

# SEAFISH – A YEAR IN REVIEW

Under our current corporate plan Seafish made a range of commitments to industry across its various work streams. Below are some of the achievements made in that time by the organisation under each heading.

## REPUTATION AND INTEGRITY

- Media evaluation results point to over **90% positive sentiment** towards Seafish / industry with over **30 million audience** reached in 12 months.
- Website traffic averages 12,530 visitors per month (12 months) and the visitors we are attracting are staying longer and viewing more pages than 12 months ago.
- **Digital engagement delivering well** – E-newsletters established, all social media metrics achieved and a strong YouTube presence.
- Award-winning campaign work for **Hugh's Fish Fight** stance and the **Business of Fishing** film is nominated for another award.
- Team of **media-trained industry spokespeople** established.
- **Sea You Home Safe** – Fishermen's Safety Campaign launched 6 March 2014 with evidence that our work along with partner agencies is already saving lives.

## PROMOTING CONSUMPTION

- Launch of **Fish. Feed our future** celebrating childhood and showcasing that eating more seafood creates healthy, happy, inquisitive children.
- **Utilising social media** Fish is the Dish has 10,000 followers on Pinterest, 17,000 likes on Facebook and 10,000 followers on Twitter.
- **Education resources** provided to every primary school in England – *the first to meet the new curriculum* – and plans in place for Wales launch.
- Healthy Eating Week campaign reached 1.5 million school children.
- Working in partnership with Billingsgate Seafood School, British Nutrition Foundation and Food a Fact of Life.
- Awareness in already 9% above target at 34%.

## FISHING SAFETY

- Nine fishing vessels lost in 2012, the **lowest number in 10 years** – main improvement was in the <15m sector, which Seafish targets with its training and survey services.
- Sufficient external funding in place to enable us to continue subsidising the delivery of **voluntary fishermen's training** from 1 October 2013 through to 31 March 2014 without drawing on levy (as agreed during the review of fishermen's training).
- In the last six months we have funded **10 three-week courses for 95 new entrants** wanting to start a career in the fishing industry.
- High profile **Fishermen's Safety campaign** launched linking in with free Personal Flotation Device giveaway and additional training courses.

## RESPONSIBLE SOURCING

- A new tool for assisting in sourcing seafood (**RASS — Risk Assessment for Sourcing Seafood**) is being developed with a launch date of September 2014.
- Using ICES **data limited assessment** methods, provided advice on the status of the lemon sole stock for the North Sea and Eastern Channel.
- **South West Ecological Risk Assessment of the Effect of Fishing (ERAEF)**: In collaboration with SW England industry, to inform responsible sourcing.

### Responsible Fishing Scheme

- Morrisons' commitment to require RFS membership as a condition of supply.
- Seafish has begun the process of revising the standard.

### Fishing gear work

- Supported Cefas in design and development of net grid to reduce discard rates in nephrops fishery by 90% (2013).
- Worked with Marine Scotland to design and develop a selection grid for discard reduction in nephrops fishery (2012 - 2013).
- Northern Ireland Discard project trialled six discard reduction devices with the one that gave best result being adopted into legislation in Irish Sea nephrops fishery (2012).
- 130 fishermen attended **Trawl Gear Technology training** courses in 2012-13.

### Fishermen's science project

- Working with industry, the regulators and conservation agencies, to demonstrate how fishermen can collect robust and credible data to inform **MPA designation and management**.

### Ecosystem-based approach to fisheries

- Assisting the Welsh Fishermen's Association to collaborate with a number of Government bodies and NGOs to pilot an **ecosystem approach to fisheries in North Wales**.

## INTERNATIONAL TRADE

- **Produced 21 Export Guides** for international exporters in the UK, providing detail on importing regulations, consumer trends and other trade factors relevant to each specific country.
- Successful support of **British pavilions in China and Russia** with 13 companies participating.
- **Buyers reception at China Fisheries** attracting over 300 buyers, administrators, regulators and guest from China and SE Asia.

## INFORMATION AND INTERPRETATION

- Increased circulation of **issues-related newsletters** / updates to nearly 700 industry stakeholders with valuable information on key issues affecting the supply chain.
- **Market Data** overall rating improved from 'good' to 'excellent' in the past two years.
- Increased provision of **one-to-one support to businesses**.
- **Fishing into the Future**; working in partnership with ISU and GMRI to provide a successful workshop in Brixham and helping to formulate a way forward for this industry-led initiative.
- Throughout Seafish, in 2013 **we recorded 1,100 enquiries** with a value of c£880,000.
- **Industry guidance notes** on key issues including DNA testing, CFP reform, stakeholder activities leading to the landings obligation.
- **Industry briefings** on Fish Fight, working conditions for migrant workers, fishmeal in pig diets, warm-water prawns from Thailand and mackerel stock management.

### Economics

- **The Business of Fishing** – London, Edinburgh (guest speaker Richard Lochhead MSP), EU Parliament (hosted by Struan Stevenson MEP), Aberdeen, Shetland, HoC, south west England, NFFO, STECF, etc. Film short-listed for best video campaign award at IOIC awards. Started production of follow-up film on processing sector, in response to industry demand.
- **EAFE conference 2013** – Keynote speakers Lowri Evans, Director General, DGMare, Richard Lochhead MSP. Guest speaker at reception, Mike Park. Achieved double the number of delegates of previous conference 2011.
- **Fishing into the Future** – Brixham event, July 2013, over 120 attendees with good feedback. Successful follow up with working groups forming based on outcomes from Brixham.
- **Multi-year online fleet economics database published via Seafish website**.
- **UKFEN Best Practice Guidance** on fishing industry spatial economic impact assessments.
- **Economic impact assessments** – deep sea fishing proposals and landings obligations.
- **Shellfish sector** impact on wider economy – input / output report.
- **Seafish UK fleet and processing sector economic performance datasets** – to improve compliance with DCF contractual obligations and improve Seafish's own reporting and consulting outputs.

## REGULATION

- Creation and development of a **Brussels post to facilitate information exchange** with the Institutions of the EU and relevant trade bodies.
- Increased our involvement with Competent Authorities in agreeing the UK position to be used during EU negotiations to protect the industry, and in **drafting interpretation and guidance** to minimise the impact of legislation.
- Better involvement with Competent Authorities has improved the information we have to pass on to industry.
- **Improved information sharing** through newsletters and participation at key meetings.

## INDUSTRY DISCUSSION GROUPS

The integrity of the seafood supply chain is the focus of a number of Seafish-facilitated discussion forums. These groups provide a discussion platform for some of the most important issues facing our industry, particularly in relation to the responsible sourcing of seafood. They are an opportunity for all those involved in the seafood supply chain to reach a consensus on common issues and often involve Government departments, NDPBs and other stakeholder groups.

**Common Language Group** – develops consensus positions on a range of important issues affecting the seafood supply chain including IUU, welfare issues, seafood integrity and stock status.

**The Discard Action Group** – the only UK cross-industry group addressing the discards issue from all perspectives. *Recently commissioned a report on the Economic Impact of the Landings obligations on selected UK fisheries, which is available on the Seafish website.*

**The Skates and Rays Group** – brings together all sectors of the supply chain to facilitate an understanding of issues surrounding the conservation of stocks, and the management of skate and ray fisheries.

**The Aquaculture Common Issues Group** – brings together all key stakeholders to develop consensus positions on some of the sector's most important issues.

