

# Linda Wood

Marks and Spencer

 @SAGB



Shellfish  
Association of Great Britain



Llywodraeth Cymru  
Welsh Government



Department  
for Environment  
Food & Rural Affairs



The  
FISHMONGERS'  
Company's

FISHERIES CHARITABLE TRUST

**SEPAmatic**



NATURAL  
ENGLAND



Crown Estate  
Scotland  
Oighreachd a' Chrùin Alba

**seafish**



Marine  
Management  
Organisation

THIS IS NOT JUST  
FOOD THIS IS →



UK SHELLFISH IN  
RETAIL

LINDA WOOD - 6<sup>TH</sup> JUNE  
2023



# M&S RESPONSIBLY SOURCED SEAFOOD



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- Seafood contributes £280 million in sales to M&S annually (across Chilled, Fish Deli and Frozen)
- We sell a total of 43 different species, from 30 countries around the world
- We source roughly 60,000t of seafood annually
- Our top 5 species are farmed atlantic salmon (13,000t), cod (9000t), haddock (7000t), farmed warm water prawns (6000t) and cold-water prawns (5000t)
- We aim to source British seafood where available with the best of the rest from around the world



# M&S FARMED SEAFOOD SOURCING



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Farmed fish & shellfish

Global information



**11**  
Countries



**15**  
Species



**6**  
Farming  
methods



**100%**  
Third party  
certified

- Our 15 farmed species include 4 from Scotland (28%) – Mussels, Rock Oysters, Trout & Salmon
- The proportion of our farmed seafood from certified sources has increased from 59% of total farmed tonnage in 2012 to 100% in 2023.
- On top of third-party certifications, we also have Select Farm standards in place across all farmed species.
- All of our Salmon and Trout are Scottish and RSPCA Assured



# M&S WILD SEAFOOD SOURCING



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Wild caught fish & shellfish

Global information



**20**  
Countries



**28**  
Species



**13**  
Fishing  
methods



**79%**  
Third party  
certified



**20%**  
Engaged  
in  
improvement  
project

- Our 28 wild species include 12 British species (42%) – Haddock, Langoustines, Scallops, Dover Sole, Hake, Sardines, Brown Crab, Mackerel, Herring, Monkfish, Lemon Sole, Plaice
- Over the past decade, the proportion of our wild caught seafood that is 'responsibly sourced' has increased from 64% to 99.6% in 2023.
- We actively support small scale fisheries around to world to develop their fisheries and support their communities.



# THE BRITISH SHELLFISH WE ALREADY SOURCE



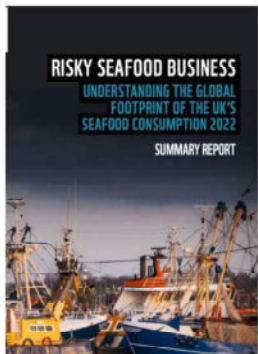
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# OUR FOREVER FISH SEAFOOD SOURCING



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We have just participated in a WWF Risky Seafood Business report which shows the UK Seafood footprint



Seafood Sourcing Standard

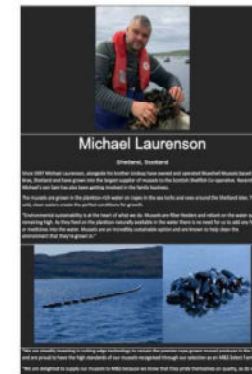
Our Seafood Sourcing Policy is aligned to a Seascope approach



We give full sourcing transparency via our corporate website & Interactive map



We are increasing our support for small scale fisheries



We are telling our stories by directing consumers to our interactive map and case studies using QR codes on shelf and pack



# M&S PRIORITY FOCUS AREAS



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- Responsibly sourced seafood - Holistic/Seascope Approach
  - The fishery
  - The people and communities
  - The animal welfare
- We actively support small scale fisheries to develop their fisheries and support their communities
- We actively support British shellfish fisheries to address their challenges – labour, handling on board, welfare

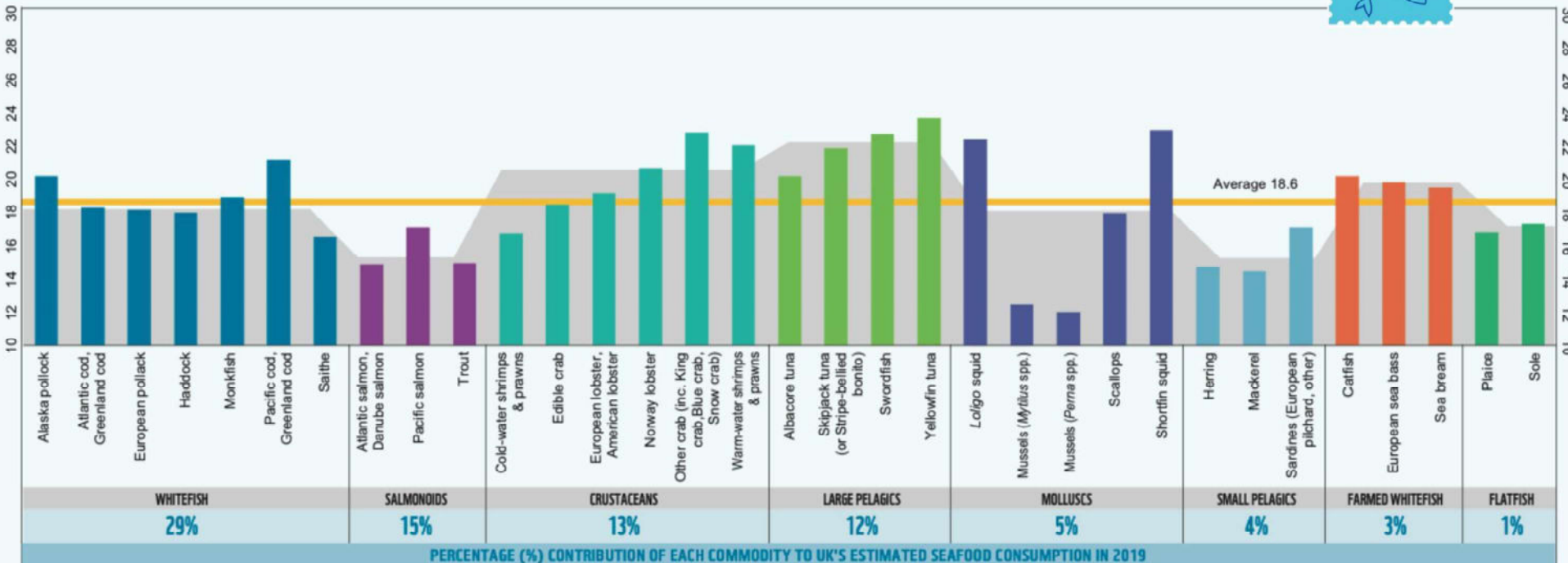




# WHY SHELLFISH?



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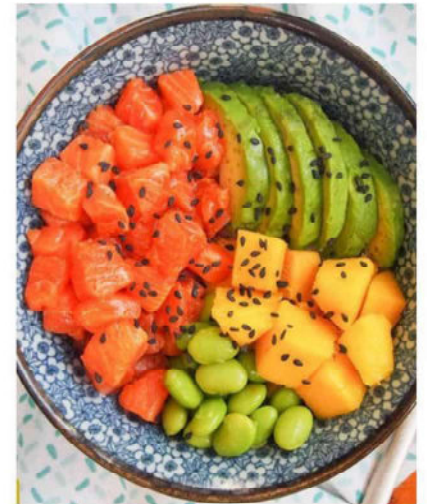
Commodity Group	Estimated consumption assessed in this report (%)	Estimated self-sufficiency rate (%)	Commodity Group	Estimated consumption assessed in this report (%)	Estimated self-sufficiency rate (%)
WHITEFISH	29%	23%	MOLLUSCS	5%	77%
SALMONIDS	15%	25%	SMALL PELAGICS	4%	2%
CRUSTACEANS	13%	29%	FARMED WHITEFISH	3%	2%
LARGE PELAGICS	12%	0.3%	FLATFISH	1%	50%
			OTHER SEAFOOD (NOT ASSESSED)	18%	5%

# OPPORTUNITIES

## INCREASING OUR OFFER ON LOCAL, LOW IMPACT SPECIES

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M&S  
-FOOD-



# OPPORTUNITIES



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## IMPROVING OUR CONSUMER COMMUNICATION THROUGH FOREVER FISH



**WHAT IS FISH FRIDAYS?**  
Selected Sparks Customers will receive 20% off a different species of fish each week for the next 6 weeks starting Friday 29th July.  
Sparks offers issued on Fridays for customers to redeem within a week.



FMU monthly articles & Fish Fridays, Sparks offers



Our headline sponsor M&S Food will be returning in 2022 to run our ever-popular Cookery School. Showcasing the freshest, quality ingredients sourced from M&S Select Farms, the M&S Food Cookery School tent is the perfect place to learn all about the M&S Food provenance and sourcing stories!  
Come and join a cooking lesson with expert chef Chris Barber and M&S Development Chef George Baldwin-Lide to learn how to perfectly cook **dover sole with Jersey royals and British peas**.



M&S Festival cooking classes with Dover Sole



Instore Point of Sale –QR code takes you to the interactive map



Utilize Tom Kerridge to promote local, low impact species



Forever Fish key theme for FMU TV Advert in 2023



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WE NEED YOUR HELP.....

FISHERY DATA & IMPROVEMENT PLANS  
AVAILABILITY  
UK PROCESSING CAPABILITIES  
IMPROVED ANIMAL WELFARE  
INNOVATION