



PROSPECTIVE NEW MEMBERS INFORMATION

The Shellfish Association or 'SAGB' is the trade association for the UK shellfish industry. As such, it reflects the strength of its membership. It is now actively seeking to expand that membership because a stronger SAGB can be more influential, achieve more, and become a more powerful and unified lobbying voice. The intention is to ensure that the SAGB will continue to champion shellfish and shellfisheries with the conviction and passion it has done over the last century.

Origins of the SAGB

The SAGB is based at Fishmongers' Hall in the City of London. First founded as the Oyster Merchants' and Planters' Association in 1903, and renamed the Shellfish Association of Great Britain in 1969, the Association has steadily extended its range of activities from "harvest to sale" in over a century of support to the industry.

What do we do?

Our aim is to assist and promote the sustainable development of the Shellfish Industry in the United Kingdom from 'sea to plate'.

How can we assist you?

The answer to this seemingly short and simple question demands what may appear to be a long answer. This is because the Shellfish Association does so much – and a lot of it behind the scenes.

➤ *Representation*

The Association represents the interests and views of the whole shellfish supply chain in a number of vital areas, for example the development and enforcement of legislation affecting the growing, harvesting, distribution and marketing of shellfish and the refinement of policies affecting all of these areas.

Because of the diverse, conflicting interests in the marine environment, representation of the shellfish industry involves regular contacts with a wide array of official and private bodies, including government departments and agencies, lobby groups and other fishing interests.

The work includes responding to consultations, attendance at meetings, collecting opinions and comments from those working in the industry, the dissemination of information to those who need it and pressing the 'shellfish viewpoint', sometimes forcefully. The Association is recognised as 'the voice of shellfish' by many people and organisations.

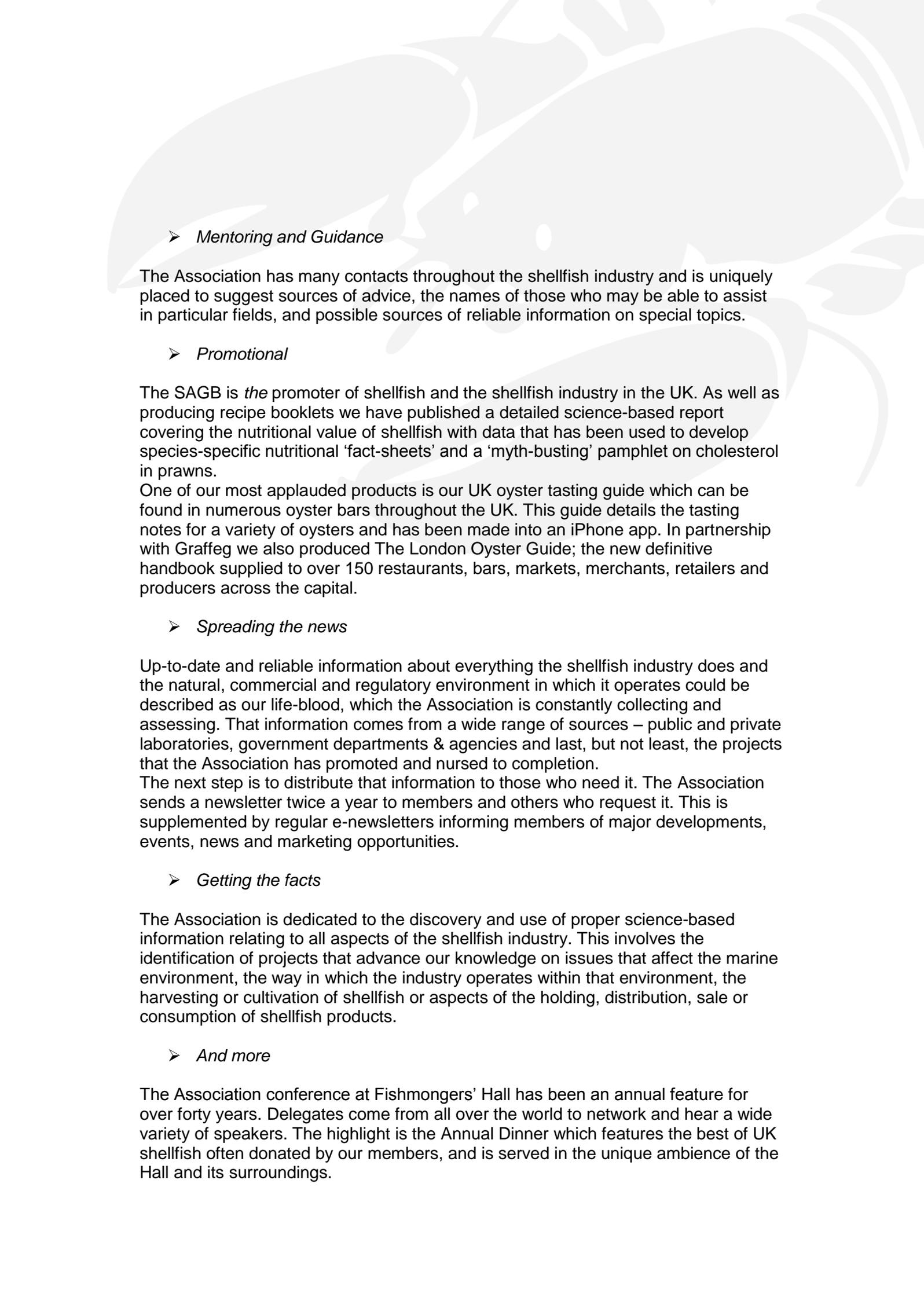
The Shellfish Association of Great Britain

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www.shellfish.org.uk



➤ *Mentoring and Guidance*

The Association has many contacts throughout the shellfish industry and is uniquely placed to suggest sources of advice, the names of those who may be able to assist in particular fields, and possible sources of reliable information on special topics.

➤ *Promotional*

The SAGB is *the* promoter of shellfish and the shellfish industry in the UK. As well as producing recipe booklets we have published a detailed science-based report covering the nutritional value of shellfish with data that has been used to develop species-specific nutritional 'fact-sheets' and a 'myth-busting' pamphlet on cholesterol in prawns.

One of our most applauded products is our UK oyster tasting guide which can be found in numerous oyster bars throughout the UK. This guide details the tasting notes for a variety of oysters and has been made into an iPhone app. In partnership with Graffeg we also produced The London Oyster Guide; the new definitive handbook supplied to over 150 restaurants, bars, markets, merchants, retailers and producers across the capital.

➤ *Spreading the news*

Up-to-date and reliable information about everything the shellfish industry does and the natural, commercial and regulatory environment in which it operates could be described as our life-blood, which the Association is constantly collecting and assessing. That information comes from a wide range of sources – public and private laboratories, government departments & agencies and last, but not least, the projects that the Association has promoted and nursed to completion.

The next step is to distribute that information to those who need it. The Association sends a newsletter twice a year to members and others who request it. This is supplemented by regular e-newsletters informing members of major developments, events, news and marketing opportunities.

➤ *Getting the facts*

The Association is dedicated to the discovery and use of proper science-based information relating to all aspects of the shellfish industry. This involves the identification of projects that advance our knowledge on issues that affect the marine environment, the way in which the industry operates within that environment, the harvesting or cultivation of shellfish or aspects of the holding, distribution, sale or consumption of shellfish products.

➤ *And more*

The Association conference at Fishmongers' Hall has been an annual feature for over forty years. Delegates come from all over the world to network and hear a wide variety of speakers. The highlight is the Annual Dinner which features the best of UK shellfish often donated by our members, and is served in the unique ambience of the Hall and its surroundings.

Which Membership is for you?

Whether you are a cultivator or fisherman seeking representation, information or advice, a professional serving the shellfisheries community, a chef serving shellfish, a researcher or someone who simply feels passionate about shellfish, there's a membership category for you.

- **Catcher & Grower** - The SAGB is the voice of catchers and growers and can offer support and advice for all aspects of your business.
- **SAGBPro** - For professionals working with the shellfish industry and businesses supplying equipment to the shellfish industry.
- **Trade** – For those businesses involved in getting shellfish to consumers.
- **Restaurateur** - For all businesses serving shellfish (cooked or uncooked) to members of the public for immediate consumption.
- **Academic** – For those undertaking research in relation to shellfish. Student membership is open to anyone holding a valid NUS card.
- **Seashore** - For like-minded people who are interested in all that shellfish have to offer.
- **International** – For any individual, body or business having an involvement with shellfish that is based outside (but not trading in) the United Kingdom.

See our website for more details www.shellfish.org.uk

Join the SAGB today - you will become part of and support a strong body that works to help you.

CATCHER & GROWER MEMBERSHIP

Shellfish contribute nearly 50% of the total value of seafood harvested and landed by UK vessels into the UK. Cultivated shellfish contribute an additional £38 million, from over 30,000 tonnes. Despite this, our industry is often overlooked in discussions and decisions that can have huge impact.

The SAGB represents the views of those working in shellfisheries, both wild-caught and cultivated, in debates with the Government, other users of the sea and environmental organisations. We are striving to ensure a more viable and sustainable future for UK shellfish operations. With the increasing legislation and financial constraints facing the industry, our role is more vital than ever.

We represent over 90% of cultivation businesses in the UK and over 300 individual vessel members – we are the voice of UK shellfisheries.

If you're a catcher or grower who is looking for support and advice and wants a voice then become a catcher & grower member of the most effective shellfish organisation in the UK. Alongside our comprehensive information & advice and lobbying activities, you will have access to some exclusive membership benefits which have been negotiated solely for you and your business such as the SAGB insurance scheme – offering substantial discounts on all business insurances.

We also offer associate catcher & grower membership for any association or body representing or comprising individuals and businesses involved in catching & growing shellfish.

Catcher & Grower Membership costs £250 + Vat

Associate Catcher and Grower membership costs £500 + Vat

But don't take our word for it - listen to what our existing members think of the SAGB.

Member Testimonials

"Regrettably we live in an increasingly bureaucratic world where individuals and small businesses can feel powerless against a rising tide of rules and regulations. The SAGB has a vital role representing the shellfish industry in all its forms. We have found their services invaluable helping us on occasions, they know who to contact and their voice carries weight representing the whole industry. My advice to prospective members contemplating joining is to think of it as insurance - you never know when you might need it!"

Mark Dravers, Guernsey Sea Farms

www.guernseyseafarms.com

SAGBPro MEMBERSHIP

The SAGB is the voice of UK shellfisheries. But it's not just catchers & growers who benefit from the specialist information, expertise and support we offer.

If you are a professional working in shellfisheries – whether in a legal, technical, financial, scientific or other professional capacity– becoming a member of SAGBPro helps you enhance the service you offer to your customers. As a member, you'll have your finger on the pulse of shellfisheries with access to the latest news and developments in the sector.

SAGBPro membership is also available to equipment suppliers to the entire shellfish industry – from sea to plate.

You'll get access to comprehensive information and opportunities to assist you better serve your clients as well as some exclusive benefits to save your business money such as the discounted business insurance scheme.

You can also get your business listed on our website and circulated to all members via our annual hard-copy SAGBPro business directory.

Membership of SAGBPro is just £250 + Vat per year
SAGBPro (Associate Body) - £750 + Vat

Member Testimonials

"As a consultant working at the interface between research, fishery management and shellfisheries, membership of SAGBPro is essential. SAGBPro membership provides me with access to industry expertise and a network of shellfish industry professional contacts"

Dr Andy Woolmer, Salacia-Marine

<http://salacia-marine.co.uk>

TRADE MEMBERSHIP

The SAGB is the voice of UK shellfisheries. But it's not just catchers & growers who benefit from the specialist information, expertise and support we offer.

We work with our Trade members to ensure their views are represented at the highest levels within Government, the European Commission and the European Parliament. We also work closely with regulators to ensure that your concerns are fully understood, whatever the issue.

By being the first point of call for policy makers we are well placed to influence the regulatory and legislative process. We also work with the media to ensure that the supply chain's position is known on the issues of the moment.

We are actively involved in 'crisis management' and that means when things go wrong we are best placed to help Trade members understand the issues and how they may impact their businesses. For example we ensured the UK Food Standards

Agency took a pragmatic and proportionate response to the Commission decision on cadmium in crab meat.

We also act as a catalyst in bringing together producers, processors, buyers and sellers and offer a free service whereby requests for products can be circulated to all our catcher & grower members.

Trade membership costs from £500 + Vat per year

Member Testimonials

"There are often mishaps and misunderstandings in the retailing of live molluscs and crustaceans, it is therefore important to belong to an organisation that can provide you with an excellent level of expertise, especially in this time of overburdening bureaucracy. Membership of SAGB is invaluable."

John Adams MBE, Ashtons Fishmongers

<http://www.ashtonfishmongers.co.uk>

RESTAURATEUR MEMBERSHIP

The SAGB is the voice of UK shellfisheries. But it's not just catchers & growers who benefit from the specialist information, expertise and support we offer.

We will work with our Restaurateur members to provide advice and support to help you navigate the spectrum of shellfish issues, including sustainability and storage/handling tips, access to "how to" events and promotion of your restaurant on our online "Good Shellfish Guide".

Furthermore as a Restaurateur member, you will have access to a database and advice on sustainable fisheries and farms that supply the food industry, be entitled to use the SAGB logo on your menus and promotional materials, receive assistance with developing promotional material and get access to SAGB's own literature.

You will also receive advice on legislation that affects the shellfish industry and have input to lobby the regulators and Government on matters that affect you. Have an input into the products you want to see readily available for your business

You will receive a Membership Certificate for display at your business which demonstrates your support for environmentally responsible shellfisheries.

Restaurateur membership only costs from £90 + Vat per annum.

Member Testimonials

"With the massive growth of shellfish production in the UK and the every growing popularity of shellfish in the UK restaurant sector, the SAGB are playing a key role in the promotion of the health benefits of shellfish and also popularising the wide and distinct variation in the tastes and flavours of all the shellfish grown in and around our shores. The tasting materials for oysters and crustacea have been a huge success with the customers eating in our restaurants."

Robin Hancock, Wright Brothers

www.thewrightbrothers.co.uk

ACADEMIC MEMBERSHIP

The SAGB is the voice of UK shellfisheries. But it's not just catchers & growers who benefit from the specialist information, expertise and support we offer. SAGB academic membership is an individual membership available for education and research professionals working to advance the field and shape the future of shellfish and shellfisheries.

As an academic member, you are an important link between the research community and the industry. The SAGB can assist you by providing access to members of the industry (including catchers, growers, hatcheries and the supply chain), identifying industry partners for grant proposals, offering Knowledge Transfer Partnership (KTP) opportunities and identification of industry 'issues' for project work.

All of which should assist you in demonstrating the wider impact arising from your research – a key feature of the new Research Excellence Framework (REF) set to replace the Research Assessment Exercise (RAE) in 2014. Furthermore you will receive invitations to SAGB Committee meetings and our Annual Conference for the dissemination of your results direct to industry regulators, Government advisers and policy makers. Academic members can be secure in the knowledge that they are contributing to the security and the sustainability of the shellfish sector.

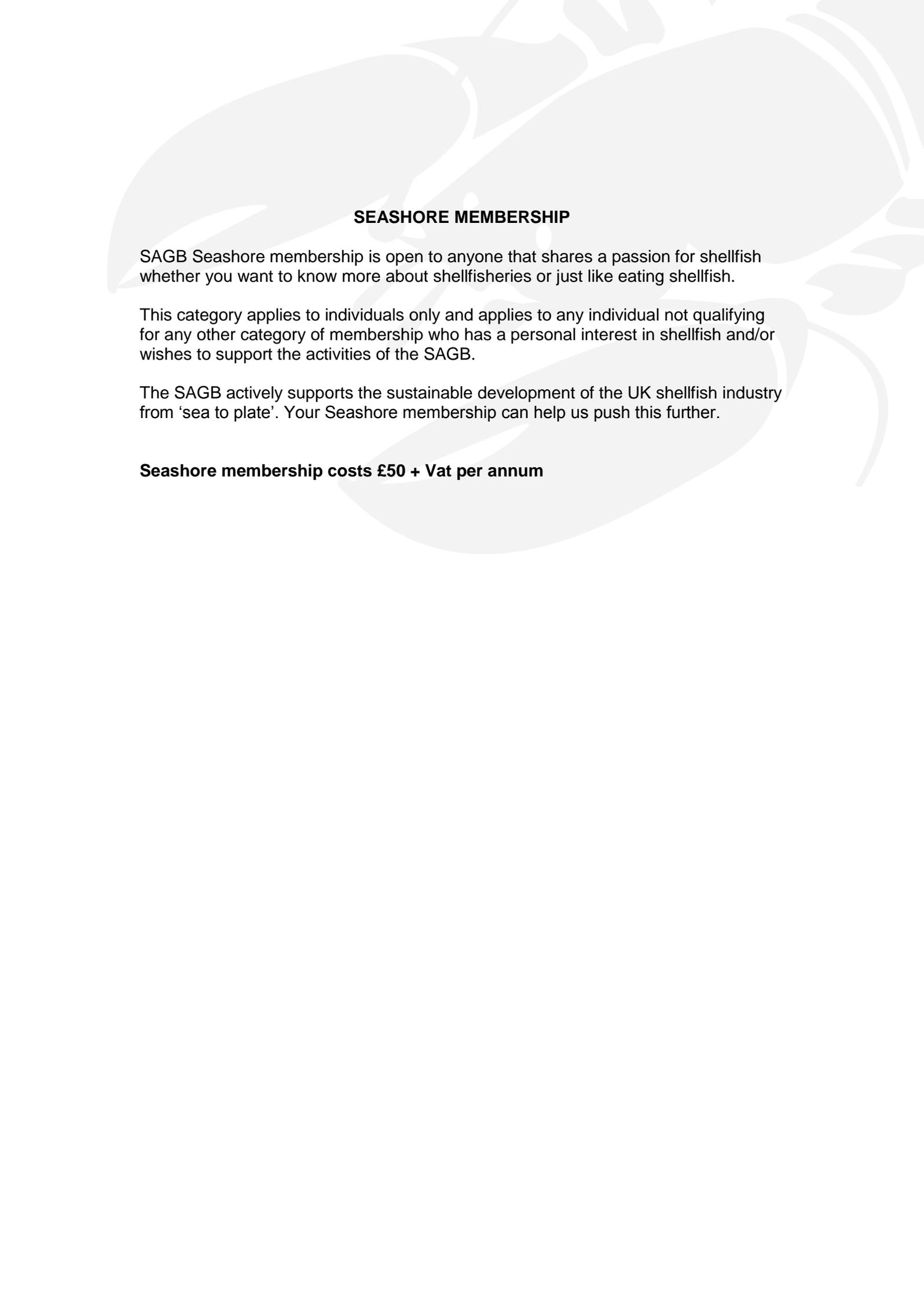
Academic membership costs £100 + Vat per annum with a reduced student membership for NUS card holders at £25

Member Testimonial

"I find it is essential as a scientist to engage with industry particularly during the current problems facing the shellfish industry ranging from sewage contamination to disease, climate change (such as increased temperature) and mortality. Through discussions with industry and the determination of the problems, often blue skies research is required to begin to understand the impacting factors that lead to economic loss. It is through a collaborative approach that projects can be put forward that directly answer industrial questions as well as satisfying the need in academia for impact related research. I have also found, through my interactions with both the mollusc committee and also the technology and training committee that a lot of 'science' has not been fed back into helping the shellfish industry particularly in terms that are applicable to different problems. It is through the scientific understanding of the methods and techniques and what is required by industry that common ground can be achieved. I have also used the excellent facilities of the SAGB to widely disseminate information about certain projects that maybe of interest to the industry in general."

Dr Shelagh Mahlam, School of Ocean Sciences Bangor University

<http://www.sos.bangor.ac.uk>



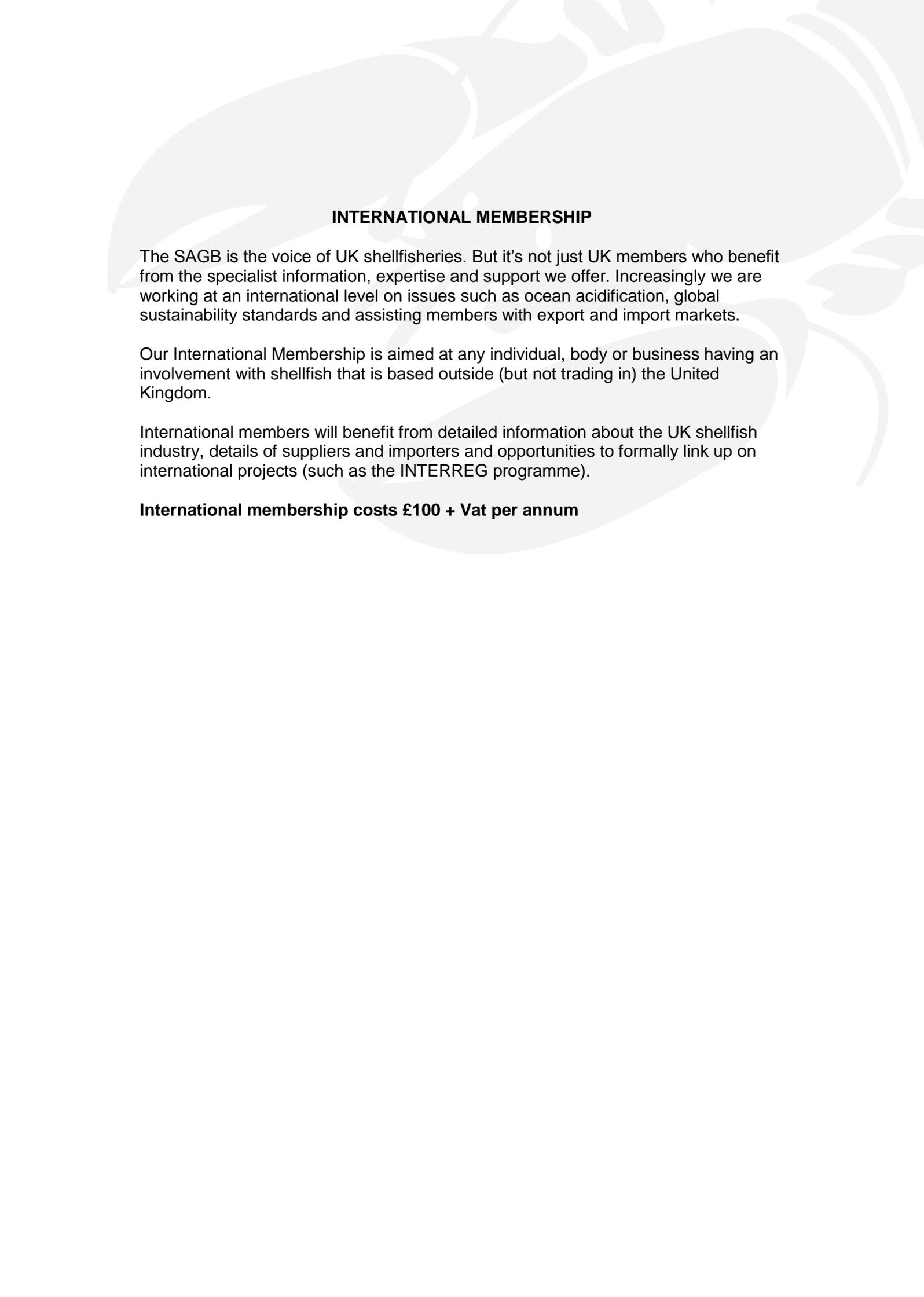
SEASHORE MEMBERSHIP

SAGB Seashore membership is open to anyone that shares a passion for shellfish whether you want to know more about shellfisheries or just like eating shellfish.

This category applies to individuals only and applies to any individual not qualifying for any other category of membership who has a personal interest in shellfish and/or wishes to support the activities of the SAGB.

The SAGB actively supports the sustainable development of the UK shellfish industry from 'sea to plate'. Your Seashore membership can help us push this further.

Seashore membership costs £50 + Vat per annum



INTERNATIONAL MEMBERSHIP

The SAGB is the voice of UK shellfisheries. But it's not just UK members who benefit from the specialist information, expertise and support we offer. Increasingly we are working at an international level on issues such as ocean acidification, global sustainability standards and assisting members with export and import markets.

Our International Membership is aimed at any individual, body or business having an involvement with shellfish that is based outside (but not trading in) the United Kingdom.

International members will benefit from detailed information about the UK shellfish industry, details of suppliers and importers and opportunities to formally link up on international projects (such as the INTERREG programme).

International membership costs £100 + Vat per annum