INTRODUCING SEAFISH

Our work is underpinned by a commitment to support a responsible and efficient industry that balances consumer demand with the conservation of stocks for the future. Fishermen in the UK lead the world in responsible practices and have been working with conservation organisations and statutory agencies for some years to ensure a sustainable future for our seas, as have those who source and import seafood from outside of the UK.
Seafish is a Non-Departmental Public Body (NDPB) set up under the Fisheries Act 1981 to improve efficiency and raise standards across the seafood industry. We are funded by a levy on the first sale of seafood products in the UK, including imported seafood.

As an organisation we have a very clear purpose – to secure a sustainable and profitable future for the UK seafood industry. However, defining the ‘UK seafood industry’ has been a challenge. Seafish covers everything from individual fishermen, through to importers and processors, and multiple retailers and foodservice providers. Equally importantly, we have the needs of the consumer in mind, talking to the people who buy and eat seafood.

In delivering a service and strategy that will keep our stakeholders happy and support our purpose, we have listened to a broad industry voice and worked with them in order to devise a clear set of priorities and a more transparent way of operating. These are divided into a simplified set of three high level objectives, with eight underlying work programmes and a more focused and defined set of activities.

**PROTECT** – the viability and reputation of the seafood industry is enhanced and standards in the industry are raised

**PROMOTE** – educate consumers on the use of sustainably sourced seafood as part of a healthy balanced diet

**INFORM** – evidence, information, education and advice is available for decision making in the supply chain

These high-level objectives are split into eight work programmes that are fully supported by industry, which has direct input into our strategic direction through the work of three Sector Panels.
WORK PROGRAMMES:

1. **Reputation and integrity**
   Reinforce positive messages about the UK seafood industry and refute, where applicable, any negative messages about the UK seafood industry.

2. **Promoting consumption**
   Encourage the consumption of seafood using clear and targeted messages to educate the consumer and build a better understanding of the benefits of eating seafood.

3. **Regulation**
   Monitor planned EU and UK regulations, issue guidance and ensure timely coordinated industry responses as required. Provide a forum to enable industry, government and administrators to fully understand each party’s perspectives.

4. **Safety & Training**
   This workstream includes:
   - **Offshore Training** – We co-ordinate training throughout the UK for experienced fishermen and those just starting their fishing careers.
   - **Onshore Training** – We help people train towards careers with the seafood industry.
   - **Kingfisher** – We provide the industry with invaluable information regarding subsea structures and the seabed. Our products improve safety and raise awareness of surface and subsea hazards around the coasts of the UK and Northern Europe.
   - **Marine Survey** – Seafish work with boatbuilders as well as fishermen to ensure that fishing vessels are constructed to high standards. This is crucial to fishermen’s safety as well as quality operations in the catching sector.

5. **Responsible sourcing**
   Provide an information source for the whole supply chain regarding the responsible sourcing of seafood and the risks associated with this.

6. **International trade**
   Provide assistance in raising the profile of UK sourced seafood in export markets and provide UK exporting companies with up-to-date market information. Work with importing companies, regulators and administrators to ensure that seafood consumed in the UK is legally caught and sourced from sustainable stocks.

7. **Information**
   Provide retail and foodservice market data to UK industry and ensure the efficient dissemination of information from Seafish to industry.

8. **Economics**
   Provide economic evidence, expertise and advice to UK government, the European Commission and industry.
GOVERNANCE AND FINANCE

The governance structure of Seafish was devised in conjunction with Defra and the other UK Fishing Administrations. The structure was fully implemented and operational on time, and has proved to be a very successful.

The three Sector Panels inform our work and have membership from right across industry and are split along the following lines:

- The Domestic and Export Panel
- The Import and Processing Panel
- The Supply Chain and Consumer Panel

We are the only organisation that covers all sectors, from sea to plate, for all of the UK and our varied work programmes reflects this.

The majority of our funding comes from imported seafood (around 80%) so in carrying out our duties we have to give regard to proportionality.

On top of our work programmes we have authority over fishermen’s training and vessel survey that is devolved from the Maritime and Coastguard Agency (MCA), so there are links into the Department for Transport as well as Defra.

Our unique status allows us to be the honest broker for all sides and Seafish works hard to be a trusted source of information for media, industry and government.