

WWII Veteran Hardy meets with Prime Minister Harper



Comrade Gordon Hardy (l), a World War II Veteran and member of the Royal Canadian Legion Br. 105 in Ingonish, had the opportunity to meet and chat with Prime Minister Stephen Harper when the PM was in Sydney at the Joan Harris Cruise Pavilion.

3 County Volunteer Fire Departments benefit

Special

Three Victoria County Volunteer Fire Departments are included in the 60 volunteer fire departments and other emergency response organizations which will benefit from improved equipment through the Emergency Services Provider Fund.

Ingonish Volunteer Fire Department, North Shore & District Volunteer Fire Department and Iona Volunteer Fire Department will benefit from the Emergency Services Provider Fund which is a \$500,000, application-based program that provides up to 50 per cent of eligible costs to a maximum of \$20,000 for approved projects.

“Our volunteer firefighters, ground search and rescue organizations and other first responders play a critical role in keeping Nova Scotians safe,” said Ramona Jennex, Minister of Service Nova Scotia and Municipal Relations. “This fund will help provide the proper equipment needed by the brave men and women to perform their duties safely and effectively.”

The approved projects include essential equipment used directly in the response to a fire or emergency such as jaws of life, turnout gear, self-contained breathing apparatuses, thermal imaging cameras, and pumps, hoses, and nozzles.

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Strategy represents a tipping point in thinking

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participant in developing the application of this new marketing strategy and the concerns and interests of lobster fishermen in LFA27 will be foremost in that responsibility.

“Should any fisherman have any concerns they should contact their representative on the board or the project manager.”

Mr. Irvine’s summary is as follows: **General:**

1. Strategy represents a tipping point in thinking (we need to think bigger and better as an industry).
2. The report’s main theme is how do we increase the overall value of the resource and share equitably.
3. We must synchronize and coordinate efforts.

Marketing:

1. We must market our competitive edge (largest supplier of lobster in the world but we don’t act like we are).

2. Develop a Canadian brand.
3. Develop generic marketing programs.
4. Focus on major US cities.
5. Focus on domestic Canadian market initially to grow the brand.
6. Focus on Honk Kong, South Korea and China in Asia.
7. Chef education and promotion in Europe.
8. Use layered media (social, mainstream, print, etc.)

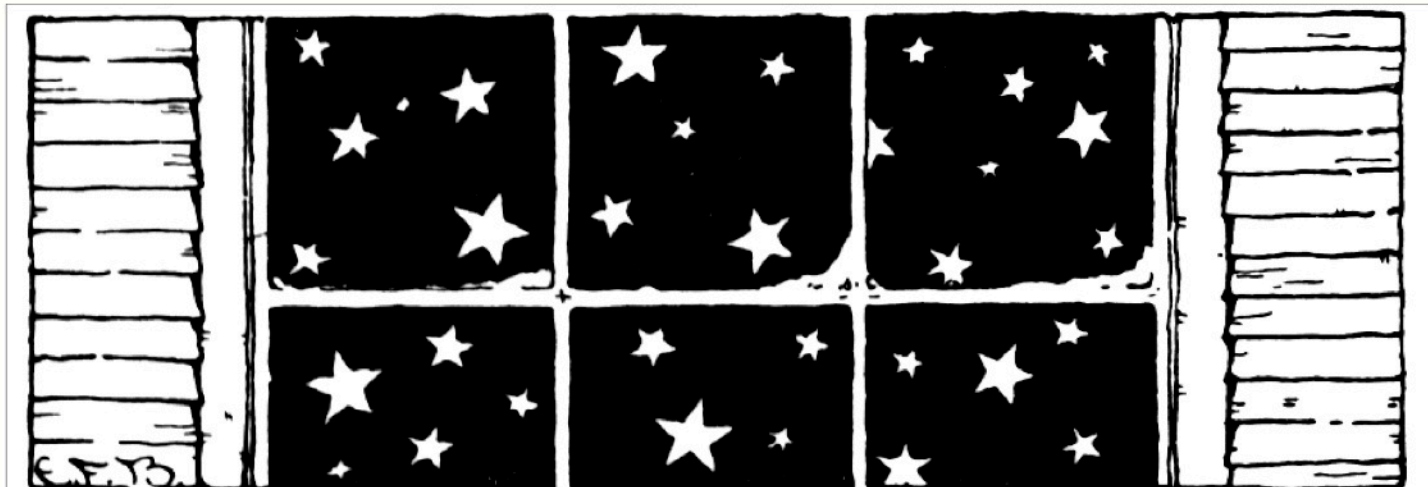
Marketability:

1. We must get the structure right.
2. Price setting mechanism sets the stage for everything else (people, product, place, positioning, price, channels).
3. Quality grading supports the brand.
4. Better manage supply flow (planning and pricing) – note recommendations are targeted trap limits to smooth out landings.
5. Expand quality buyers, create

demand for quality. Specifically the structural recommendations are as follows:

- Supply – reduce the number of traps during peak landings.
- Price – contract/collaborative approach to shore price setting.
- Quality – develop quality standards.
- Structure – reduce capacity in harvesting and processing/live shipping.

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