

## **Nova Scotia Seafood Quality Program**

Nova Scotia seafood exporters now have the opportunity to join the Nova Scotia Seafood Quality Program (NSSQP), a program developed under the Nova Scotia Seafood brand, initiated by the Department of Fisheries and Aquaculture, and developed and managed by Université Sainte-Anne and Perennia.

This program promotes high-quality standards within the Nova Scotia seafood supply chain and enhances our international reputation for premium quality seafood.

Obtaining certification under the Nova Scotia Seafood Quality Program will not only provide you with guidance and extension support to improve the quality of seafood products but will strengthen business relationships and open access to new markets. You will be licenced to use the "Nova Scotia Seafood" brand for marketing purposes, receive customized marketing support, and be promoted as a Nova Scotia Seafood Ambassador, which communicates to customers your integrity as a supplier and your commitment to manufacturing seafood products at the highest quality.

To further assist companies with new market access, the NSSQP aligns with globally recognized seafood certification programs, such as GFSI, which is a requirement of most major retailers and export markets.

### **Who can participate in the Nova Scotia Seafood Quality Program?**

Exporters of:

- Atlantic Halibut
- Atlantic Pollock
- Atlantic Salmon
- Cold-water/Northern Shrimp
- Haddock
- Herring
- Live Lobster
- Lobster (Processed)
- Mussels
- Oysters
- Redfish
- Sea Cucumber
- Sea Scallop
- Sea Urchin
- Silver Hake
- Snow Crab
- Swordfish
- Tunas

For more information on the Live Lobster Quality Certification Program, please visit <https://www.usaintanne.ca/lqcp>

### **What are the main quality requirements?**

Seafood exporters must demonstrate products are derived from fisheries responsibly managed by Fisheries and Oceans Canada, meet the highest achievable level of food safety control, and consistently manufacture to a premium quality product standard.

### **What are the stages of the Program?**

1. Company Self-Assessment + Pre-Screening
2. Brand Application
3. Initial Site and Product Audit
4. Committee Decision
5. Annual/Semi-annual Surveillance

## **What happens when our company obtains certification to the Nova Scotia Seafood Quality Program?**

You will be a Nova Scotia Seafood Quality Certified company, which verifies the achievement of meeting the strict guidelines set by the NSSQP.

Certified companies will be recognized as Nova Scotia Seafood Ambassadors and will have access to the Nova Scotia Seafood brand creative and trademarked logo for use in your own marketing. Nova Scotia Seafood Ambassadors will be featured prominently in Nova Scotia Seafood brand promotional materials, marketing campaigns, and all incoming/outgoing trade-related events, as well as highlighted in the [Nova Scotia Seafood Export Directory](#) as a *premium supplier*, on the individual [species pages](#) as a *recommended supplier* and showcased on social media.

Certified companies will also gain complementary support from Perennia's Quality & Food Safety team to fill knowledge/skill gaps, support the assessment, implementation, and maintenance of a range of food safety programs, or provide targeted training.

## **What is the role of Perennia?**

- Coordinate the NSSQP, including the application and approval process.
- Provide extension services, including program coaching, gap assessments, pre-audit assessments and educational resources. Our team of quality and food safety specialists will work with you to deliver the training and support you need.
- Execute the on-site and product program audits.
- Compile audit results for the NSSQP Review Committee.
- Provide ongoing support to member companies as they strive to export premium quality Nova Scotia Seafood to the world.

For more information on how to get involved, please reach out to Jonny Rolin at [jrolin@perennia.ca](mailto:jrolin@perennia.ca) or (902) 956-4280