

# Wales Seafood Strategy

**Vision:** A thriving, vibrant, safe, and sustainable seafood industry for Wales.

**Target:** 30% sustainable growth of the Welsh seafood industry by 2025, in alignment with the principles of the Well-being of Future Generations (Wales) Act 2015.

## Measuring sustainable growth

### Seafood production



30% increase in fisheries and aquaculture production by 2025, whilst maintaining and enhancing a biodiverse natural environment with healthy functioning ecosystems.

### Economic performance



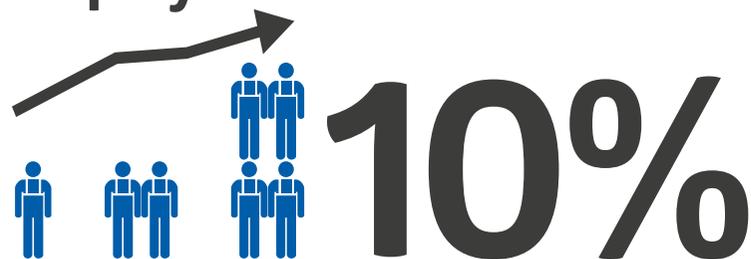
30% increase in turnover by 2025, supported by efficient and proportionate resource use and a skilled workforce.

### Industry safety



Zero fishing-related deaths by 2020, achieved by maximising the safety and well-being of fishing communities.

### Employment



10% increase in employment by 2025, allowing people to take advantage of the wealth generated by sustainable growth.

# Achieving sustainable growth

Key Actions	High Level Objectives				
	Maximise economic and environmental performance of existing fisheries	Expand sustainable aquaculture production	Explore opportunities for new, sustainable fisheries	Add value to fisheries and aquaculture products	Improve fishing safety and attractiveness of seafood industry as a career option
<b>Robust evidence-base</b> <i>Establish a virtual, collaborative, pan-Wales 'Centre of Seafood Excellence' to deliver a robust evidence-base for sustainable growth.</i>	Prioritise research and establish a robust evidence-base to: <ul style="list-style-type: none"> <li>• Ensure the long-term sustainability of existing fisheries and improve their economic performance.</li> <li>• Facilitate sustainable growth of aquaculture in Welsh waters.</li> <li>• Enable the sustainable development of new fisheries in Welsh waters.</li> </ul>			Prioritise research and establish a robust evidence-base to: <ul style="list-style-type: none"> <li>• Facilitate development of the Welsh added value sector.</li> <li>• Track the economic performance of the Welsh added value sector.</li> <li>• Track employment within the Welsh seafood industry.</li> </ul>	
<b>Appropriate regulation</b> <i>Ensure regulatory frameworks and their interpretation are evidence-based and fit-for-purpose to enable sustainable growth.</i>	<ul style="list-style-type: none"> <li>• Identify key weaknesses in current regulatory frameworks and prioritise for renewal or re-interpretation to enable sustainable growth of Welsh fisheries and aquaculture.</li> <li>• Continue to progress an adaptive, ecosystem-based approach to fisheries and aquaculture management.</li> </ul>			<ul style="list-style-type: none"> <li>• Ensure regulation and interpretation is fit-for-purpose to enable growth of the added value sector and improve attractiveness of the seafood industry as a career option.</li> </ul>	
<b>Business investment and growth</b> <i>Facilitate sustainable investment and growth through improved access to capital, business support, and training.</i>	<ul style="list-style-type: none"> <li>• Review and improve access to capital to encourage investment in Welsh fisheries, aquaculture, and the added value sector.</li> <li>• Review and improve access to business support and training to facilitate development of seafood-related businesses.</li> </ul>				<ul style="list-style-type: none"> <li>• Improve access to capital and training to support investment in fishing safety.</li> <li>• Improve access to training to attract new entrants.</li> </ul>
<b>Marketing and promotion</b> <i>Promote the quality, provenance and sustainability of Welsh seafood products to enhance reputation and improve access to markets.</i>	<ul style="list-style-type: none"> <li>• Develop Welsh seafood brand values to market and promote Welsh fishery and aquaculture products and promote the Welsh seafood industry as an attractive career option.</li> <li>• Develop a Market Information System for Welsh fishery and aquaculture products to support and inform marketing and promotional activity at an international, national, and individual business scale.</li> </ul>				

## Delivery Partners

- The Welsh seafood industry, Seafish, Welsh Government, Food Innovation Wales, Universities and research institutes.
- All delivery partners and actions will adhere to the five core sustainable development principles of the Well-being of Future Generations (Wales) Act 2015, and will aim to work towards the Act's seven well-being goals: a prosperous Wales; a resilient Wales; a healthier Wales; a more equal Wales; a Wales of cohesive communities; a Wales of vibrant culture and thriving Welsh language; and a globally responsible Wales.