

FISHING

for our FUTURE

RESPONSIBLE SOURCING



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IN ASSOCIATION WITH **SEAFISH**

Latest industry sustainability news

MARKS & SPENCER 'Plan A'

In January, Marks & Spencer announced a 100-point commitment to reduce environmental impact - Plan A. Plan A commitment includes sourcing all fish from MSC (or equivalent) certified stocks by 2012.

Marks & Spencer have also made further investment in the National Lobster Hatchery, Padstow, Cornwall and started a project to source locally-landed tuna from Sri Lanka, with a percentage of the sale price being contributed to a Tsunami Recovery Fund.

SAINSBURY'S focus on line caught

From the end of April 2007, Sainsbury's will be selling only 100% line caught cod and haddock across the whole natural pre-pack and counter range. Line caught means limited impact on the environment, a reduced amount of unwanted by-catch, and superior quality fish for the consumer.

NEW ENGLAND SEAFOODS

One of New England Seafoods' principles has always been to import fish from areas that are fished responsibly. They are pleased to be part of the growing cross-industry and fishing sector dialogue and cooperation in facing the challenging issues around responsible global sourcing in a highly competitive market.

Continued on back page

New Sustainable Future Award sparks outstanding entry quality

Seafish overwhelmed by the standard

WHEN the decision was first taken to introduce a *Sustainable Future Award* category for the 2007 Seafood Awards, there was some uncertainty as to how successful it would be.

In the event, Seafish was almost overwhelmed. The judges were enormously impressed with the number and quality of the entries and the standard was so high that there was real difficulty at the shortlisting stage and even more when it came to choosing first a final three and eventually the winner!

Seafish were particularly pleased with the huge range of entries, with submissions from individual fishermen and small retail outlets right through to national organisations and large supermarkets.

The Sustainable Future Award recognises innovation that changes the very nature of an operation; that looks at total commitment. The judges were looking for champions who were leading by example and who could influence



the whole industry for the better.

When these criteria were applied to the shortlist the task became a bit easier and there were three exceptional finalists and one outstanding winner.

See shortlist and winners' profiles, pages 4-6.



New guides are key development

IN this special focus on sustainability, we highlight on page two a new series of guides designed by Seafish to provide fish buyers and interested consumers with key information.

Objective, scientifically-based information on stock status, gear technology and fisheries conservation measures are provided for a range of species.

Four guides are currently available – cod, prawns, haddock and plaice, with more are on the way. A full set of 20 guides will be available within a year.

For more information please visit www.seafish.org/b2b.

SOURCING RESPONSIBLY

Responsible sourcing guides

A new series of guides has been designed by Seafish to provide seafood buyers and interested consumers with objective, scientifically-based information on stock status, gear technology and fisheries conservation measures.

FOUR guides are currently available – cod, prawns, haddock and plaice. In the next few months, several more will be produced and it is envisaged that up to 20 guides will be available within a year, including herring, mackerel, mussels and tuna.

Tom Rossiter, Research and Development Manager at Seafish, says the guides will give seafood buyers the up to date information they need to make crucial decisions.

Key buying information

“There’s a lot of information already available for buyers but it is not presented in one place and can sometimes be unclear.

“We wanted to pull all this information together and give an overview of the situation – a synopsis of the fisheries for each species – so people can make their own assessment of the situation and make informed decisions.

“Seafish is in a unique position to produce this material and offer an independent view of the scientific advice available.”

The guides contain information on sustainability issues, stock assessment, conservation measures and management worldwide for the individual stocks of the species. The information was obtained from scientific, industry and governmental sources worldwide and peer reviewed before publication.

More information is available on the Seafish website, including a section on mitigating measures, which describes ways in which the selectivity of fishing gear can be improved. Also on the site is a contributors section with links to the organisations which are responsible for fisheries science and management worldwide and basic descriptions of each of the fishing methods.

Visit www.seafish.org/b2b and click on Resource Sustainability to find out more information.



Support grows for praised Responsible Fishing Scheme

THE UK fishing industry's commitment to a sustainable future continues to be boosted thanks to the increasing numbers of vessels joining the Responsible Fishing Scheme.

The voluntary scheme, which was launched by Seafish in May 2006 and is part-funded by the Financial Instrument for Fisheries Guidance (FIFG), has so far seen 25 vessels become fully certified. The vessels range from pelagic trawlers in the north east of Scotland to specialist sardine netters in Cornwall.

The scheme is receiving new enquiries all the time and a further 200 vessels are currently undergoing certification. A flurry of applications in recent weeks will see this number soar even further.

Aim

The aim of the independent certification scheme is to drive up standards by demonstrating the catching sector's commitment to responsible practices.

Among the latest applications is an entire fleet of scallopers working in Falmouth Bay, Cornwall. These inshore day boats are being helped by their key customer, Falfish, who support their desire to deliver the highest quality seafood while, at the same time, being fully committed to the principles of responsible fishing.

Mark Greet, Managing Director of Falfish, said: "It's important that the whole industry works together to support responsible fishing, and it's great to see that Cornwall is taking the lead.

"The efforts and high quality operation of the inshore fleet operating from Falmouth and nearby ports deserve recognition for their responsible approach to the scallop fishing."

Supporter

Another strong supporter is Interfish in Plymouth, who have four vessels in the scheme with a further two due for audit.

Andrew Pillar, Fleet Manager, said: "The modern seafood consumer now wants to know that the product they buy is not just fresh and of high quality, but is being caught responsibly and with consideration for the marine environment. Interfish skippers and crew are proud to be achieving this through the Responsible Fishing Scheme."

Vessels engaged in the Scottish langoustine fishery in the north east of Scotland are also

"The modern seafood consumer now wants to know the product they buy is not just fresh and of high quality, but is being caught responsibly and with consideration for the marine environment."



Certified vessels range from pelagic trawlers to sardine netters.

being supported by their main customer who is keen to source from vessels committed to the principles of responsible fishing.

Important

Independent certification schemes, such as the Responsible Fishing Scheme, are becoming increasingly important in the seafood industry, with major buyers such as Marks & Spencer announcing their intention to source all seafood from independently accredited resources by 2012.

John Rutherford, Seafish Chief Executive, said: "Every day more catchers are realising that the Responsible Fishing Scheme not only assists them in improving operational standards on their vessels, but also provides them with an assurance to their customers of their responsible fishing practices."

FACTS

The Responsible Fishing Scheme is part-financed by the European Union through the Financial Instrument for Fisheries Guidance (FIFG), the structural fund for fisheries.

More information on the Responsible Fishing Scheme and a full list of certified vessels can be found at www.seafish.org/rfs.

SUSTAINABLE FUTURE AWARD WINNER

South west shows the way in new awards category

The decision to introduce a *Sustainable Future Award* category for this year's Seafood Awards sparked some uncertainty as to how successful it would be. But Seafish were almost

overwhelmed by the interest in the category and the standard of entries underlined just how seriously this issue is being taken by the industry. Here, we look at the finalists and the all important winner.



THE icing on the cake...

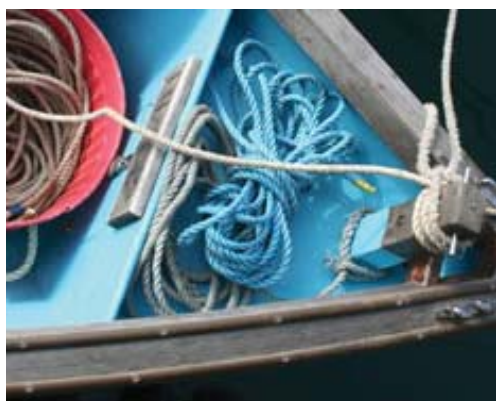
That's how the South West Handline Fishermen's Association and Seafood Cornwall described winning the Sustainable Future section of the increasingly influential Seafood Awards.

And winning the category has meant a huge extra boost for an initiative that was already on a roll.

Underlining the importance of their success, Nathan de Rozarieux, Project Director of Seafood Cornwall, said that even just to be short-listed as finalists, in what is one of the most prestigious categories of the Seafood Awards, was great recognition in itself for the work of the South West Handline Fishermen's Association and Seafood Cornwall in promoting line caught fish.

"The line caught tagging scheme has received massive support from both the 'foodie' press, NGOs and general public so winning the category was the icing on the cake."

Nathan said their entry application was put



forward not only to further promote the scheme itself, but also to recognise the efforts of the fishermen who have put in an enormous amount of effort into ensuring the success of the scheme and the association generally.

"These fishermen often receive little thanks or credit for their work so it is important that opportunities like these are taken to applaud their efforts."

Important

And on how important sustainability is to the future of the industry, Nathan said:

"We believe the future success of the industry will be linked to its ability to meet the demand of increasingly knowledgeable consumers whose purchasing decisions will be governed by three key issues: traceability, quality and sustainability.

"However, our view is that there is already a huge amount of good work going on within the industry and that more needs to be done to make the public aware of this."

On other sustainability moves by the south west handliners grouping, he said:

"Even before the launch of the bass and pollack tagging schemes, the South West Handliners were at the forefront of promoting and highlighting sustainable fisheries.

The organisation was one of the first industry groups to endorse the work of the Marine Stewardship Council (MSC) and was successfully certified as an MSC fishery in 2002. Since then the handliners have remained committed to the MSC and put the fishery forward for re-certification, which was achieved."



"These fishermen often receive little thanks or credit for their work so it is important that opportunities like these are taken to applaud their efforts."

Seafood company make worthy finalists

IT is only fitting that Cumbrian Seafoods have made the final three in the Sustainable Future category of the Seafood Awards, having long been committed to sustainable practices.



At Cumbrian Seafoods, sustainability is not only just about how, where and when the fish was caught. It is about the impact it has on the community, the eco-system and the environment.

IT is 10 years since the company first opened its factory doors. They provide a range of fresh fish, smoked fish, shellfish, coated and added value seafood products to Morrisons, Tesco, Iceland, Somerfield, wholesale and food service companies.

The vision was, and still is, to set the industry standard in quality, price and service levels.

Since then, the business has grown rapidly, with acquisitions in 2001, 2002 and 2005 to deal with customers' demands and market requirements. Outside the UK, the company has made equity investments in Iceland and the far east.

Peter Vassallo, the company's founder, recognised right from the start of his career in the seafood industry the importance of conserving marine stocks.

An article published by The Manufacturer in 2003 highlighted Peter's concerns: "Many years ago, I saw that the industry was going to be faced with great problems from its apparent disregard for conservation."

More than three years after the publication of this article, sustainability has become a very hot topic indeed.

Committed

Today, Peter is more committed than ever to sustainability and the benefits it brings to the industry as a whole. He has never wavered from his conviction that it is his responsibility to be involved in the sustainability of species. "It also actually makes sound commercial sense," he says.

He says that to Cumbrian Seafoods, sustainability is not only just about how, where and when the fish was caught, it is about the impact on the community, the eco-system and the environment.

Peter has researched his market well and created a completely new operation. And his commitment to sustainability came long before it became fashionable.

He is now trading strongly with the top end of the market and his business is now one of the biggest employers in Cumbria.

But while Cumbrian Seafoods recognises the work of the MCS and the MSC, there is also a concern that where areas have been certified,



this may lead to an intolerable strain on the resource.

Their view that wild caught fish is limited to current world catch levels has seen the company invest heavily in developing legitimate, sustainable aquaculture projects across a widening range of species to meet continuing growth in consumer demand.

Balance

Whether the raw material is drawn from world catch or aquaculture, Cumbrian Seafoods says it will maintain a careful balance towards the full use of the fish. This maximum possible utilisation of what is on offer from sustainable stocks is crucial.

Cumbrian Seafoods say their actions are driven by their determination to deliver value to their customers in a manner which ensures the legacy of a safe and bountiful world for future generations. "I learned how important this is very early on," Peter concluded.

SUSTAINABLE FUTURE AWARD FINALISTS

Time to back those working for a sustainable future, says Ian



Responsible fisherman
Ian Wightman

AYRSHIRE skipper Ian Wightman, first fisherman through the Responsible Fishing Scheme and one of the three finalists in the Sustainable Future Award, tries to run his business in as environmentally friendly and sustainable a way as possible.

As he told us: "I am achieving this in several ways such as:

- working closely with Seafish to develop coverless hard ground trawls;
- reducing the physical size of the gear while increasing the mesh sizes to above minimum sizes;
- extending the square mesh panel by 50%;
- developing lighter ground gear which has reduced ground contact and therefore the amount of unmarketable discards; and
- experimenting with mesh size changes and extra square mesh panels that have also reduced whitefish catches to nearly zero.

"I am happy to lose fish in order to gain quality in my prawn catch.

Reduced

"I have reduced my working hours per day in order to land my catch each evening. This allows for maximum time for the prawns to "de-stress" before being handled again prior to dispatch by the fish salesmen. This procedure has had the effect of reducing time on the grounds, wear and tear to equipment, decreasing fuel consumption, not to mention more time with my family, another vitally important sustainability venture!

"I am not a believer in the 'pile high - sell cheap' motto. I am quite happy if I have a good haul, to haul the gear aboard and stop fishing. I then clear the hopper swiftly, ensuring that the quality is not compromised yet maintaining as high an average as possible. I do not, if at all possible, tail prawns but return them to sea.

"I would rather land 200 kgs of live prawns at an average of £5.00 per kg, than 400 kgs of fresh at an average of £2.50 per kg. It is less labour intensive, does not eat in to my monthly quota and also reduces wear and tear, fuel and other overheads.

"All of these methods that I have implemented have increased my turnover by 25% to 30%, whilst reducing time spent at sea. Last year, I spent 178 days at sea for approximately the same income as in the previous year.

"A testament to my outlook has been shown by several other local vessels who have since changed their working practices to mirror my own. They have changed their views after seeing that it is possible to increase profitability whilst reducing effort by targeting a quality market. I do, however, recognise that there is significant market for tailed prawns as well.

"My goal is to continue working with the Seafish Technologists in Hull, to further the work being done with coverless trawls. I also want to try to increase the number of vessels going for the Responsible Fishing Scheme, which has been achieved by some local vessels, as well as myself, an award of which I am extremely proud

"My goal is for the Clyde to achieve Marine Stewardship Council (MSC) standard as recognition for the work that local vessels do to push others to recognise the quality that we land daily thereby ensuring ultimate freshness of product. The Clyde fishermen, such as myself, have taken these steps and embraced the Clyde Project which will show how standards can be raised and procedures improved.

"I believe that the Clyde will be certified as being sustainable with the backing of FRS data which independently proves that our stock is sustainable. Sustainability in the Clyde can also be attributed to a ban on weekend fishing for over 30 years. We were also very open to accommodating the Millport Marine Station stock assessment project, giving complete catch data. That co-operation ensured that the exercise was a great success.

Explored

"I would also like my idea for 'V' notching prawns to be explored. While nobody to date has supported the idea, I believe this to be an excellent opportunity to find out more about the life of an animal upon which so many people depend for a living. Within my immediate area, there are only six or seven local boats, with few visiting vessels, so any prawns re-captured would be recorded and data collected.

"I also feel, that, after the Responsible Fishing Scheme has been embraced by the industry, more fully, the next level would be to recognise those vessels who are prepared to go beyond its requirements. So, if a vessel is prepared to increase mesh sizes or change gear types for example, then it should be publicly recognised for being forward thinking and responsible.

"I have been asked to supply data which shows my contribution to sustainability. I find this hard to do as sustainability is an ongoing task!"

"I have reduced my working hours per day in order to land my catch each evening. This allows for maximum time for the prawns to "de-stress" before being handled again prior to dispatch by the fish salesmen."



The MV Eilidh-Anne GK2

Chippy champion supports sustainability

Petrou Brothers from Chatteris are officially the UK's best chippy after scooping top prize at the Fish & Chip Shop of the Year competition.

The brothers beat nine finalists to win the competition; they can now expect a tremendous boost to business, as their shop becomes a magnet for fish and chip lovers.

The shop works hard to encourage customers to try new types of fish, serving alternatives such as hake and pollack. Their newly launched blog can be viewed on the Seafish website at www.seafish.org/plate/blog.asp.

Reducing the carbon footprint

Seafish is funding research to provide up-to-date information on CO2 emissions levels, as the seafood industry becomes more aware of its impact on the environment.

An initial survey, nearing completion, looks at the level of CO2 emissions produced by the industry. The survey is focussed on a number of industry supply chains, from catch to processor, across a range of species, including farmed prawns, wild caught cod and line-caught tuna.

In addition a significant carbon footprint reduction project focussed on processing is about to get under way. This will take about eight months to complete and will provide further information on how CO2 emissions, produced by processing, can potentially be reduced.

WWF and Seafish launch search for smart fishing gear



PICTURE: © WWF-Canon / Cat HOLLOWAY

WWF and Seafish have launched a UK prize under WWF's International Smart Gear Competition, which seeks innovative solutions and clever designs to reduce bycatch globally and contribute to a healthier marine environment. The UK-specific prize, sponsored by Seafish, is £2,500.

The overall winning designer will receive a £15,262 grand prize, with two £5,000 runner-up prizes.

Entries will be judged according to innovation, application, cost-effectiveness, by-catch reduction and conservation contribution.

The competition is open to eligible entrants from the UK, with any background. Instructions are available from the Smart Gear Website at www.smartgear.org.

Finding a Common Language

Representatives from environmental groups and seafood sectors concerned with the sustainability of the industry continued to address key issues at a Common Language Group meeting, held in March.

The group, coordinated by Seafish, was established in late 2006 to act as a strategic forum to share information and address key issues, such as the provision of relevant supply chain information, catching methods and the labeling of seafood as 'sustainable'.

Head of Environmental Responsibility at Seafish, Phil MacMullen, said the group is unique in the way it can address issues throughout the seafood supply chain, as its members include fishermen's organisations, seafood processors and retailers, environmental groups, and policy makers.

"The group has had a positive start with a core group of representatives who are committed and willing to engage," said Phil. "We've also generated associated working groups, such as the new discard action group, to focus on important issues as they develop."

Seafish project investigates sustainable squid fishery

A new project, involving Seafish, the University of Aberdeen, FRS and CEFAS is examining the potential of developing a sustainable fishery for squid in UK waters.

Its over-riding aim is to ensure that any developments in catching squid are achieved in a responsible manner.

The development of sustainable squid fisheries is an attractive option for UK fishermen, as it is a short-lived non-quota species with a relatively high market value.

More information can be found at www.seafish.org/b2b.

Partnership will support environmentally friendly gear development

Seafish has recently announced an ongoing commitment to the UK fishing industry through a partnership with the Danish North Sea Centre Flume Tank, based in Hirtshals, following the closure of its Hull facilities.

Under the partnership with Norway-based organisation SINTEF, which manages the Danish tank, UK fishermen will have access not just to the high-tech facilities in Hirtshals, but also to a range of expertise and research which will complement and extend those of Seafish. The tank will be used to test new and modified gear to minimise the environmental impacts of fishing, such as the coverless prawn trawl to reduce by-catch.

INDUSTRY NEWS

'Trawlermen' gets second series

In response to public demand, a second series of the popular BBC television series, 'Trawlermen' has been commissioned.

Amity II skipper, Jimmy Buchan, said the announcement can only be good news for the catching industry. "It amazed me that most people in the UK don't know about the fishing industry.

"'Trawlermen' is a great opportunity to allow them an insight into an unknown world," he said.

Since the first series, Jimmy Buchan has an online blog, which can be viewed at www.seafish.org/sea/blog.asp.



Continued from front page
LYONS - Driving For Sustainability in Prawn Feed

Aiming for sustainability through the entire supply chain is a major challenge, but one Lyons Seafoods are taking a strong lead in. All their organic prawns from Ecuador are now fed on 100% sustainable feed. The soya and wheat come from 100% guaranteed GMO free organic source and the fishmeal/oil are by-products of approved

MCS Sustainable Supermarket Survey

The latest Sustainable Supermarket League Table was published last week by the Marine Conservation Society (MCS) as part of its continuing Consumer Awareness campaign. Waitrose and Marks & Spencer are placed jointly at the top of the League Table. Both companies are strongly committed to sustainability and have a reputation for only selling fish from responsibly managed fisheries. Tesco and Sainsbury's are placed third and fourth respectively, and Asda moved up to fifth place, reflecting the work it has done on sustainable sourcing.

sustainable tuna fish industries in Ecuador. The challenge is how to extend sustainable feed across all suppliers.

CONSUMER FOCUS FOR MARINE CONSERVATION SOCIETY (MCS)

MCS says consumer choices drive seafood sustainability.

Through information such as their 'Sustainable Supermarket League Table' (see story left) and their forthcoming 'Sustainable Seafood Directory' via their website www.fishonline.org, seafood consumers are able to continue the drive for sustainable seafood by the informed choices they make.

NEW LABELLING SCHEME AT MORRISONS

Within the last year Morrisons have taken positive action to increase the number of MCS 'Fish to Eat' species from 15 to 22, and offer Mackerel, Wild Alaskan Salmon, Cape Hake and Hoki from fisheries certified by the Marine Stewardship Council.

In October they launched a new labelling scheme offering customers more information about what they are buying,

giving the origin of the fish i.e. the area of water where it was caught, or farmed, and the catch method as well as the scientific name in Latin of each fish.

The addition of the scientific name prevents confusion where more than one common name is used, or where there is more than one species under a common name. The new labels can also help to identify a sustainable species against a non sustainable one, with potentially the same common name.

RESPONSIBLE FISHING AT WAITROSE

Responsible fishing methods are something Waitrose has long pursued.

In fact, their policy of selling only fully traceable, sustainable seafood took shape over 10 years ago.

Since then, they've stopped selling more than 20 species considered to be under threat, still leaving the customer with plenty to choose from. They currently sell 55 species of fresh fish and shellfish - not one of them from unsustainable sources.

Record smashed as 500th MSC labelled product hits shelves

The Marine Stewardship Council (MSC) has announced its 500th MSC labelled certified sustainable fish product: Sea Harvest frozen hake fillets from South Africa.

Meanwhile, the UK has taken the lead with the number of certified products available to consumers reaching 100 products and has taken over the top of the international league table from the United States.

MSC Chief Executive Rupert Howes said: "This is a really significant milestone. Clearing 500 products worldwide is an amazing achievement for the MSC and is further evidence of a growing trend of consumers and retailers moving towards certified, eco-labelled sustainable fish."