



55th Annual Conference

Shellfish Association of Great Britain

#SAGB55

SeaFest Peterhead

***From Quayside Dreams
to Award-winning Reality***

Jimmy Buchan

Amity Fish Company

11th June 2025



From Skipper to Advocate

- 50 years experience at sea and ashore
- Skipper turned founder of Amity Fish Company
- Passionate ambassador for UK seafood – our industry, the supply chain and the journey from sea to plate

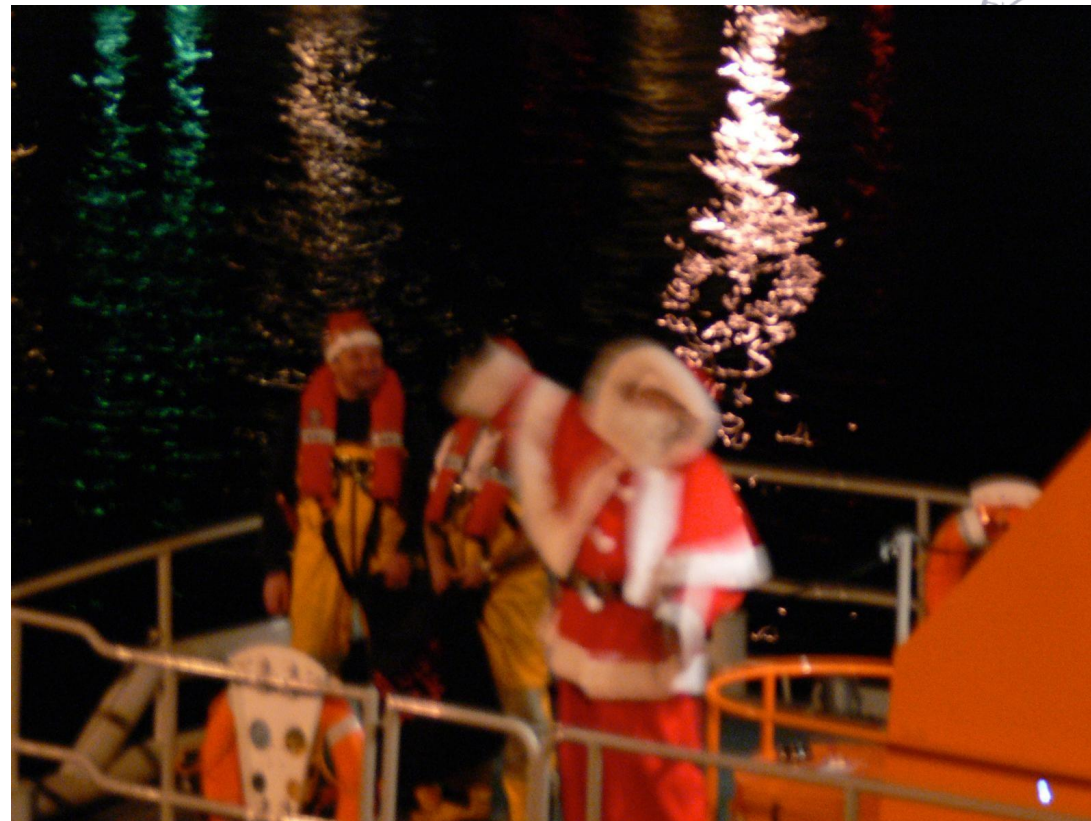
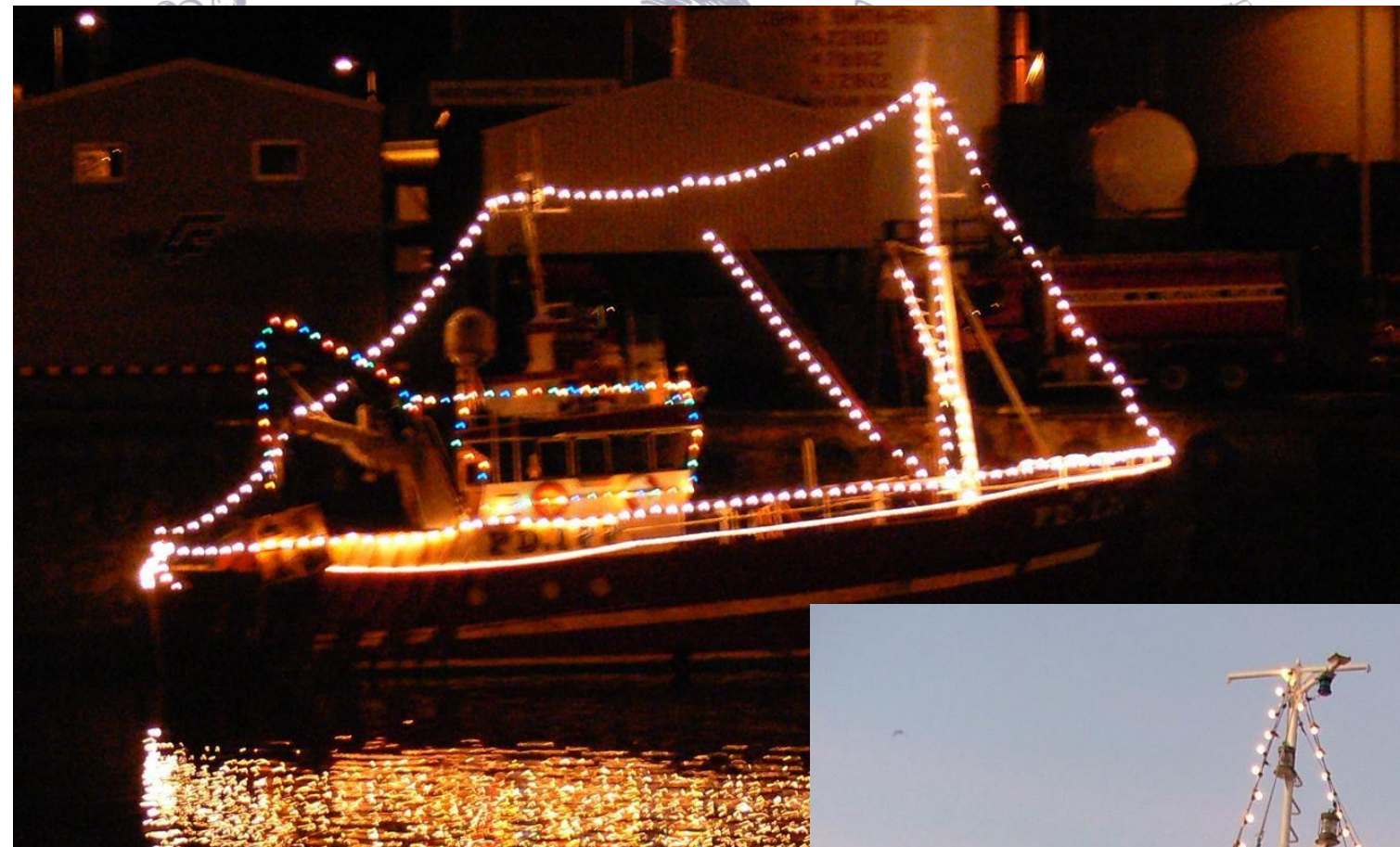


SeaFest

Peterhead

It All Began with Lights...

- Christmas 2006
- Harbour Light Switch On
- Tradition still going strong
- Inspired SeaFest





SeaFest

Peterhead

An Open Day that Evolved

- New quayside premises was the catalyst
- Originally an Amity Open Day
- With great support came great opportunity



SeaFest
Peterhead

NE5FD

SFO

Scottish
Fishermen's
Organisation

seafish

The Right Support is Critical to Success:

**SCOTTISH
SEAFOOD
ASSOCIATION**

**Peterhead
Marquee Hire**

ESS
Support Services Worldwide

PETERHEAD

**SCOTTISH
FISHERMEN'S
FEDERATION**



AMITY
FISH COMPANY LTD

**SEAFOOD
SCOTLAND**

PORT AUTHORITY

SWFPA
The Scottish White Fish
Producers Association Ltd

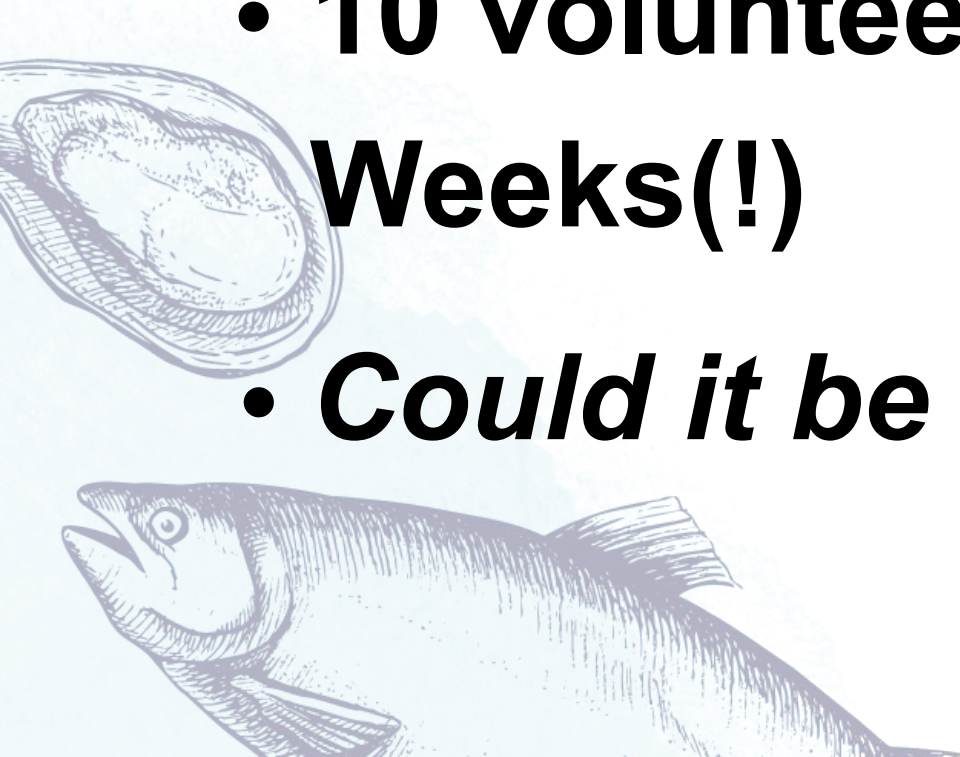


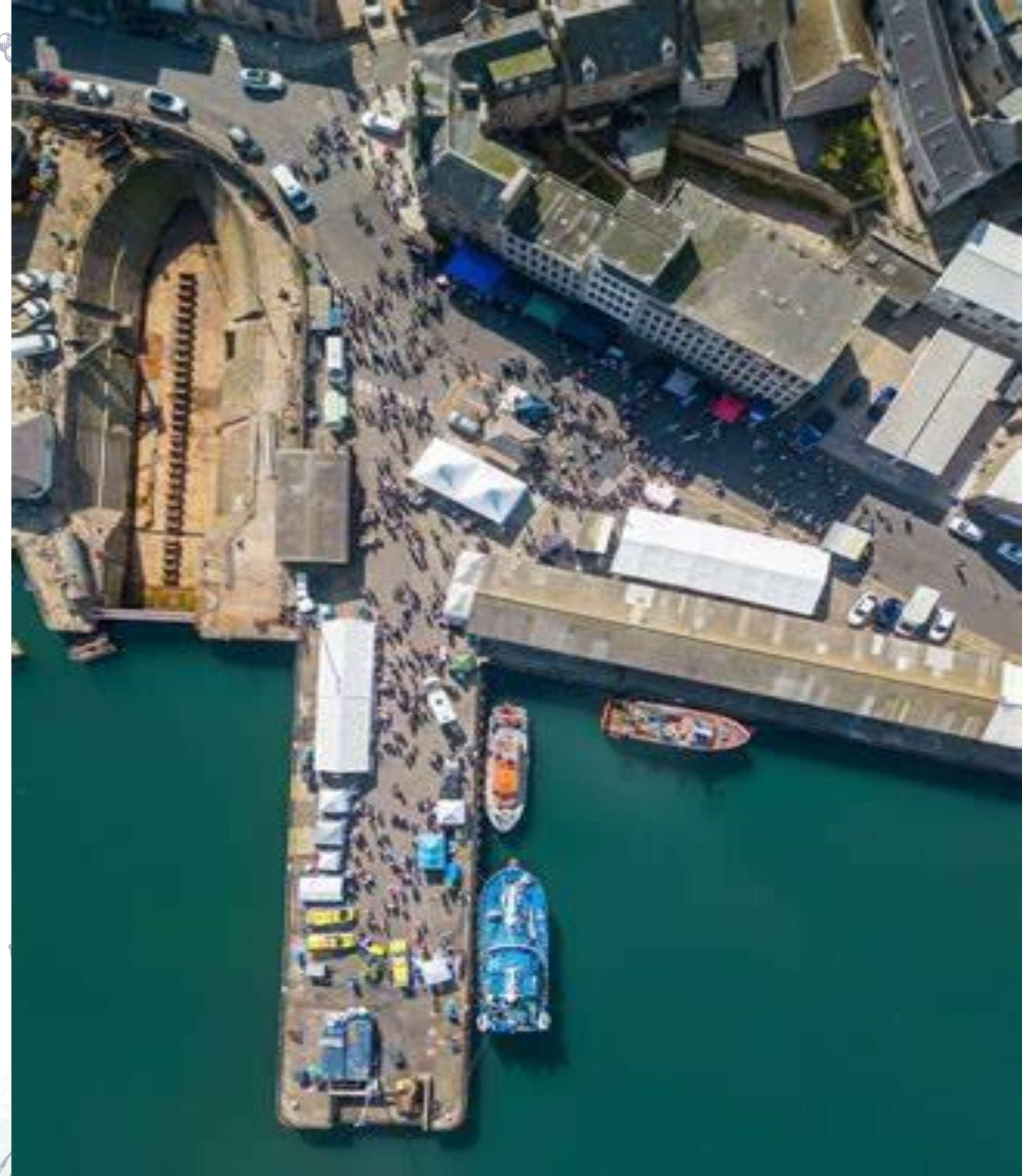
**BOX POOL
SOLUTIONS**

MACDUFF
Wild about Shellfish

SEAFOOD ECOSSE

SeaFest Peterhead: Built

- New ~~on~~ ~~belief~~ celebrate Peterhead's Fishing and Maritime Heritage
 - 10 volunteers, 6 Weeks(!)
 - *Could it be done?*
- 



SeaFest Peterhead

YES IT CAN!

- 10,000 Visitors
- Seafood Showcase
- 60 + Vendors
- Brilliant sunshine



SeaFest

Peterhead

Showcasing Local Seafood

- 2 Demo Stages sponsored by ESS and Seafood Scotland
- Local Chefs
- Seafood Tasters
- Filleting Demos
- Locally landed shellfish on the pier



SeaFest Peterhead

Promoting our Industry

- Sustainability in Seafood
- Marine Education
- Coastguard and RNLI



SeaFest Peterhead

Showcasing Local Producers

- Over 60 Vendors
- Record Sales
- Finding new customers in Peterhead



Reasons to Support SeaFest Celebrating our heritage

- Promoting our Industry sea to plate
- Free Family Friendly Event
- Supporting Local
- Bringing Visitors to our door
- Encouraging people to eat more Fish!



SeaFest
Peterhead

Award-Winning Event

- **Best Food and Drink Tourism Experience – North East Food and Drink Awards 2024**



What now?

- Back by popular demand
- Key stakeholders in place
- Larger festival footprint
- Support and engagement from more businesses and the seafood industry





SeaFest
Peterhead

SeaFest Peterhead

SATURDAY 13TH SEPT 2025

Seagate, Peterhead Harbour
WWW.SEAFEST.CO.UK

THANK YOU

Q&A



55th Annual Conference



Shellfish
Association of Great Britain

#SAGB55