

PROJECT: Presentation to National Grocers
CLIENT: The Canadian Fishing Company
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FINAL DRAFT SCRIPT: April 12, 1994
TIME: 5 minutes (Topic One & Two re: outline)

VISUAL	AUDIO
1. LOGO: CANADIAN FISHING COMPANY.	Established in 1906, the Canadian Fishing Company catches, processes and markets a wide-variety of fish from the waters of the West Coast.
2. GFX: JIM PATTISON GROUP LOGO	Our company is part of the Jim Pattison Group. An organization that is the third largest privately owned company in Canada.
3. MAP of JIM PATTISON GROUP operations.	The Group is made up of over 40 companies that are involved in the industries of food, packaging, automotive, communications and magazine distribution. As well as real-estate development and financial services.
4. GFX: JIM PATTISON GROUP -15,000 Employees -Sales: 3.1 billion -Assets: 1.4 billion	The Jim Pattison Group employs 15, 000 people and achieved 3.1 billion dollars in sales and accumulated 1.4 billion in assets in 1993. Every division of the Group is operated by its own management team.
5. CANFISCO LOGO	The Canadian Fishing Company is the second largest salmon cannery and roe processor in Canada. Wild salmon is the largest single fishery for both B.C. and Southeast Alaska.
6. Fishing boats pulling in nets full of salmon.	To increase operating efficiency, B.C. Packers Limited closed down their cannery in Steveston last year and entered into a cooperative operation with the Canadian Fishing Company. Under this agreement CFC is processing BCP product along with its own in the Southern Region and in return BCP Cannery in Prince Rupert will process CFC salmon production.
7. MAP OF B.C. WITH ALASKA PANHANDLE. highlighting Vancouver, Prince Rupert and Ketchikan, Alaska. (Also possibly a CHART showing joint venture between CFC and BCP, creation of ALASKA FOOD PROCESSORS.)	
8. Workers in plant processing fish.	

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VISUAL**AUDIO****9. MAP of B.C./ALASKA PANHANDLE**

In addition, CFC has entered into a joint venture canning and freezing operation with BCP in Ketchikan, Alaska.

Including the new JV plant, CFC now maintains 3 processing operations all located on the Pacific West Coast.

10. More interiors of workers performing duties at the Vancouver plant.

Our home plant is in Vancouver. Here we carry out canning and freezing of the salmon stock. We also freeze and process herring. During peak seasons, the plant employs 600 people.

11. Fish being unloaded at plant.

At our Seal Cove facility in Prince Rupert, the major activities are unloading the catch from the vessels, butchering and washing in preparation for canning at the BCP plant. In its peak season, Seal Cove has 150 employees.

12. DELETED**13. Fishing Vessels in window box. TITLE: FLEET SIZE**

The Canadian Fishing Company has an owned and contracted fleet in excess of two hundred vessels.

**14. GFX: 30 PACKERS & BARGES
(Will also use photos in this and the three sections below if they are available.)**

Packers and barges are used to transport salmon and roe herring to our processing plants.

**15. GFX: SEINE FLEET
•30 Company Owned
•18 Partnership
•52 Private Vessels**

There are over 100 vessels in the Seine fleet. These boats account for ninety percent of our salmon and seventy-eight percent of our roe herring landing.

**16. GFX: GILNET FLEET
•100 Vessels**

The Gilnet group provides for ten percent of our salmon and twenty two percent of our roe herring catches.

CONTINUED

VISUAL**AUDIO****17. GFX: KANAWAY FLEET**

- 15 Seine Vessels

Our Kanaway site has its own private fleet of vessels that supply almost all of its salmon and herring production.

18. Shot of GOLD SEAL product line.

Most people are familiar with our canned goods marketed under the highly regarded Gold Seal label. But we also prepare canned goods for private brands around the world.

19. GFX: CANNED SALMON

- Pink
- Sockeye
- Chum (Keta)

We offer a variety of canned salmon.

20. GFX: FROZEN SALMON

- Spring
- Coho
- Chum (Keta)
- Sockeye
- Pink

Plus, five kinds of frozen salmon.

21. Product line shot: Tuna, oysters, crab, herring fillets

Other canned products include a wide selection of light and white tuna, plus smoked oysters, crab and herring fillets.

22. Frozen fish.

We also freeze black cod and halibut.

23. DELETED**24. Weight scales with fish on one side and money on the other.**

Many people are confused as to why fish prices fluctuate so much.

25. GFX: LOWER PRICE = MORE FISH

- Increase in mostly Pink and Chum.
- Hatcheries rebuilding stocks
- Natural habitat protection
- Higher ocean survival rates
- Limits on user groups

There are various factors that determine low fish prices. Everything from spawning ground increases, to natural habitat protection and government regulation limiting other user groups from fishing grounds.

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VISUAL**AUDIO****26. GFX: HIGHER PRICES = LESS FISH**

- Stock Trouble: Coho, Steelhead, Spring
- Overfishing
- Loss of spawning habitat
- Inadequate stock management policies

When prices are higher, it's often because of low stock of a particular type of salmon; overfishing, loss of spawning area, or poor stock management policies.

27. WORLD MAP

We sell our goods in a number of international markets.

28. Fishing boat in foreground with Japan's flag in background.

To Japan, we export herring and salmon roe, frozen sockeye and coho, black cod and canned salmon.

29. MAP of ENGLAND in background.

GFX: •John West Foods

- J. Sainsbury Ltd.
- Princes Ltd.
- Haigh Cassel & Co. Ltd.
- K.J. Lovering & Co. Ltd.

We do business with a substantial list of customers in the United Kingdom, to name a few: John West Foods, J. Sainsbury Ltd., Princes Ltd. Haigh Cassel & Company Ltd and K.J Lovering & Company Ltd.

30. MAP of EUROPE with HOLLAND, BELGIUM, and ITALY highlighted.

GFX: BELGIUM

- S.A. Soprallex & Vosmarques N.Y,

HOLLAND

- C.P.L. Imperial 2 Spot Spa
- MCM Food B.V.

ITALY (under CFC label)

- ICAT Food Srl
- de Langlade de Grand Celli

In Europe: S.A. Soprallex & Vosmarques N.Y., C.P.L. Imperial 2 Spot Spa, MCM Food B.V., ICAT Food Srl, de Langlade de Grand Celli.

31. MAP of AUSTRALIA and NEW ZEALAND

GFX: AUSTRALIA

- Unifoods Pty Ltd.
- Green's General Foods
- Neill, Cropper & Company Ltd.

NEW ZEALAND

- Unifoods Pty. Ltd.

And a substantial volume to Australia and New Zealand. Unifoods Pty Ltd, Green's General Foods, Neill, Cropper & Company Ltd.

32. Canfisco Product shots

We have a wide range of seafood product and extensive processing capacity.

CONCLUDES A/V PORTION OF PRESENTATION