture

Sent from my iPhone

Begin forwarded message:

From: "Lalani, Arif AGRI:EX" <Arif.Lalani@gov.bc.ca>

Date: February 20, 2019 at 3:32:25 PM PST
To: "Oldham, Lisa E AGRI:EX" <Lisa.Oldham@gov.bc.ca>
Cc: "Zachary, Dawnae AGRI:EX" <Dawnae.Zachary@gov.bc.ca>
Subject: FW: SENA (Boston Seafood) - has the Minister confirmed?

From: Easton, Joan E AGRI:EX
Sent: Tuesday, February 19, 2019 8:45 AM
To: Lalani, Arif AGRI:EX
Cc: Zachary, Dawnae AGRI:EX; Wong, Jane T AGRI:EX
Subject: SENA (Boston Seafood) - has the Minister confirmed?

Morning Arif

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Regards
Joan

Joan Easton
Executive Director, Innovation and Adaptation Services Branch
3rd Floor, 808 Douglas Street
Ministry of Agriculture

Phone: 778-974-2024
Cell: 250-514-3542
Fax: (250) 356 0358

From: [Oldham, Lisa E AGRI:EX](#)
To: [Lalani, Arif AGRI:EX](#)
Subject: RE: SENA (Boston Seafood)
Date: February 19, 2019 1:16:50 PM

Sam said he would touch base with you

From: Lalani, Arif AGRI:EX
Sent: February 19, 2019 12:53 PM
To: Oldham, Lisa E AGRI:EX <Lisa.Oldham@gov.bc.ca>; Hansen, Erin AGRI:EX <Erin.Hansen@gov.bc.ca>
Cc: Lyttle, Shawna AGRI:EX <Shawna.Lyttle@gov.bc.ca>; Zachary, Dawnae AGRI:EX <Dawnae.Zachary@gov.bc.ca>
Subject: FW: SENA (Boston Seafood)

FYI

From: Easton, Joan E AGRI:EX
Sent: Tuesday, February 19, 2019 12:50 PM
To: Lalani, Arif AGRI:EX
Cc: Zachary, Dawnae AGRI:EX; Wong, Jane T AGRI:EX; McLaren, Solveig AGRI:EX
Subject: SENA (Boston Seafood)

Hi Arif

I have spoken with Maureen Yelovatz of JTT (Maureen is the Director of the Missions and Events Branch) to confirm what steps need to occur re: the Minister's travel to Boston. The dates of the trip are: *Travel to Boston March 16, 2019; Depart Boston March 19, 2019*

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With respect to the DM, my understanding is that our DM would typically speak to Don Wright to confirm his travel.

We have a strong rationale for Minister's attendance. Solveig has put together a summary document including a draft agenda which is attached above.

Regards
Joan

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From: [Roth, Myron AGRI:EX](#)
To: [Lalani, Arif AGRI:EX](#)
Cc: [Hodson, Georgina AGRI:EX](#); [Raymond, Mark AGRI:EX](#); [Smith, Jessica C AG:EX](#); [Zachary, Dawnae AGRI:EX](#); [McLaren, Solveig AGRI:EX](#)
Subject: RE: Walcan Seafood, Thank You
Date: April 3, 2019 10:00:49 AM

Hi Arif,

Before contacting Cameron – I followed up with our Export Marketing Group to get some information on what might be available as this sounded like something that a Federal Agency (like AAC/EDC might support). Solveig contacted Export Development Canada (EDC) and find out that they had already been in contact with Walcan – and will be helping out with financing.

The contact at EDC working with Walcan is:

Wade Preston
Account Manager
Business Development Group
EXPORT DEVELOPMENT CANADA
T: 604.678.2244 | F: 604.678.2241 | M: 604.505.7058
Suite 400 - 1055 Dunsmuir Street, Vancouver, BC V7X 1G4
wpreston@edc.ca | edc.ca

I therefore don't see a need to follow up with Cameron. If you need me to do anything else on this, just let me know.

Regards,
Myron

Myron Roth, Ph.D., P.Ag. | Industry Specialist - Aquaculture & Seafood
p: 778-698-3404 | cell: 250-812-0706

From: Lalani, Arif AGRI:EX
Sent: Tuesday, April 2, 2019 10:36 AM
To: Roth, Myron AGRI:EX
Cc: Hodson, Georgina AGRI:EX; Raymond, Mark AGRI:EX; Smith, Jessica C AGRI:EX; Zachary, Dawnae AGRI:EX
Subject: FW: Walcan Seafood, Thank You

Myron – can you please connect with Cameron. Not sure if there are provincial/federal bridge financing programs? Can you please send me a summary of the conversation after. Thanks.

From: Smith, Jessica C AGRI:EX
Sent: Tuesday, April 2, 2019 10:25 AM
To: Shoemaker, Wes AGRI:EX; Lalani, Arif AGRI:EX; Lyttle, Shawna AGRI:EX
Subject: FW: Walcan Seafood, Thank You

Hi Wes/Arif,

Please see correspondence from Cameron Pirie of Walcan – Cam has a business-related issue highlighted below for your consideration. Perhaps we can discuss further at RT.

Thanks,

Jess

From: Rogers, Maureen <Maureen.Rogers@leg.bc.ca>
Sent: April 1, 2019 3:11 PM
To: Minister, AGRI AGRI:EX <AGR.Minister@gov.bc.ca>
Subject: FW: Walcan Seafood, Thank You

From: Cameron Pirie [<mailto:c.pirie@walcan.com>]
Sent: Monday, April 1, 2019 2:00 PM
To: Popham.MLA, Lana <Lana.Popham.MLA@leg.bc.ca>
Subject: Walcan Seafood, Thank You

Lana,

It was so great to see you in Boston. It is so awesome to see our Ministers taking such interest and lending such support to our industry. Thank you for the time you took to put on a great dinner for us all and your motivational words.

The show was a success for Walcan. We closed a few business deals, such as the herring which I spoke of with Turkey, and as well for more fresh salmon to be sent to Europe this summer (that was a big one and a personal dream I've carried for a few years; competing with Norwegian farmed salmon with wild BC salmon in their own back yard).

We all sincerely hope that you will continue to support our building of relationships with new customer bases and finding new innovative ways to keep our beautiful seafood on the global radar.

I do have a question I wanted to level to your office: we currently have a new customer base we are building for smoked salmon product in Europe. They have a huge potential and are looking for 40' sea

containers to be shipped with finished product to keep our shipping efficiency in line so we can be competitive. The issue surrounding this that most European accounts require 60 day payment terms and the shipping is at least another 35 days to the Netherlands. Are there any government programs that could assist with bridge financing to get business of this magnitude off the ground? If even our costs to produce were covered it would make the difference between a green light and a red light from our Board.

This is a very important product line for us as smoking salmon is a program that we are able to run between other seasonal opportunities. It gives us the “glue” to keep our senior employees working full time. Finding full time work in the seafood sector is of critical importance to make sure that we, as a province, maintain our expertise at catching, processing and selling our products.

Thank you so much for your time, it was really wonderful to connect with you at the show. I do sincerely hope that you will take us up on the offer to come and visit during one of our busy seasons.

Kind Regards,

Cameron Pirie
President and General Manager
Walcan Seafood Ltd.
2502871275

From: [Patterson, Mat AGRI:EX](#)
To: [Lalani, Arif AGRI:EX](#); [Easton, Joan E AGRI:EX](#); [McLaren, Solveig AGRI:EX](#)
Subject: RE: You're Invited: BC Seafood Launch, March 12 - Celebrating the Bounty of BC Seafood
Date: March 12, 2019 4:02:30 PM

Apologies for not being on top of this; its been a crazy couple of weeks with pre-mission planning and this is an industry event that we are not typically involved in. John usually invites Ministers'/MLA's directly, so I was actually surprised when he reached out to me on the day of the event to ask if she could speak. The invite you see below from last week is the first time I heard about this.

Mat Patterson

Director, Market Development
BC Ministry of Agriculture
778-698-4918

From: Lalani, Arif AGRI:EX
Sent: March 12, 2019 3:40 PM
To: Easton, Joan E AGRI:EX <Joan.Easton@gov.bc.ca>; Patterson, Mat AGRI:EX <Mat.Patterson@gov.bc.ca>; McLaren, Solveig AGRI:EX <Solveig.McLaren@gov.bc.ca>
Subject: Fwd: You're Invited: BC Seafood Launch, March 12 - Celebrating the Bounty of BC Seafood

How come we did not know about this so MLP could have been invited?

Arif Lalani | ADM | Business Development Division | Ministry of Agriculture

Sent from my iPhone

Begin forwarded message:

From: "Easton, Joan E AGRI:EX" <Joan.Easton@gov.bc.ca>
Date: March 12, 2019 at 2:52:47 PM PDT
To: "Lalani, Arif AGRI:EX" <Arif.Lalani@gov.bc.ca>
Subject: Fw: You're Invited: BC Seafood Launch, March 12 - Celebrating the Bounty of BC Seafood

Sent from my BlackBerry 10 smartphone on the TELUS network.

From: Hoerger, Andrea AGRI:EX <Andrea.Hoerger@gov.bc.ca>
Sent: Tuesday, March 12, 2019 12:56 PM
To: Easton, Joan E AGRI:EX
Subject: Fw: You're Invited: BC Seafood Launch, March 12 - Celebrating the Bounty of BC Seafood

Here is the info for the launch event.

From: Patterson, Mat AGRI:EX

Sent: Monday, March 04, 2019 10:50:41 AM
To: Hoerger, Andrea AGRI:EX
Cc: McLaren, Solveig AGRI:EX
Subject: FW: You're Invited: BC Seafood Launch, March 12 - Celebrating the Bounty of BC Seafood

Hi Andrea,

Not sure if I already talked to you about this or not, but you have my support to go to this event in Vancouver if you are available. Would be a good opportunity to meet with seafood folks before Boston. Let me know if you are interested/available.

Thanks,
Mat

Mat Patterson

Director, Market Development
BC Ministry of Agriculture
778-698-4918

From: John Watson <john@investcomoxvalley.com>
Sent: February 27, 2019 11:33 AM
To: Patterson, Mat AGRI:EX <Mat.Patterson@gov.bc.ca>; Arthurs, Robert JTT:EX <Robert.Arthurs@gov.bc.ca>; Carrillo Valadez, Adriana JTT:EX <Adriana.Carrillo@gov.bc.ca>; Singh, Khris JTT:EX <Khris.Singh@gov.bc.ca>; McLaren, Solveig AGRI:EX <Solveig.McLaren@gov.bc.ca>; XT:Wright, Marilyn JTT:IN <mwright@britishcolumbia.ca>; XT:Fox, William JTT:IN <wfox@britishcolumbia.ca>
Cc: XT:Crawford, Geoff CITZ:IN <geoff@investcomoxvalley.com>; Lara Greasley <lgreasley@investcomoxvalley.com>
Subject: FW: You're Invited: BC Seafood Launch, March 12 - Celebrating the Bounty of BC Seafood
Importance: High

Hello JTT and MA folks,

Please see invite below and also attached for a fun launch event in Vancouver for the BC Seafood Festival. We would more than welcome you and a guest and your various colleagues to attend this to celebrate and support the BC Seafood Sector and the huge opportunity to increase both domestic and international sales of the great seafood products we have here on the coast (sorry in advance to the interior of the province but they have wine and beef...)

Please do register quickly so we can get numbers as there is a limit to the event.

Also – you will all know key grocery, seafood industry and related leaders that may wish to attend the event and learn more about the opportunities for engagement. We most

certainly encourage you to share this with a few of your key contacts that may benefit from a closer relationship to the Festival, and particularly the International buyers mission and trade expo.

Will Fox – this event is happening during the BC Tech Summit so there may be additional opportunities in that regard if you wish to bring a few folks.

Matt Patterson – we are attempting to schedule a second event later in May in Victoria - potentially within the context of the opening of the new safeway store. We can talk more about that Friday.

Any questions let me know ... And I will ask Geoff...

John Watson

You Are Invited

We are pleased to invite you to attend the launch of the **Buy BC Seafood Campaign and the 2019 BC Seafood Festival**, Tuesday March 12, aboard the Pacific Yacht, dockside in Vancouver Harbour. Learn about the incredible range of BC seafood, participating Chefs, new partners and the incredible Festival line-up.

The invitation is below and attached – simply click [here to register](#)!

We hope to see you there.

From: [Easton, Joan E AGRI:EX](#)
To: [Lalani, Arif AGRI:EX](#)
Cc: [Zachary, Dawnae AGRI:EX](#); [Wong, Jane T AGRI:EX](#); [McLaren, Solveig AGRI:EX](#)
Subject: SENA (Boston Seafood)
Date: February 19, 2019 12:50:01 PM
Attachments: [Seafood Expo North America Mission Overview Feb 19.docx](#)

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Joan

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