

## Farmwork to Feed Canada Wild Fish Facts Copywriting Project



**Headline:**

Did you know that 96% of Canadian fish stocks are harvested at sustainable levels?

**Body:**

Fisheries and Oceans Canada works to protect our nation's oceans and aquatic ecosystems.

**CTA:**

Follow #Farmwork2FeedCanada to learn more and join the #agfact conversation.

**Caption:**

According to @fisheriesoceanscan, our country is a sustainable leader in fisheries and aquaculture. Considerations include preventing overfishing by checking removal rates of harvested fish and seafood against the replacing rate. Another factor would be looking at the lifespan, age maturity and offspring number to determine the vulnerability of fish species to fishing pressure. Like and follow for more #AgFacts!

#Farmwork2FeedCanada #FishFacts #WildFish #CanadianSeafood #WorldsBest



**Headline:**

Our fish & seafood industry supports 80,000 jobs & \$7.5 billion in exports annually!

**Body:**

Most valuable exports are lobster, crabs, salmon, shrimps and prawns.

**CTA:**

Follow #Farmwork2FeedCanada to learn more and join the #agfact conversation.

**Caption:**

Canada's fish & seafood industry is worth a whopping \$7.5 billion in annual exports; that's 80,000 jobs for Canadians. Show some ❤️ for the fisher folks who work hard to bring the world Canadian fish and seafood.

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**Headline:**

Canada EXPORTS over 80% of our fish and seafood!

**Body**

Top export markets are the US, China, Europe and Japan.

**CTA:**

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**Caption:**

Did you know that our country's fish and seafood exports reach global markets spanning 130 countries? Our huge exports are thanks to the fact that a large number of Canadian fisheries are MSC-certified, which means that international best practices for sustainable fishing are met. Our fish and seafood industry is also highly regulated by @fisheriesoceanscan, Agriculture and Agri-Food Canada and the Canadian Food Inspection Agency (Twitter: @InspectionCan/Instagram: cfia\_canada), ensuring the highest qualities of food production. Like and follow for more #AgFacts!

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**Headline:**

Canadians eat just over half of the recommended fish levels by Health Canada!

**Body:**

Fish represents only 1.6% of the Canadian diet. Nutrient experts suggest incorporating fish into your diet twice a week!

**CTA:**

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**Caption:**

Have you had fish this week? According to @publichealthcanada (Instagram) / @GovCanHealth (Twitter), we could be eating more fish! Canada's Food Guide recommends choosing foods with healthy fats, like omega-3 fatty fish. That includes trout, salmon, herring, mackerel, sardines and Arctic char! Like and follow for more #AgFacts!

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**Headline:**

Canadians LOVE salmon, shrimp and tuna!

**Body:**

But Canada produces a wide variety of fish and seafood species, like...mussels, oysters and crabs!

**CTA:**

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**Caption:**

Be adventurous and try a Canadian seafood favourite this week! Cod, haddock, halibut, pollock, lobster and herring are commonly caught in the Atlantic provinces. Salmon, whitefish, lake trout and pickerel are usually found in the Great Lakes. For rich and buttery flavours, go with Salmon. For a more mild and sweet profile, go with halibut!

Read more: <https://www.nationsencyclopedia.com/Americas/Canada-FISHING.html#ixzz6nv73NoHs>

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**Headline:**

Oh no! Over 70% of the domestic market is served by imports!

**Body:**

We should be supporting local businesses by reading the labels and looking for "Product of Canada".

**CTA:**

Follow #Farmwork2FeedCanada to learn more and join the #agfact conversation.

**Caption:**

Knowing where your food comes from is essential to all Canadian. Choosing local producers makes a positive impact on our communities, as it creates jobs for our economy. It also reduces our carbon footprint as your food needs to travel less distance to you. Show your support for Canadian fisheries by buying fresh, native fish. Like and follow for more #AgFacts!

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**Headline:**

Canada's wild-capture fish and seafood sustainability ratings are multiple times higher than the global average!

**Body:**

Third-party sustainability is something to consider when deciding where to spend your money. Local matters – support Canadian.

**CTA:**

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**Caption:**

Our nation prides itself on its commitment to strong ethics and sustainable fish practices. Purchasing products sourced with environmental and social impacts in mind is one way of being a conscious consumer. Important considerations include fishing methods to ensure low habitat impact and managing an abundant population of fish and seafood! Like and follow for more #AgFacts!

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