



offshore
shellfish Ltd

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Friends Meeting House, 18th September 2019



What will be covered

1. Brief update on Offshore Shellfish
2. View on mussel market opportunities – UK and globally
3. Where is UK Mussel (Shellfish) PLC?
4. The three B's
5. Next steps

Offshore Shellfish

- An offshore mussel farm in Lyme Bay, Devon, created and developed by John and Nicki Holmyard
- 25 Years experience of production in Scotland and pioneering Offshore techniques based on New Zealand systems, but adapted to the UK
- When fully developed, the farm will cover an area of 15 square kilometres and is between 5 to 10km offshore
- Harvest on course to be >2,000MT for 2019/20 season
- Sales focussed on bulk whole live mussel for UK & European markets



This season is about:

- ❖ Evaluating/ evolving systems and equipment
- ❖ Building experience across the team
- ❖ Establishing ourselves as a trusted and reliable supplier of choice
- ❖ Harvesting mussels and giving customers the chance to see the quality of our mussels

Mussel Market Opportunities

- Fulfil latent demand for “quality” whole shell mussels
- Displace imported mussel meat into UK/ EU – Chile, Denmark, NZ? 1.
- Exploit traditional marine ingredient market demand 2.
 - Fish meal / pet food
- Nutraceuticals / muscle powder (whey replacement) 3
- Utilise existing UK processing capacity for untapped export markets

1. Chile into EU 43,587MT in 2017, NZ export 3,700MT = 220,000MT of whole shell

2. Conservative demand of 8,000MT/ annum = 53,000MT of whole shell

3. NZ export 2011, 250MT = 1,600MT of whole shell

274,600 MT – with growing global demand

Mussel Market Opportunities

- Realise its place in carbon capture solutions
- Contribute to bioremediation – nutrient sink & water quality improvement
- Ecosystem enhancement & become a cornerstone of low-impact fishing practice
- Understand its position on the One Health movement

Mussel Market Opportunities

The mussel industry has a place in helping to deliver Michael Gove's mission

— 5th January 2018

- Building on previous countryside stewardship and Agri-environment schemes, we will design a scheme accessible to almost any landowner or manager who wishes to enhance the natural environment by planting woodland, providing new habitats for wildlife, increasing biodiversity, contributing to improved water quality and returning cultivated land to wildflower meadows or other more natural states.
- We will also make additional money available for those who wish to collaborate to secure environmental improvements collectively at landscape scale.
- Enhancing our natural environment is a vital mission for this Government. **We are committed to ensuring we leave the environment in a better condition than we found it.** And leaving the European Union allows us to deliver the policies required to achieve that - to deliver a Green Brexit.
- But vital as investment in our environment is, it is not the only public good I think we should invest in - I believe we should also invest in technology and skills alongside infrastructure, public access and rural resilience.
- There is a tremendous opportunity for productivity improvement in our farms. We already have some of the best performing farms in the world and there is no reason why our farmers cannot lead the way in achieving better levels of productivity through adoption of best practice and new technologies.

Where is UK Mussel PLC

- ❖ On the verge of a fundamental change with many positives
- ❖ Consisting of individual companies who aren't coordinated
- ❖ Thwarted by policy, legislation, indifference and Lack of ambition
- ❖ Sitting with aquaculture which is “mentioned” but in the main overlooked in the Agri-tech conversation
- ❖ Part of a wider shellfish industry which employs many people but is often unprofessional, fragmented and inadequately supported
- ❖ Liable to not realise its true opportunities because of the 3 B's

The three B's - Barriers, Blockers and Bullshit

Barriers:

- ☐ Convincing people to eat mussels, shellfish or indeed seafood
- ☐ The desire to join an unrecognized business opportunity – at all levels within it
- ☐ Legislation – national, regional and local
- ☐ Places to harvest, farm and process
- ☐ Risk – perceived and actual

Blockers:

- Government departments – at all levels of government
- Legislation – water quality, classification and testing
- Unrealised expectation of having clean water
- Brexit

The three B's - Barriers, Blockers and Bullshit

Bullshit:

- Coordination between government departments and the various strategies
- Water companies and their notification of issues/ adherence to directives
- NIMBYs and other stakeholders (including from the wider seafood industry)
- Misused grants that develop no tangible improvement for industry

Why shouldn't mussel farms and regenerated mussel beds provide ecosystems where run-off from farms and water treatment plants be remediated near shore allowing aquaculture of mussels, finfish, other shellfish, seaweeds and other marine species further offshore?

Both inshore beds and offshore farms create habitat for species which potters, divers and other non-mechanised fishers can exploit to harvest the marine environment sustainably, whilst also supporting science and research

Next steps

- 1, Continue to address the legislative blocks to future development
- 2, Ensure that coastal local authorities (LEP's, Dev Agencies) are aware of the National Government strategies for development/ labour/ facilities ~ develop an enabling culture!
- 3, Seafish or a trade body to facilitate the coordination of UK mussel or UK Shellfish PLC opportunities
- 4, Strategically access One Health and Agri-tech funding and development opportunities
- 5, Explore offshore wind/ repurposing decommissioned oil/ gas platforms as processing/ farm service hubs

Any questions?

THANK YOU!

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