

species from the territorial harvest to international markets. This would be a pilot project designed to assess whether private enterprise has the capability to participate actively in revitalizing the declining fisheries of the Territories. The participants in this pilot project must be prepared to market all of their catch.

- (14a) Ontario processors offer quota officers the opportunity to work in their companies in order to establish better understanding of the quota needs of the industry. Should this exercise yield positive results, it could become an on-going program.
- (14b) The Ontario Department of Natural Resources create a ministerial advisory committee (similar to those existing in the coastal fisheries) composed of the various groups utilizing the resource. In addition to advising the Minister, such a committee would help foster better understanding between the various user-groups (e.g. recreational and commercial fishermen).
- (14c) The relevant authorities and concerned parties from Ontario participate in the inter-provincial freshwater fishery committee as outlined in section 4.1.3.
- (14d) The industry protect its own interests by pressing for environmental protection and corrective action as required, providing the media with accurate information about environmental issues that could adversely affect the industry. In this way inaccuracies can be prevented and the public notified of the immediate action being taken by industry and government.
- (14e) Ontario processors in co-operation with the Department of Natural Resources investigate the possibility of processing fish from the more remote areas of Northern Ontario (including those currently under FFMC jurisdiction).
- (15) The FFMC and the provincial/territorial governments jointly pursue concerted efforts to stimulate the expansion of the domestic market for freshwater fish.
- (16) The licensing process for intra-provincial sales be streamlined by eliminating the requirement for special dealer licences in all provinces under FFMC jurisdiction.
- (17) The FFMC continue to extend efforts to ensure expansion of distribution and sales of freshwater fish in the Western Region as well as in Central Canada.
- (18a) The Department of Fisheries and Oceans extend its program of emphasizing quality in the freshwater fish marketing with the objective of enhancing the image, and thereby increasing the consumption, of freshwater fish.
- (18b) The Ontario Council of Commercial Fisheries, in co-operation with other industry associations such as the Ontario Fish Producers Association, undertake to develop and promote the sale of freshwater fish in the major supermarket chains in Ontario.
- (18c) The freshwater fishing industries of both the Western and Ontario Regions, with the help of the federal, provincial and territorial governments, form an association for the purpose of developing generic advertising campaigns aimed at domestic consumers.