



The Fishmongers' Company

presents

a One Day Seminar on

“Market Opportunities for Sustainable Inshore Seafood”

at Fishmongers' Hall, London Bridge, London EC4R 9EL on 3rd June 2010

Presented by respected experts in their fields the seminar will stimulate fresh thinking on the market opportunities for some of our most sustainable seafood products from around the coast of the UK



Main talking points:

Marketing opportunities

Sustainability

Certification schemes

Government initiatives

Local initiatives

Sponsored by: Billingsgate Seafood Training School, SAGB, Defra and Sea Fish Industry Authority

- 09.30 Registration and Coffee
- 10.00 Introduction and Welcome
Sir Angus Stirling, Chairman of the Fish and Fisheries Committee, Fishmongers' Company
- 10.05 UK Inshore Fisheries – Setting the Scene
Jerry Percy
- 10.20 SAIF project – Involvement of Government in developing sustainable seafood
Defra – speaker to be confirmed
- 10.40 Should the modern chef recognise and reward provenance of seafood
Tom Aikens (to be confirmed)
- 11.00 Coffee Break
- 11.20 How to access the food service sector
Mike Berthet, M and J Seafoods
- 11.40 How Inshore seafood can benefit the Independent Retailer
Gary Hooper and Tim Silverthorne NFF
- 12.00 Can local seafood sourcing benefit the multiple retailer
Richard Luney, Marks and Spencer
- 12.20 How Inshore Seafood can be utilised by a seafood processor
Mark Greet, Fal Fish
- 12.40 Panel Discussion
- 13.00 Lunch prepared by Steve Pini Executive Head Chef to the Fishmongers' Company
- 13.45 Best Practice Sustainability Case Studies in the Regions
 - South-West: Nathan De Rosarieux, Seafood Cornwall
 - South-East: Henriette Reindeer, SEFGP
 - Wales: Dan Burgess, Welsh Assembly Government
- 14.30 Opportunities for Supplying the 2012 Olympics
Kath Dalmeny, Sustain
- 14.50 Restaurant Initiative for Certification of Seafood
Hannah Acaro, MSC
- 15.05 Panel Discussion
- 15.30 Tea/ Coffee
Meet the Buyer
Arranged by Julie Snowden of Seafish
- 16.30 Close

Cost: £30 + VAT to include lunch- Funding available for Fishermen to attend

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