



MORRISONS

**The Shellfish Market – A Retailers Perspective
SAGB 46th Annual Conference**

May 20th 2015



Shellfish
Association of Great Britain

What will be covered?

Morrisons

What shellfish we sell

Our challenges

Opportunities



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About Morrisons

Bradford 1899



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Importance of seafood

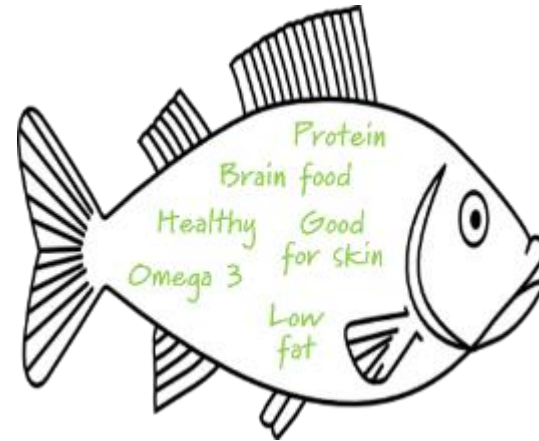
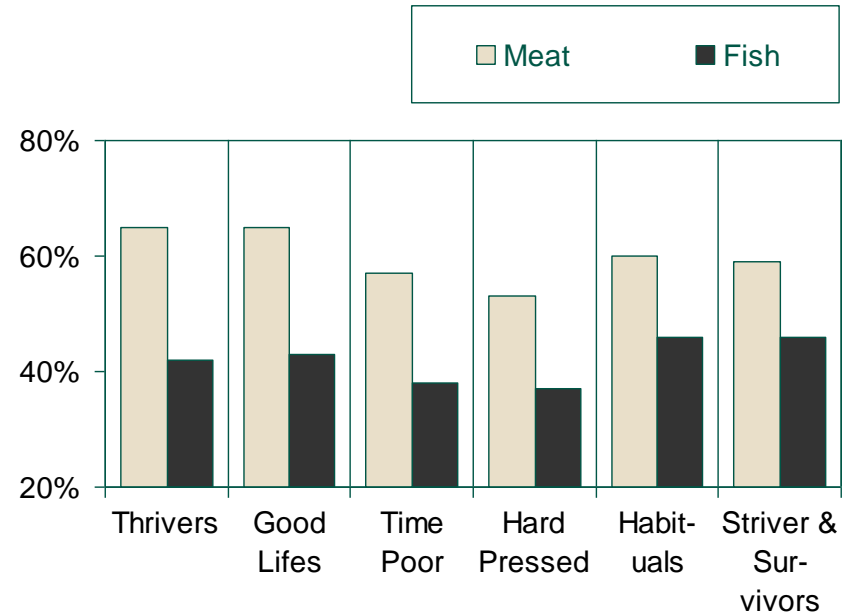
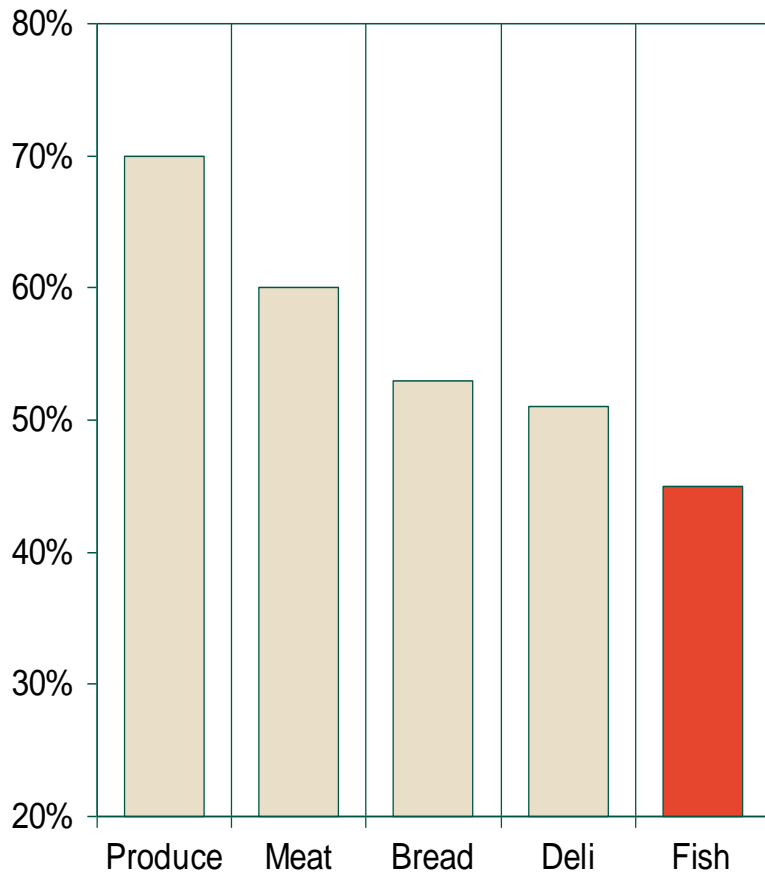


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Shoppers want to eat seafood but lack confidence



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What shellfish we sell

Lobster

brown crab

Cuttlefish

Scallops – King & Queen

Nephrops

warm water prawns

Oyster

Squid

coldwater water prawns

Mussels

OCTOPUS



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Challenges

Sustainability of sourcing

Customer knowledge & confidence

Price perception relative to other proteins



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Opportunities

❖ Collaborative working to address sustainability

Edible brown crab fishery improvement project

Channel scallop industry working groups

Nephrops FU management plans

❖ Non human consumption

Marine ingredients in animal feeds

Bioremediation for water bodies / polyculture

❖ Increased domestic & export markets



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Thank you!

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