

Chris Wells

Food Assurance and Innovation Ltd.

 @SAGB



Shellfish
Association of Great Britain



Llywodraeth Cymru
Welsh Government



Department
for Environment
Food & Rural Affairs



The
FISHMONGERS'
Company's

FISHERIES CHARITABLE TRUST

SEPAmatic



Crown Estate
Scotland
Oighreachd a' Chrùin Alba

seafish



Marine
Management
Organisation



Increasing mussel consumption

Thinking outside the shell

Chris Wells - Joint Managing Director
Food Assurance and Innovation

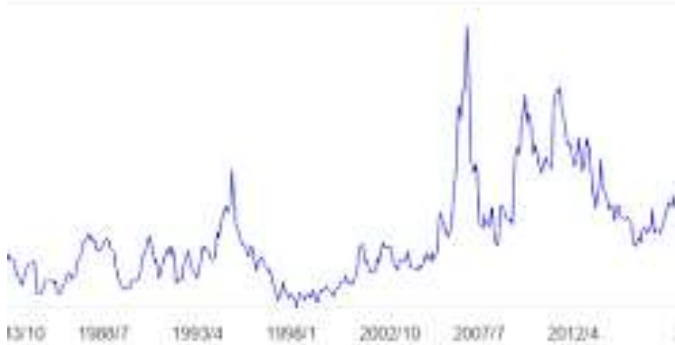


seafish



Department
for Environment
Food & Rural Affairs

The challenges to UK food security



The answer?



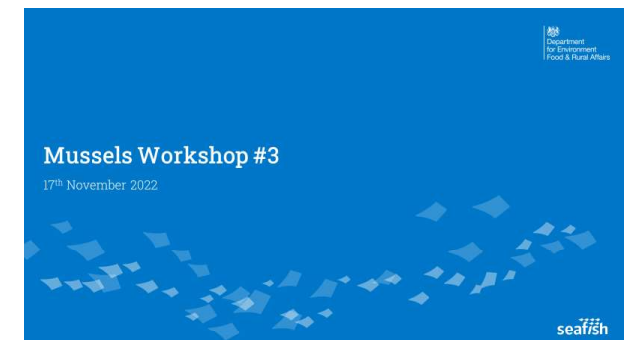
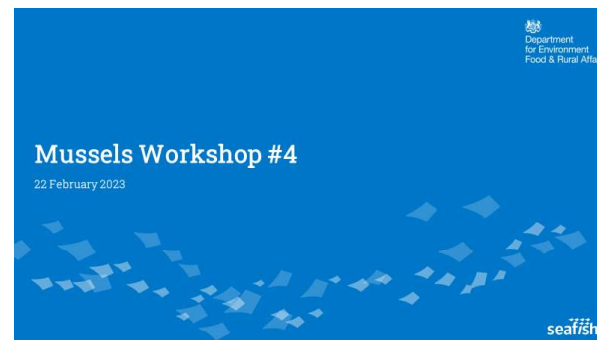
- Increase UK production
- Grow what grows well

Opportunities in the mussel farming industry



Approach – Task and finish

- Potential
- Barriers

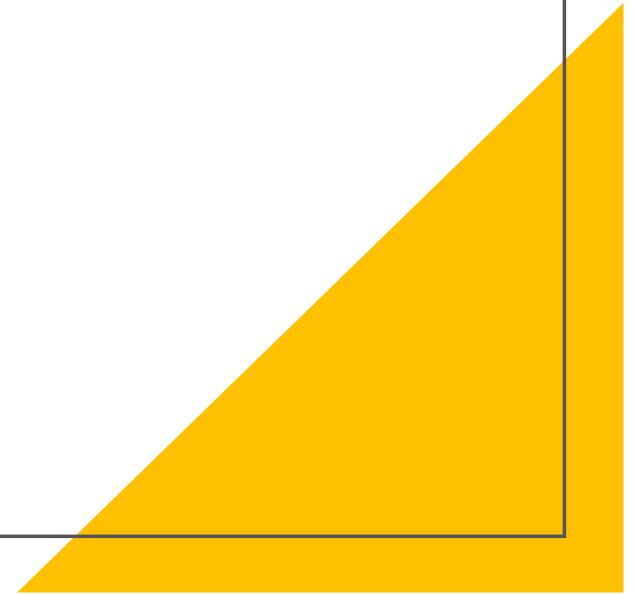


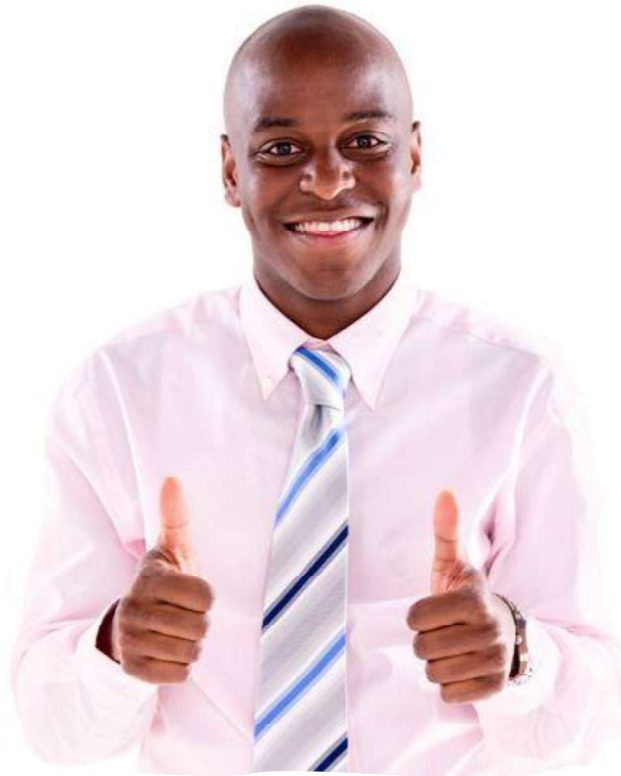
Task and finish group



Why mussels?

- Stage 1 - discovery
 - Consumer
 - Farming
 - Environment
 - Sea space





What we discovered

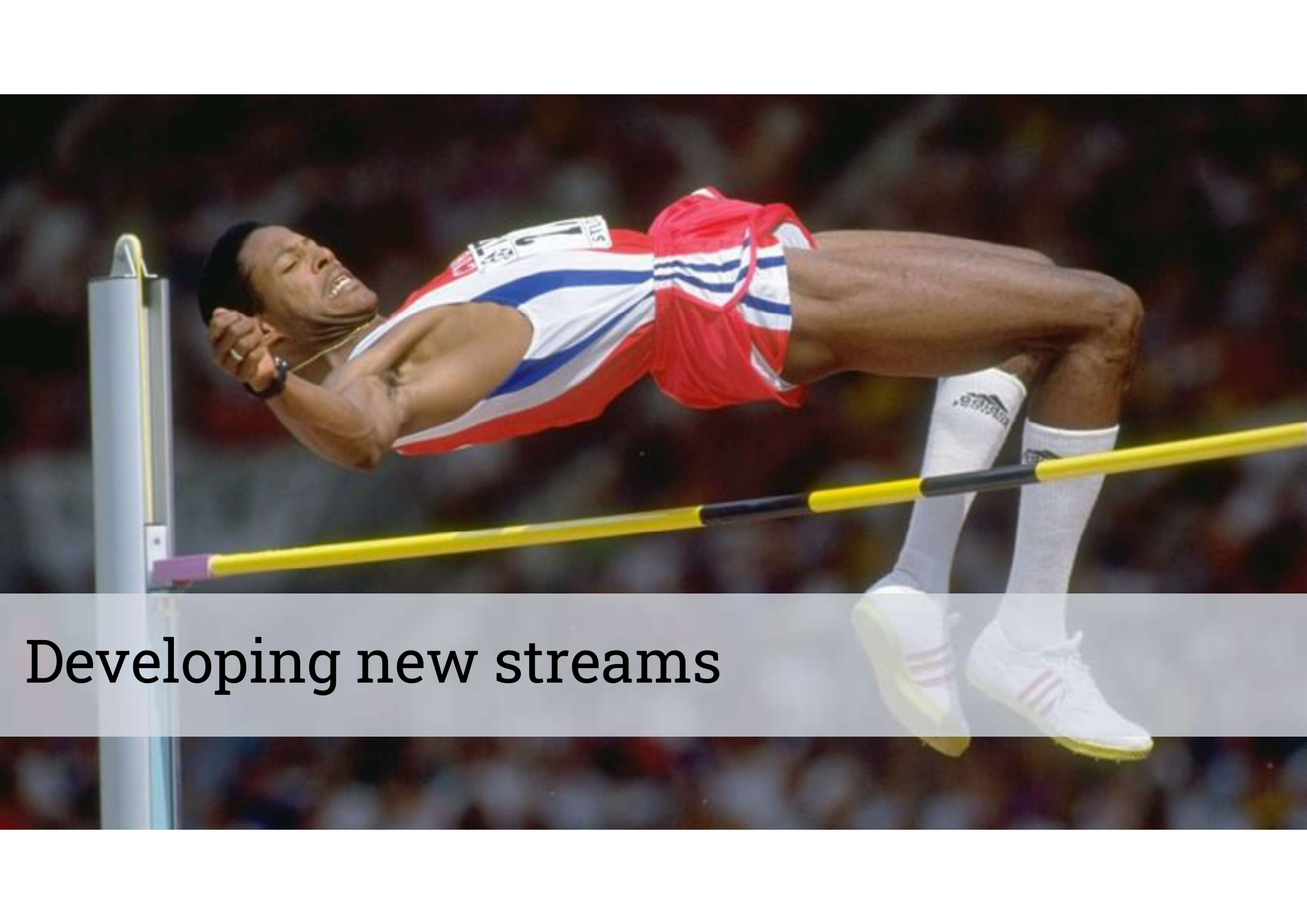
- Acceptors
- Rejectors

What we discovered

Nutrition –
many positive
attributes

Environment –
Very low carbon
footprint

Farming –
NZ spat
Space



Developing new streams

Developing new streams

- How do we harness the positive attributes of mussels?
- How can mussels be changed to overcome consumer challenges?
- If we see mussels as a collection of chemicals – what uses?



New forms that can be used as ingredients

- Raw or cooked?
 - Simple – minced, pureed
 - Slightly complex – powdered
 - Highly complex – extruded, textured protein
- ↓ Increasing price

Developing new streams

Developing new streams

New forms that can be used as ingredients

- Potential applications
 - Sea food
 - Other foods



Developing new streams

- Isolating chemicals
 - Cosmetics
 - Pharmaceutical / nutraceutical
 - Sport nutrition
 - Shell by-products – calcium carbonate



Developing new streams



New look supply chain

- New process steps
- New players or existing
- New collaborations

Next steps 1 – delivering proof of concept



Next steps 2:
using the
ingredients



Any questions?

