

## **News release**

16 August 2012

### **UK smoked fish industry receives funding boost**

The UK's Traditional Smoked Fish industry is to benefit from European and industry funding to promote awareness and increase sales of its specialist seafood products.

Funding will be used to develop a brand identity, interactive website and drive attendance at a series of specialist food events. The aim is to improve consumer awareness of the traditional smoking method and enhance the profile of this niche industry in the high-end retail and food service markets of the UK

The project has come about through collaboration of key industry partners across the supply chain including:

- Grimsby Fish Merchants Association
- Alfred Enderby
- Sealord (Caistor) Ltd
- Seachill
- John Ross Jr
- Coln Valley
- The Smokeyard Artisan Smokehouse
- Arbroath Smokies
- The Fish Mongers Company

The project is led by the Grimsby Fish Merchants Association on behalf of the wider industry group. The GFMA's Chief Executive, Steve Norton, commented: "Traditionally smoked fish is a fantastic product that is often overlooked and undervalued by the consumer; this project will highlight the positive benefits and attract a new, younger consumer to a wonderful versatile product that is part of Britain's food heritage."

The project is supported by funding from the European Fisheries Fund (EFF), administered by the UK's Marine Management Organisation and the Seafish Industry Project Fund, managed by the Sea Fish Industry Authority.

Julie Snowden, Project Manager, for the Sea Fish Industry Authority, that supports all sectors of the seafood industry for a sustainable, profitable future, said: "It's great to be able to support this unique product and creative initiative which will encourage the consumer to consume more seafood which we are always striving to achieve".

Catherine Murphy, EFF England Programme Manager, added: "The EFF panel were delighted that they were able to support this project. Funding is still available and I would urge anyone thinking about applying to get in touch."

The delivery partners responsible for developing a successful campaign are Lincolnshire based companies Design By Distraction Limited and Blue Spire Design Limited. Coordinating the project on behalf of The Fish Merchants Association is Liz Baghurst of Grimsby's Seafox Management Consultants.

The programme will commence in August 2012 to December 2013.

## **ENDS**

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### **Or**

Steve Norton, CEO, Grimsby Fish Merchants Association.

### **For more information on funding go to**

[www.marinemanagement.org.uk/fisheries/funding/eff.htm](http://www.marinemanagement.org.uk/fisheries/funding/eff.htm)  
or call 0300 123 1032.

### **Background information:**

Seafish was founded in 1981 by an Act of Parliament and aims to support all sectors of the seafood industry for a sustainable, profitable future. It is the only pan-industry body offering services to all parts of the industry, from the start of the supply chain at catching and aquaculture; through processing, importers, exporters and distributors of seafood right through to restaurants and retailers.

Seafish is funded by a levy on the first sale of seafood landed in the UK. Its services are intended to support and improve the environmental sustainability, efficiency and cost-effectiveness of the industry, as well as promoting sustainably-sourced seafood. These

services include technical research and development, responsible sourcing initiatives, economic consulting, market research, industry accreditation, safety training for fishermen and legislative advice.

[www.seafish.org](http://www.seafish.org)