



Seafish, shellfish – the future

supporting the seafood industry for a sustainable, profitable future



SEAFISH
the authority on seafood

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Seafish and the courts

- British Seafood group challenge to levy on imported seafood
- First case won by Seafish on all points
- BS appeal - BS win on all points
- BS go into administration!
- Defra now have asked for leave to appeal to the Supreme Court; Seafish will piggy-back on this to minimise cost
- Broad agreement with Defra & Treasury for appropriate financial support to allow Seafish to continue functioning until Supreme Court appeal result is known
- Judgement unlikely before autumn at earliest



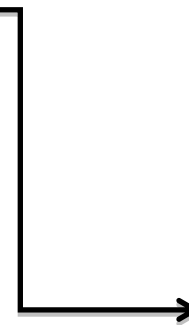
3YP consultation process

- Board review ~ 8 board members represent industry sectors
- Face to face consultation with key industry players
 - Aimed particularly at largest payers, covering 60% of levy
- Industry business conference
 - Bringing in federations, smaller operations, regulators
- Published formal consultation document allowing three months (mid-winter 2009/2010) for response during which
- Second phase refining by face to face consultation
- Final submission to Defra and to devolved admins



New thinking

- Take the view from the perspective of the consumer
- Focus on areas where we can bring benefits across the whole industry chain
- Continue to develop partnerships including working more closely with major retailers
- Emphasise “the authority on seafood”
- Seven key themes



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Seafish Magnificent Seven



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How do these themes relate to the shellfish industry?



Information

- Market data - supplies, retail, prices, export markets, Nephrops data
- Industry data - fleet performance, processor survey
- Nutrition - portion sizes, nutritional information (ties in with health work)
- Sustainability - fish stocks, fisheries management (with improved concentration on management of habitat areas)

Safety

- 89% of registered commercial fishing vessels now less than 16.5m in length (and 76% under 10m). 16.5m - currently the minimum length of fishing vessel on which the skipper is required to be trained and qualified. <16.5 m skipper's ticket likely to be come mandatory in 2012. 4000 fishermen trained so far.
- Annual average rate of 126 deaths per 100,000 fishermen. Nearly one third of all fatalities resulted from crew going overboard, and of these roughly one third occurred on potting vessels.
- Industry advisory note on potting safety now available.

Environment

- Huge changes in requirements for inshore work
- Helping industry influence policy developments coming out of the Marine Act
- Helping industry influence development of MPAs
 - selection
 - management measures



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Regulation

- Largely about ensuring coordinated industry response to forthcoming regulatory changes
- Work closely with SAGB to harmonise responses
- Key areas
 - Water Framework Directive
 - Establishing IFCAs
 - Shellfish waters classification
- Work closely with SAGB
 - Sarah Horsfall representing SAGB at European Mollusc Producers Association



Standards

- Interesting stage in development of international standards
- GlobalGap, Global Aquaculture Alliance, WWF
- Seafish working to keep industry informed
- Responsible Fishing Scheme



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Consumers

- Protecting the reputation of the seafood industry
 - Press response to Callum Roberts report picked up by Times and BBC
 - Press response on the recent case of south coast clam picking
- Aquaculture Common Interests Group – bringing together interested parties along with retailers to make sure industry viewpoint is heard
- Regular e-alert, including information on the development of accreditation schemes



Health

- Need to educate consumers on the importance of dietary seafood to health
- Particular focus on shellfish, as poor recognition of health benefits
- Need first to convince the influencers – health professionals and regulators
- Have been working for several years with SAGB to repudiate out of date messages on cholesterol in prawns
- Now working to influence FSA view on shellfish

Relationship with SAGB

- Seafish funded SIDs for the duration of the project
- SAGB seen as a key partner for the future
- Working closely in a number of areas
 - Depuration regulations
 - Norovirus
 - Water quality/classification
 - Health benefits
- Will continue to engage, consult, support



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