

**Note of Common Language Group (CLG) meeting held at Billingsgate.
Wednesday 3 July 2013.**

For the CLG minutes and meeting presentations see:
<http://www.seafish.org/retailers/responsible-sourcing/the-common-language-group>

1. Welcome, introductions and apologies

Attendees

Alex Olsen	Esperson
Allen Townsend	Iceland Seafood Ltd
Andrew Dewar-Durie	Consultant
Andrew Nicholson	Lyons Seafoods
Andrew Young	Co-op
Bernadette Clark	MCS
Caroline Miller	Aldi
Caroline	RDSI
Catherine Pazderka	BRC
Charlotte Bury	Tesco
CJ Jackson	Billingsgate
Claire Pescod	MSC
Claire Tibbott	Fishmongers Company
Clarus Chu	WWF
Claudia Stauss	Common Seas
David Parker	Youngs Seafoods
Emi Katoh	MRAG
Emma McLaren	SFP
Estelle Brennan	Lyons Seafoods
Fiona Wright	Seafish
Francisco Aldon	IFFO
George Russell	Princes
Graham Young	Seafood Scotland
Heather Middleton	Seafish
Huw Thomas	Morrisons
Ian Bagshaw	Princes
Jack Clarke	Seaweb
James Wilson	Deepdock
Jess Sparks	Seafood Scotland
Jim Portus	SWFPO
Jo Royle	Common Seas
Iain Pollard	SAI Global
Karen Galloway	Seafish

Karen Green
Katie Miller
Laky Zervudachi
Libby Woodhatch
Louise Affleck
Lucy Blow
Matt Watson
Melissa Pritchard
Mike Brummitt
Mike Mitchell
Mike Park
Mike Short
Patrick Blow
Paul Williams
Phil MacMullen
Sarah Stanner
Scott Landsburgh
Tom Pickerell
Tracy Cambridge
Tracey Heyworth
Will Griffiths

Apologies

Angus Cragg
Andrew Mallison
Chris Brown
Chris Lamb
Chris Leftwich
Chris Williams
Dale Rodmell
David Jarrad
Emily Howgate
Hannah Norbury
Harvey Jones
Ian Campbell
Jim Masters
Mark Duffy
Martin Jaffa
Melanie Siggs
Mike Berthet
Mike Kaiser
Mike Platt
Nigel Edwards
Peter Stagg
Rob Bruce
Stefan Asmundsson
Stephen Parry

Seafish (Minutes)
ClientEarth
Direct Seafoods
Seafish
RDSI
New England Seafoods
MSC
ClientEarth
Regal Fish Supplies
Youngs Seafood
SWFPA
FDF
Marks & Spencer
Seafish (Chair)
Seafish
BNF
SSPO
Seafish
WWF
Birds Eye Iglo
Seaweb

Defra
IFFO
Asda
Seafish Panel Chair
Fishmongers' Company
New Economics Organisation
NFFO
SAGB
Consultant
MRAG
Common Seas
Ocean 2012
MCS
Natural England
Callander McDowell
ISU
M&J Seafoods
Bangor University
SAI Global
Seachill
Le Lien Ltd
Seafish
NEAFC
Findus Group

2. Minutes from the last meeting held on 13 February 2013

It was agreed the minutes were a true reflection of the meeting. The final minutes have been added to the CLG web page. In the following minutes Seafish will provide a link to the various presentations given at the meeting but not summarise the actual presentations. In the main we do not now attribute the comments made at the meeting. A paper was sent round listing forthcoming events. A full list can be found on the Seafish website. Mike Kaiser had to send his apologies as Chair. The meeting was chaired by Paul Williams.

http://www.seafish.org/media/620429/events%20list_300712.pdf

3. Theme – Fish and health

3.1. Fish Fight consumer research. Louise Affleck, RDSI.

This highlighted the key messages from Seafish consumer research conducted throughout February and March 2013 which acknowledges a step change in fish becoming more accessible and encouraging purchasing.

Discussion

- Q. How were the groups chosen? Groups were chosen to be nationally representative. Groups had the tendency to be more affluent and not largely engaged in social media monitoring.
- Q. What has actually happened in terms of seafood consumption? There appears to have been little shift but this will be monitored.
- Q. There was an indication of 27% claiming they would eat less fish. Is there any breakdown of species? The research didn't drill down too much. Our focus groups had no real knowledge of the sustainability dynamic.

Action: The research highlights to be circulated.

3.2. Role of fish in the diet. Dr Sarah Stanner, British Nutrition Foundation.

http://www.seafish.org/media/897465/clgjuly13_bnf_fishinthediet.pdf

This looked at a BNF review of fish in the diet. This covered: fish consumption; nutrient composition of fish and factors affecting this; contribution to dietary intakes in UK; contamination of fish and effects on health; link with health outcomes – obesity, CVD, type 2 diabetes, cancer, asthma, eczema & atopic conditions, cognitive function, bone health; recommendations for intake; and sustainability issues.

Discussion

- Q. The Department of Health advice on eating fish excludes shellfish. Did this crop up in your research? Through our research we could not find anything that said that shellfish was excluded, and we could find no clear reason why it is not included.
- The question of satiation was raised. Fish is a very good food source in that respect. It is low in fat and high in protein.

4. Seafood integrity

4.1. Molecular technologies for product traceability. Andrew Griffiths. LABELFISH.

http://www.seafish.org/media/897468/clgjuly2013_labelfishupdate.pdf

The LABELFISH project is due to end in December 2014. A workshop due to take place on 12 November 2013 was highlighted. LABELFISH is looking for people to attend and present, and also take part in the panels. Andrew reported very low levels of mislabelling in the UK. It will be interesting to compare UK results with those in other EU countries. The 2 – 3 % level of cod substitution was deemed to be genuine mistakes not economic fraud, as the substitution was often with whitefish of a higher value. Each laboratory will be provided with a panel of samples for testing and then the results will be compared.

Discussion

- Q. How difficult is it to determine where within the supply chain any substitution occurs? It would seem very obvious to take samples throughout the supply chain however we are finding it difficult to find any volunteers to do this. We would really like to look at an entire supply chain to find out where any substitution is occurring. It is also very difficult to do covertly and logistically it is unlikely the retailers would reveal this sort of information.
- This work on methodology is very welcome. We are really looking for robust, cheap technology. If the process could be kept as simple as possible it would allow retailers and processors to carry out their own tests. A quick turnaround could drive up the price.
- Q. What is the detection level? Each of the laboratories has developed its own detection techniques and methodologies. This project aims to compare them.
- Q. If a factory was to process cod in the morning and haddock in the afternoon would there be traces of cod in the haddock samples? It is unlikely the detection methods would be that sensitive.
- There were questions over the robustness of the technology and whether the methodology could be replicated in house at a sensible cost. There were particular concerns about tuna. It was confirmed that tuna has a very complex genetic make-up and it is actually very difficult to tell different species of tuna apart. It is unlikely that tuna species could be differentiated with 100% accuracy because of DNA limitations.

Action:

4.1.1. To keep CLG up-to-date on LABELFISH progress.

4.1.2. Issue reminder about the 12 November workshop.

4.2. Labelling – challenges facing retailers and brands. Fiona Wright, Seafish.

http://www.seafish.org/media/897471/clgjuly2013_seafish_labellingupdate.pdf

There is a three-year transition for the Food Information Regulation which is due to come into force by December 2014. The Common Market Organisation (a

small part of the reform of the Common Fisheries Policy) is very recent and there is not too much detail yet.

Discussion

- Q. Are there any plans to issue guidelines explaining the new labelling regulations and what they mean for industry? A joint fact sheet is in the pipeline. Guidance will also be published on the Seafish website. It is crucial this is all correct and any guidelines must be approved by Defra.

Action: Issue link to guidance note.

4.3. Sustainable Seafood Coalition. Katie Miller, ClientEarth.

http://www.seafish.org/media/897474/clgJuly2013_ssc_voluntarylabellingcode.pdf

Katie Miller commented on feedback from the public consultation on the labelling code. Comments:

- That the scope was not wide enough. *This is an environmental standard and there are no plans currently to include social aspects, however we do need to be clearer on what we do cover.*
- The clarity of the code was questioned. It is fairly technical which makes it difficult to follow and the guidance needs to be easier to follow. *We are seeking expert help with this.*
- There were questions over audit reports and whether they would be publically available. *The standards to which a fish farm is audited should be available.*
- How can a business determine what should be put on a label? *There are a number of criteria in the code and members make that judgement based on the established criteria. Members also determine which ecolabel to use. The GSSI initiative will help in this process.*
- Will this cover retailer own brand and branded products? *Retailers who are members of the SSC will apply the code to their own brand products, and suppliers who are members of the SSC will apply the code to their branded products. There can be no control over claims made by anyone who is not a member of the SSC.*
- How will consumers know which retailers/suppliers are members of the SSC? *There will be pointers to more information.*
- *The single terms 'sustainable' or 'responsible' may not be used in isolation and can be used together ie responsibly fished from sustainable sources.*

Action: CLG to be kept up-to-date on progress.

Lunch break - Healthy Happy Hearts. Heather Middleton, Seafish.

http://www.seafish.org/media/897492/clgJuly2013_healthyhappyhearts.pdf

Heather outlined the Seafish Healthy Happy Hearts campaign. During the lunch break Seafish offered Omega-3 v Omega-6 tests with its aim to get consumers to think more about what they eat. The test is simple and involves a simple pin test. Results are analysed by Stirling University and feedback is given to participants within 7 days. All results are confidential. Participants with a result of 20% for

Omega-3 will be offered a secondary test if they commit to eating seafood twice a week for six weeks

5. Theme: Species and fisheries focus.

5.1. Issues facing the farmed salmon industry. Scott Landsburgh, SSPO.

http://www.seafish.org/media/897477/clgjuly2013_sspo_issuesfacingsalmonaquaculture.pdf

Scott highlighted industry strengths: Premium quality; Health benefits; Innovation in research and development, technology and training; Increasing demand; Market access and penetration. Issues are: Competition from other countries; Investment; Regulatory regime; Sustainability – environmental, fish health; Image. Scotland currently produces 150,000 tonnes of farmed salmon but wants to increase this to 220,000 tonnes by 2020. In 2008 we produced 8% of world production, this figure was 7.9% in 2012 – so whilst our industry is growing, it is also growing in other countries. One of the big issues is how to avoid ‘ping-pong’ reporting on issues such as lice. We are trying to pull a salmon council together.

5.2. Project Inshore. Claire Pescod, MSC.

http://www.seafish.org/media/897483/clgjuly2013_projectinshore.pdf

Claire provided an update on this partnership project led by Seafish with a wide range of industry partners including retailers and suppliers. This uses the MSC Pre Assessment process as a tool to assess and inform the management of all English fisheries within IFCA areas in three stages: 1) Fishery Analysis. 2) MSC Pre-Assessment gap analysis (just reported) for 150 different stocks – 450 pre-assessments. 3) Sustainability Reviews, due early 2014. The illustrative table shown was in different shades of blue to indicate ‘state of readiness’ for each stock.

5.3. Seaweb Catch Box Scheme. Jack Clarke, Seaweb.

http://www.seafish.org/media/897486/clgjuly2013_seaweb_catchbox.pdf

This is a Defra-funded ‘Action Based Research’ Project to find out how to set up a successful Community Supported Fishery in the UK; what the benefits are (economic, social, environmental, sustainable); and how behaviours and attitudes change when taking part in a CSF scheme. 87 consumers have joined in Brighton (a management committee has just been appointed, lots of different species, seasonal and local fish) and 28 in Chichester (some issues with weather and not catching enough fish).

Discussion

- Q. How does this work within the Buyers and Sellers regulation? This comes within the 20 kilogram personal allowance each fisherman is allowed to sell. In Chichester this is the first sale fish, in Brighton it is not the first sale.

6. Headline news – quick updates on key issues and initiatives:

6.1. Fish Fight update – activity and next programme. Karen Green, Seafish.

A further Fish Fight programme is scheduled for autumn 2013. This will be a follow up to the second series of Fish Fight which aired in January 2013. The original three-part Hugh's Fish Fight series aired in January 2011. There was a follow-up in August 2011 when Channel 4 screened a one-off special that charted the progress made on tuna sourcing and EU fisheries reform). Insight: Discards

- Likely to round-up the issue.
- Asked for insight into implementing a discard ban and making it work. How we move to discard-free fisheries.
- Filmed on the Peterhead trawler *Budding Rose*, skippered by Peter Bruce, which is taking part in the Catch Quota Trials in Scotland.

Aquaculture

- Approached Morrisons - asking to meet them on film to provide an update on their progress with fishmeal and trash fish.
- Approached IFFO with questions on how fishmeal is used.

MPAs/MCZs

- Follow up to South Georgia.
- Asked for insight into where the MCZ process is at, and where should it head from here. Making MCZs work for all stakeholders.
- Reported in *Caterer and Hotelkeeper* in April 2013 'he understands the anxiety and frustration that fishermen feel about MCZs and plans to address the issue directly by spending more time talking to fishermen for a follow-up film.'

Tuna

- Revisit this topic. Are the supermarkets/brands actually doing what they said they would.

Seafood integrity

- Looking for the next consumer 'revelation'.
- Transparency in supply chains and labelling - are consumers getting the information they need?

Meeting with the CLG

- HFW has agreed to meet CLG participants on 22 July 2013 at Fishmongers' Hall. The start of the meeting will be filmed with some key participants interviewed on film.

6.2. Future of the Responsible Fishing Scheme. Libby Woodhatch, Seafish.

Libby outlined the current position re RFS. There are currently 271 vessels certified, 138 working towards certification, with 30% of YK capacity coming from RFS vessels. In December 2012 the Seafish Board commissioned a review, and between Dec 2012 and April 2013 Jonathon Shepherd conducted supply chain and stakeholder interviews. The preliminary conclusions are: strong value chain support to maintain RFS provided it has more value, meaning clearer range of benefits with strong governance; need to promote benefits of improved RFS

along supply chain; financing – to manage higher costs without drain on levy, high audit costs will deter buy-in unless adopt group approach. Looking further ahead in the medium term: how soon should a Chain of Custody be added. A working group has been established to look at the impact and practicality of implementing the preliminary conclusions.

6.3. Ongoing mackerel situation. Karen Green, Seafish.

Karen Green updated the group on the latest developments since February 2013.

- Iceland and the Faeroe Islands have both set an autonomous quota of 123,182 tonnes (a 15% reduction on 2012), and 159,000 tonnes respectively.
- In March 2013 MINSAs met with the British Retail Consortium and UK retailers for an industry update.
- In January 2013 the MCS changed its advice on mackerel and advised only eating it occasionally. This was revised in May 2013 to - Best Choice: Cornish hand-line caught mackerel (rated 2); Best Alternative: UK/EU/ Norwegian pelagic caught mackerel (rated 3); Least Sustainable Choice: Icelandic and Faroese pelagic caught mackerel (rated 4).
- The pelagic industry has initiated a ground breaking project to research and implement a vessel data collection programme to enhance the quality of the scientific assessment. The working group was due to meet in February 2013. Group includes respected pelagic scientists and industry representatives from EU, Norway, Iceland and Faroe Islands.

Action: Seafish to keep industry guidance note up-to-date.

6.4. MCS methodology/Industry Review Group. Karen Green, Seafish.

MCS convened a meeting of the Industry Review Group (IRG) in April of this year to look at specific issues surrounding fish ratings methodology, the IRG Terms of Reference (ToR), mackerel and the overall process for involving the IRG in ratings.

- ToR – a few minor amendments were made to the ToR with the most significant alterations being that the IRG will be contacted by MCS directly as a whole group with ratings updates in order to avoid confusion.
- Mackerel – MCS proposed its current online ratings to the IRG for their consideration and the IRG is now supportive of the current position on mackerel, with the distinctions being made between MINSAs fisheries and other non-MSA fisheries. It has been helpful to have the ratings process underpinned by this discussion. MCS has not received any parallel approaches from the non MINSAs fisheries in question (i.e. Iceland or Faroes). MCS was party to new and more detailed information regarding the state of mackerel stocks and their management (with thanks to UK interests for providing us with this information) and, as a result, has refined its ratings for mackerel in line with this. We are confident that our current ratings more accurately reflect the situation with this stock as it stands, and the different fisheries (management and practices) that are currently

exploiting this stock. MCS will be looking at the mackerel advice again in the autumn, but would welcome any other information from the CLG on this matter in the meantime, particularly information contained within the much-anticipated egg surveys.

- MCS Wild Capture Methodology – it was suggested that MCS consider some functional changes to methodology in order to take account of the December Council of Ministers advice on TACs (inline or otherwise with scientific advice), as well as other management measures. This is underway through a process of consultation with Seafish and CEFAS, with the findings and any changes being communicated to the IRG for further comment and refinement as necessary.
- ICES advice - MCS has been using the recently released ICES advice to refresh online ratings as per normal. Changes in advice will be published in line with agreed timescales and with consultation with the IRG. MCS can provide comment on issues such as cod stocks and other significant recovery as necessary, but retain adherence to the need for caution with stocks that remain below MSY trigger points, regardless of any progress made in current stock recovery.

6.5. Latest on CFP reform. Karen Green, Seafish.

In June 2013 Maria Damanaki, European Commissioner for Fisheries and Maritime Affairs welcomed the agreement on a new, reformed fisheries policy for the EU reached between the Council of Ministers and the European Parliament. The new CFP will enter into force on 1 January 2014. Implementation of the new rules will be progressive, for instance on the landing obligation, because there is a need for the sector to adapt and to be able to deliver results. The main elements of the reform are:

- Fishing at maximum sustainable levels, under multi-annual ecosystem-based management. Fishing will progressively be managed at levels that correspond to maximum sustainable yield (MSY) levels, and setting of quotas will respect scientific advice. Where possible by 2015, and at the latest by 2020 all fish stocks will be managed at MSY.
- Banning discards. This unacceptable practice will be phased out with a precise timeline for implementation (progressively between 2015 and 2019) and in combination with some flanking measures. Fishermen will be obliged to land all the commercial species that they catch. Under-sized fish can generally not be sold for human consumption.
- Decentralised governance. The new CFP will bring decisions on technical and conservation measures closer to the fishing grounds, in particular to national administrations, fishermen and other interest groups.
- Fish stock recovery areas. The Union and the Member States shall attempt to establish protected areas on grounds of their biological sensitivity, or of heavy concentrations of juvenile fish or in spawning grounds. This will be in addition to already existing protected areas.

- Management of fishing capacity of fleet. Member States will have to ensure that the fleet capacity (number and size of vessels) is in balance with the fishing opportunities.
- Support for small-scale fisheries. The reformed CFP extends to 2022 the right for Member States to restrict fishing in a zone within 12 nautical miles of the coastline.
- Developing sustainable aquaculture. By 2014, Member States will draft national strategic plans to remove administrative and other barriers, while upholding environmental, social and economic standards for the farmed-fish industry.
- Improving scientific knowledge. The CFP establishes the basic rules and obligations in order that Member States will be entrusted with collecting, maintaining and sharing data about fish stocks, fleets and the impact of fishing at sea-basin level, so as to improve the advice to policy and management.
- New market policy - empowerment of the sector and better informed consumers. The existing intervention regime will be modernized and simplified: producer organisations will be allowed to buy up fisheries products when prices fall under a certain level, and store the products for placing them on the market at a later stage. Producer organisations will also play a greater role in collective management, monitoring and control. New marketing standards on labelling, quality and traceability will give consumers clearer information and help them support sustainable fisheries. Certain labelling information will be compulsory, other claims may be supplied on a voluntary basis.
- Taking international responsibility. Sustainable Fisheries Partnership Agreements (SFPAs) will replace the existing Agreements and they will ensure that the exploitation of fishery resources takes place on the basis of sound scientific advice only targeting surplus resources as internationally recognized.

Further comments

It is important to appreciate that reform of the CFP provides many tools and instruments but that a lot of the detail is still to be sorted. Also to note under the reform and the discard ban it refers to 'every' vessel and this has implications; there is also the use of the word 'stakeholder' and who that refers to. The energy sector is a key stakeholder in this arena but will have a very different agenda to the fishing sector. The reference to improving the science base and increasing data collection is to be welcomed.

6.6. GSSI initiative. Phil MacMullen, Seafish.

The Global Sustainable Seafood Initiative is a three year programme to support an independent effort to bring clarity and transparency to the issue of the sustainability of seafood worldwide. The GSSI will do so by providing mutual recognition and comparability of credible seafood certification and labelling programmes globally. Working groups have been established to determine the initial benchmarking framework, their own agendas and ToRs for fishers,

aquaculture and the auditing process. This is a difficult area and there are big challenges ahead. FAO Guidelines were cited – there are 140 separate values and not all have metrics attached.

Action: CLG to be kept up-to-date.

6.7. Seafish groups

6.7.1 Discard Action Group (DAG)

Latest news and minutes can be found on the Seafish web page:

<http://www.seafish.org/fishermen/responsible-sourcing/protecting-fish-stocks/discards>

<http://www.seafish.org/fishermen/responsible-sourcing/protecting-fish-stocks/discards/discard-action-group>

The DAG meeting in May covered:

- The progress of the Common Fisheries Policy (CFP) reform negotiations.
- The Danish approach to the discard ban – ‘turning policy into wealth generation’. Mogens Schou, AquaMind, SCAR-Fish, DTU-Aqua.
- Interim report on a Seafish-funded study into the potential impact of a discard ban on UK fishing vessels in the Irish Sea Nephrops fishery. Final report not yet published.
- Interim report on the initial results of a four month trial to look at the practical implications of introducing a discard ban. This covers monitoring and enforcement, drivers for discarding, fisheries management and data collection. Final report not yet published.
- Interim report on the 2012 catch quota trials in England. Final report published June 2013.
- Report on a Cefas/NFFO study looking at Fully Documented Fisheries.
- Progress of a newly-launched Community Supported Fisheries (CSF) Catchbox scheme to link fishers to consumers in Chichester, Brighton and Horsham.
- Launch of new Seafish study to determine the possibility for using all (or part) of the discarded fish currently generated by the English fishing fleet, for pot bait.

Latest/next steps

- The North Sea Regional Advisory Council (NSRAC) ran a Discards Workshop in Brussels on 19 June. The aim of the workshop was to consider the practical implications of the forthcoming discards ban in a positive and constructive manner. Mike Park and Karen Green presented on behalf of DAG.
- Seafish/DAG is due to give evidence to the House of Lords Sub-Committee on Agriculture, Fisheries, Environment and Energy on Wednesday 10 July on the implementation of the discard ban.
- DAG is also planning to host a workshop/seminar in September/October on issues surrounding TACs in a mixed fishery such as the North Sea ie monitoring and control measures, what are the key commercial species, TACs for key driver species and how many there should be, choke species, joint stocks, frequency of assessment etc

6.7.2. Aquaculture Common Issues Group (ACIG)

Latest news and minutes can be found on the Seafish web page:

<http://www.seafish.org/aquaculture>

<http://www.seafish.org/aquaculture/aquaculture-common-issues-group->

The last meeting was in March 2013. Topics covered:

- Outputs from Fish Fight Series 2 on warm water prawns.
- Practical steps for improving South East Asian reduction fisheries.
- IFFO Omega-3 film.
- Outputs from NERC Knowledge Exchange Sustainable Aquaculture Taskforce.
- Issues surrounding water quality and norovirus.
- The tilapia supply chain.
- Is there an upcoming supply/demand gap for marine ingredients in aquaculture feeds?
- Launch of Seafish guide to seafood standards.

The next ACIG meeting is Thursday 12 September 2013 at The Wesley (formerly MIC) Hotel, London.

7. Any other business

7.1 Billingsgate Seafood Training School, CJ Jackson.

CJ highlighted the work of the school, which is a charity, in particular the outreach programme to work with schools and schoolchildren from Year 3 upwards to encourage them to eat more seafood. Seafish has really helped with this. So far this year the programme has engaged with 2,500 children, each of whom has taken away a Fish is the Dish goody bag.

8. Date of next meeting

The date and venue for the next meeting will be confirmed. The CLG Steering Group will meet to discuss the agenda for the next meeting. Any ideas for agenda items should be sent to p_macmullen@seafish.co.uk or k_green@seafish.co.uk