

# Matt Whittles

Head of Trade in Seafood  
Defra Fisheries Trade Team

 @SAGB



Shellfish  
Association of Great Britain



**SEPAmatic®**





Department  
for Environment  
Food & Rural Affairs

# Future Market Opportunities for UK Shellfish

Matt Whittles | Head of Trade in Seafood | Department for Environment, Food and Rural Affairs



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# Free Trade Agreements

| Partners                             | Progress  |
|--------------------------------------|---|
| Australia<br>New Zealand<br>EEA/EFTA | Signed - domestic procedures before entry into force                    |
| India                                | Live negotiations (round 3 underway)                                    |
| CPTPP                                | UK market access offer submitted, compliance discussions underway.      |
| Greenland<br>Canada                  | Round 1 completed   |
| Israel<br>GCC<br>Mexico              | Pre-negotiation planning, mandate setting following public consultation |
| USA<br>Brazil/Mercosur               | Trade dialogue underway   |



# £100m UK Seafood Fund

The UK Seafood Fund is a £100 million fund set up to support the long term future and sustainability of the UK fisheries and seafood sector.

The fund aims to support the UK fisheries and seafood sector to rejuvenate, reform and modernise into a world-class, sustainable, competitive and more profitable industry that also helps to level up coastal communities and strengthen the Union.

The UK Seafood Fund consists of a number of schemes that come under 4 areas of funding:

- Science and Innovation (£24m)
- Infrastructure (£65m)
- Skills and Training (£10m)
- Exports support (£1m)



# Seafood Exports Package

- The Seafood Exports package aims to **boost seafood exports and promote the industry's high-quality produce overseas.**
- The package, delivered in partnership with DIT, will target growing overseas markets and provide new export opportunities for the UK seafood sector following our exit from the EU

The funding will be used to:

- **Identify new overseas buyers** and connect them with UK seafood companies
- Promote UK seafood at **international events**
- **Increase expertise** on UK seafood produce in our Embassies and Consulates overseas
- These three interconnected elements together can deliver a step change in seafood exports from the UK
- This package of funding will run for at least 2 years from April 2022



# Seafood Exports Package

- The package will fund at least three **seafood specialists**, who will be posted overseas in key markets, with one based in the UK.
- The **overseas specialists** will work closely with existing **Agri-food and drink attachés** who help broaden market access for UK businesses and resolve any technical barriers preventing businesses from reaching global markets.
- The **UK specialist** will work with businesses to support them on their export journey, including support on export regulations and logistical barriers.
- The specialists will bring vital insight to help address industry-specific challenges and offer a more tailored approach to promoting seafood in new and existing markets.



# Seafood Exports Package

## Target markets:

- The **USA** is already a key export market for UK seafood but significant growth potential remains. Products with potential for growth include crustaceans.
- **Japan** is the second-largest consumer of seafood in the world after China and has one of the highest global consumption rates.
- The **UAE** has one of the highest levels of seafood consumption per capita in the world and represents a significant opportunity.
- The UK already has a presence in **China**, with a range of exports including crab.
- The package will also scope out **new and emerging markets** where there are potential opportunities, such as countries in South East Asia.



# Example: Seafood Expo Global 2022

- This year, we funded our first ever UK pavilion at the Seafood Expo Global in Barcelona.
- Pavilion co-funded with Seafish, and supported by colleagues from Department for International Trade.
- 5 businesses from England & NI exhibited.
- Demo kitchen used to attract buyers
- Communal lounge used for meeting the buyers, hosting a reception...





# Example: Seafood Expo Global 2022

**Louise Kelly, Director at Edwin Jenkinson Limited:**

“The opportunity and support given by Seafish, Defra and DIT during our first time as exhibitor at the Global Seafood show was invaluable.

Visiting as an exhibitor allowed us to meet face to face with all potential new clients and really understand their businesses, allowing our rapport to grow faster. Only one week later we are already exporting to new markets and have many more prospective clients!”

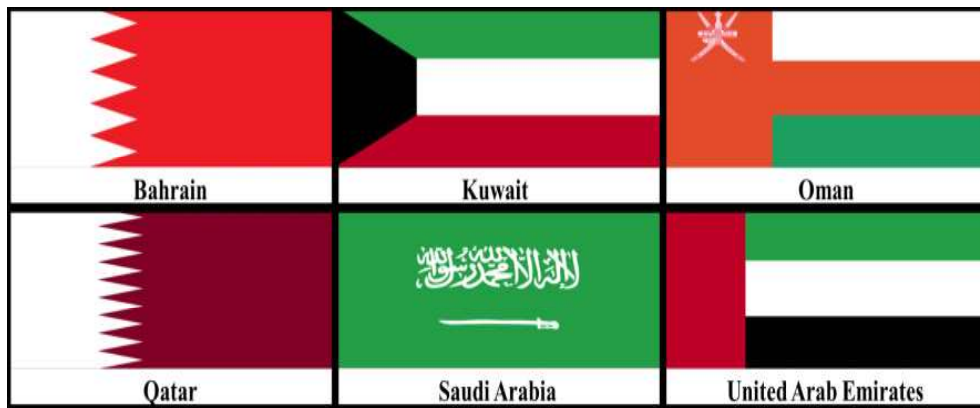


# Case Study: Gulf Co-Operation Council



# What is the GCC?

- Established in 1981.
- Customs union made up of 6 countries, all WTO members.
- Common external tariff of 5%, although states can nominate protected commodities, with higher tariffs.



# Top UK Seafood Exports to GCC

| Product                            | Export value (17/18/19 av.) | Share of total UK exports to world |
|------------------------------------|-----------------------------|------------------------------------|
| <b>Total seafood</b>               | <b>£14.4m</b>               | <b>1%</b>                          |
| Salmon                             | £7.3m                       | 1%                                 |
| Fish liver oil and other products  | £2.2m                       | 20%                                |
| Fish fingers and other marine fish | £1m                         | 1%                                 |
| Cod                                | £0.7m                       | 1%                                 |
| Trout                              | £0.3m                       | 1%                                 |
| Turbot                             | £0.3m                       | 11%                                |
| Herring                            | £0.2m                       | 1%                                 |
| Rock lobster and sea crawfish      | £0.2m                       | 1%                                 |
| Sea Bass                           | £0.2m                       | 8%                                 |
| Tilapia                            | £0.2m                       | 37%                                |

- The UK is preparing for upcoming FTA negotiations with the GCC, which has one of the highest levels of seafood consumption per capita in the world. This will increase market access to improve trade conditions for UK exporters.
- Defra has an in-market agri-food attaché in Dubai, Lorna Berdunova, helping to link UK exporters with in-market businesses.
- Our seafood specialists will be investigating emerging markets with fast growing, high-end hospitality (e.g. Saudi Arabia).
- The Gulf is a key target market for DIT and Defra and is part of the £1m Seafood Exports funding package of activities, which includes trade promotion.



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# Questions



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# 52nd Annual Conference

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