

15 August 2011

Seafish annual Fleet Economic Survey gets underway

Seafish, the authority on seafood, has begun its annual fieldwork supporting the Seafish Financial Report of the UK Fishing Fleet. Seafish survey staff will cover every region of the UK over the next couple of months interviewing skippers and vessel owners as part of the study.

Hazel Curtis, Chief Economist at Seafish, said: “I would encourage all skippers and owners to take part in this important annual survey. It provides a detailed overview of the financial performance of different sectors of the UK fleet and collects financial accounts for fishing vessels across the UK fleet so that average performance in each fleet segment can be estimated.

“All survey information, including accounts, is treated as confidential and no individual vessel figures will be revealed. Vessel owners and skippers participating in the survey will benefit from a bespoke benchmark report comparing the financial performance of their vessel to the best-in-class.”

This benchmarking can compare operational processes, financial performance and other measures of the efficiency of their vessel’s activities. Skippers can compare their results against other vessels in the same fleet segment or against their own vessel’s previous performance.

The survey will be in East Yorkshire week beginning 15 August 2011, where Julie Snowden of Seafish will be interviewing skippers in Bridlington.

Skippers who would like to take part in the survey or find out when survey staff will be in their area should contact Andy Gray of Seafish on 0131 524 8642 or a_gray@seafish.co.uk.

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Notes to editors

- Seafish, the authority on seafood, was founded in 1981 by an Act of Parliament and supports the seafood industry for a sustainable, profitable future. Our services range from research and development, economic consulting, market research and training and accreditation through to legislative advice for the seafood industry. www.seafish.org