



# The Seafish Aquaculture Review – Going Forward

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Aquaculture Manager

# Overview

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- Seafish Aquaculture Review 2014
- Addressing the Review Recommendations
- Seafish Corporate Plan 2015 – 2018
- Seafish Annual Plan 2015 - 2016
- Annual Plan Targets
- RASS and Aquaculture

# Sea Fish Industry Authority aka 'Seafish'

- Seafish is a Non-Departmental Public Body (NDPB) set up by the Fisheries Act 1981 to improve efficiency and raise standards across the seafood industry
- We are funded by a levy on the first sale of seafood products in the UK, including imported seafood
- Our purpose is to secure a sustainable and profitable future for the UK seafood industry. Our remit includes everything - and everyone - from fishermen and processors through to importers, retailers and food service providers



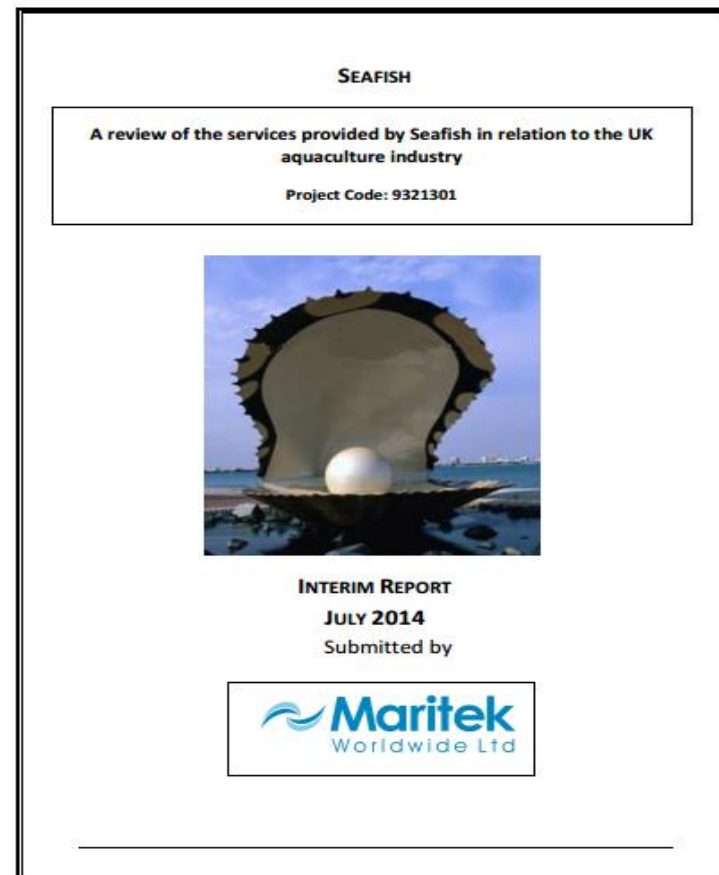
# Seafish Aquaculture Review 2014

- 2014 External review conducted by Maritek Worldwide Ltd.
- Internal / external stakeholder consultation

## ***“A Review of the Services Provided by Seafish in Relation to the UK Aquaculture Industry”***

Available on Seafish website:

[http://www.seafish.org/media/Publications/Seafish Interim Report review on UK aquaculture industry .pdf](http://www.seafish.org/media/Publications/Seafish_Interim_Report_review_on_UK_aquaculture_industry_.pdf)



# Seafish Aquaculture Review: Findings

- Since sale of Ardtoe (2004) shift from ‘near industry R&D’, and an apparent ‘down-shift’ within Seafish of the importance of aquaculture
- Important and successful aquaculture related work has continued across the team e.g.
  - Domestic shellfish safety
  - Farmed Seafood Import Regulations
  - Working Groups and communication
  - Regional Engagement

However...

- Aquaculture has never been a stand alone objective / work stream in any Corporate Plans since 2004
- Not been a dedicated ‘Aquaculture’ role / position with Seafish

# Seafish Aquaculture Review

## Key Recommendations

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- Maintain the important bivalve, and import regulations work
- Continue the highly regarded forums and newsletters
- Create new domestic strategy role



# Addressing the Review Recommendations

## Recommendation

**Research support:** Technical support to the primary production sector should mainly be in the form of collaborative R&D projects, using levy income to leverage public funds.

**Bivalve spat-crisis:** Diagnostic support linked shellfish toxins and bacterial contamination risks were viewed as being well catered by other regulatory and research agencies. Industry is seeking funding support to establish a multi-species hatchery.

**Shellfish norovirus testing:** Seafish should offer independent opinion on the need for and interpretation of potential regulations to ensure they do not have undue negative economic impact on the shellfish sector.

**Zonal-management (ZM):** Targeting EU Blue Growth funding, Seafish could help leverage the information technology and partnerships required to support more sustainable aquaculture development e.g. ecological modelling, satellite and mapping technology and open-access data to support enhanced monitoring and planning systems.

Facilitated via new Strategic Investments programme

- Continued work of Bivalve Molluscan Shellfish Safety programme
- Meeting in June between SAGB and Cefas on NoV
- Conversations with hatchery initiatives

Liaison with RS Standards on ZM standards work

# Addressing the Review Recommendations

## Recommendation

**Trade Bodies:** Supporting establishment of strong trade bodies is a key aspect of Seafish's mission to reduce market failures. Institutions that could benefit from this kind of support included Shellfish trade bodies and the new English aquaculture Producer Organisation.

**Shellfish promotional differentiation:** Bivalve interests expressed a need to better differentiate between shellfish and finfish in promotional activities whilst the health benefits of shellfish require further promotion.

**Promotional activity:** More focussed promotional activities.

**Webinars:** Online seminars (webinars), both live and pre-recorded could be used to target more specific audiences or to increase accessibility to the already highly successful ACIG.

- Continued support to SAGB
- Exploration of IBO / PO models
  
- Marketing team
- Integrity team
- Communications team



# Addressing the Review Recommendations

## Recommendation

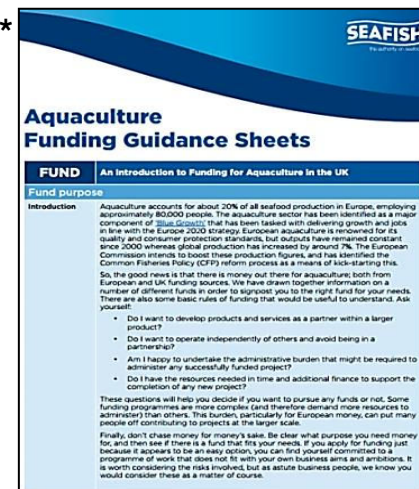
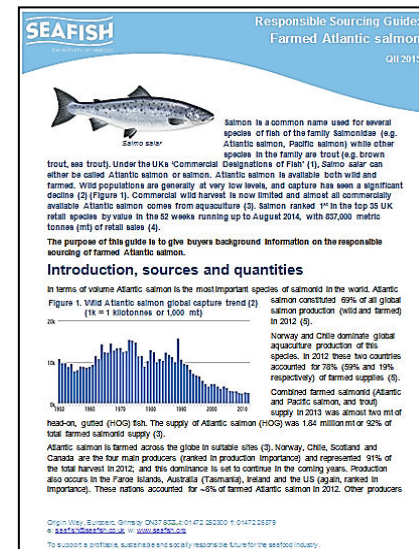
**Website improvements:** Several respondents commented on the 'clumsiness' of the Seafish website referring to navigation glitches and difficulties locating information. One added it was easier to locate content using an external search-engine.

**'One stop' knowledge provision:** Seafish's knowledge provision, especially its market intelligence and economic analyses were valued across a wide range of stakeholders and were perceived to be a highly cost-effective use of funds. Several described Seafish as a one-stop-shop for aquaculture related knowledge on both a local and international level. Seafish should maintain/consolidate its position as "go to" organisation for aquaculture information and could focus on becoming a web portal for the industry.

**Responsible Sourcing:** In a context of growing ethical responsibility there is a need for improved awareness and advance warning of potential reputational risk issues.

- Continual process
- Update existing web content
- Commission new reports and guides
- Host external reports
- Engage with GSSI
- Aquaculture in RASS

\* Available on Seafish website: <http://www.seafish.org/industry-support/aquaculture/aquaculture-funding-guides>



# Aquaculture and the new Corporate Plan 2015 - 2018

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Seafish Aquaculture Review recommendations have fed into the new Seafish Corporate Plan 2015 – 2018



## Domestic Aquaculture Strategy

The Domestic Aquaculture Strategy programme will enable informed decisions by the promotion and representation of aquaculture interests to all key stakeholders, both in Government and industry, to facilitate a collaborative approach to the delivery of local and national strategies.

In line with the Seafish Aquaculture Review, which was commissioned to make recommendations on where Seafish should/could be focusing on domestic and imported aquaculture, this programme will identify viable, sustainable and effective opportunities for Seafish to effectively support the UK aquaculture industry in identification and the addressing of key issues and constraints. Support for imported farmed seafood will continue to be incorporated into programmes within the Regulation Workstream.

KPI: Year-on-year improvement in stakeholder satisfaction score from baseline established in year one survey



Available on Seafish website:

[http://www.seafish.org/media/Publications/Corporate\\_Plan\\_2015\\_Web\\_as\\_at\\_130315.pdf](http://www.seafish.org/media/Publications/Corporate_Plan_2015_Web_as_at_130315.pdf)

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# Aquaculture and the Annual Plan 2015 - 2016

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Developed from the CP, the Annual Plan 2015 – 2016 details the Domestic Aquaculture Strategy for year 1



PROJECT	TARGETS 2015-2016	PROGRAMME
<b>DOMESTIC AQUACULTURE STRATEGY</b> Development of the work programme's strategy taking the requirements of each nation into account.	<ul style="list-style-type: none"> <li>New Aquaculture Manager settled into post with positive working relationships established amongst key colleagues and stakeholders both internally and external to Seafish</li> <li>A wide range of stakeholders, both engaged to identify and agree the main challenges and opportunities facing the Aquaculture sectors in each country.</li> <li>A work programme strategy scoped out for each nation with key stakeholders input, including government, to ensure successful delivery of projects in years 2-3.</li> </ul>	<b>Domestic Aquaculture</b>  We will facilitate a collaborative approach to the delivery of local and national strategies by representing aquaculture interests to key stakeholders in government and industry.
  	<b>WORK PROGRAMME OVERALL KPI</b> National Government's belief that the Seafish Aquaculture programme has contributed positively to the development of national strategies - measured by testimony.	<b>WORK PROGRAMME ANNUAL TARGET FOR 2015-16</b> Work programme strategy developed for each nation



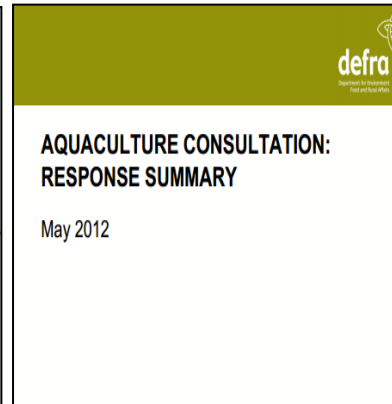
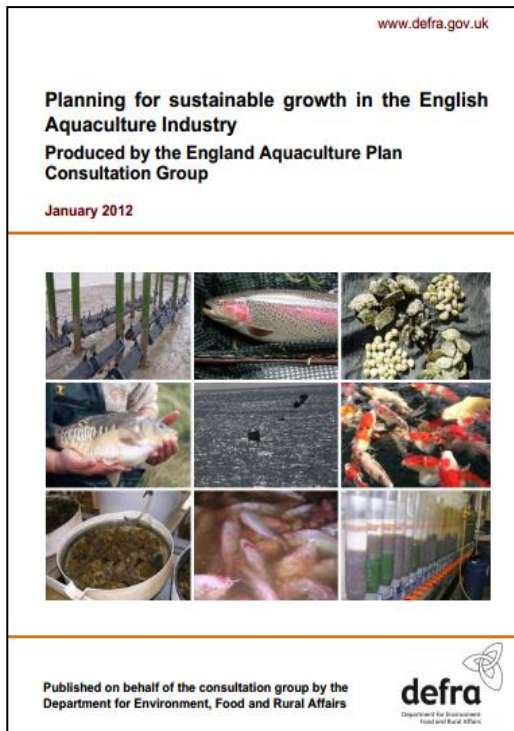
supporting the seafood industry for a sustainable, profitable future

# Annual Plan Targets

PROJECT	TARGETS 2015-2016
<p data-bbox="123 454 436 629"><b>DOMESTIC AQUACULTURE STRATEGY</b></p> <p data-bbox="123 672 633 868">Development of the work programme's strategy taking the requirements of each nation into account.</p>	<ul data-bbox="741 454 1798 953" style="list-style-type: none"><li data-bbox="741 454 1798 601">• New Aquaculture Manager settled into post with positive working relationships established amongst key colleagues and stakeholders both internally and external to Seafish</li><li data-bbox="741 629 1798 776">• A wide range of stakeholders, both engaged to identify and agree the main challenges and opportunities facing the Aquaculture sectors in each country.</li><li data-bbox="741 805 1798 953">• A work programme strategy scoped out for each nation with key stakeholders input, including government, to ensure successful delivery of projects in years 2-3.</li></ul>

# English Aquaculture Strategy

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- Re-invigorate the EAWG
  - Further explore IBO / PO models
- Defra engagement
- New reports
  - Economic valuation report
  - Several and Regulation Order review
- Aquaculture projects
  - Recent conversations re. initiatives in Brixham, Weymouth, N Devon, NE Lincolnshire

## Pre-existing foundation



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# Regional Strategies 2015 – 16+

- England: can ‘hit ground running’
- Wales: visits have started and stakeholders are being engaged, inc. Welsh government
- NI and Scotland: scoping missions are planned within the 1<sup>st</sup> year

# RASS and Aquaculture

- RASS (Risk Assessment for Sourcing Seafood) project initiated in 2012
- Tool to enable buyers to make informed choices based on their own tolerance to risk
- Currently provides information relating to environmental impact of wild fisheries
- Phase II to include development of RASS Aquaculture profiles

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Edible Crab in the Western English Channel.  
Pots

 *Cancer pagurus*

Content last updated  
22nd Apr 2015

Stock:  
Crab in the Western English Channel

Management:  
EC + UK + France national + Southern IFCA, Devon and Severn IFCA, Scilly Isles and Cornwall IFCA legislations

Overview  
Stock Status  
Management  
Bycatch  
Habitat  
Outlook

less risk ●●●○ more risk  
less risk ●○○○ more risk  
less risk ●○○○ more risk  
less risk ●○○○ more risk

Seafish website: <http://www.seafish.org.uk/responsible-sourcing/risk-assessment-for-sourcing-seafood-rass->

# How is RASS different?

- Agenda-free, free of charge and easy to understand
- No overall rating
- No ‘buy’ or ‘don’t buy’ recommendation
- Objective – to support evidence based purchasing; informing buyers, no attempt to influence decisions



# RASS Aquaculture Profile Development Plans

- All developments guided by RASS Steering Group, capturing needs of industry
- Engagement with key stakeholders throughout summer to identify proposed scope of content
- Please let me know if you'd like to get involved



# Thank you



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