

Seafood Industry Leadership Group Draft Meeting Minutes – 27 October 2020

In Attendance

Neil Auchterlonie, Chair (NA)

Kim Cullen, Secretary (KC)

Nigel Edwards, Hilton Food Group (NE)

Dr Mark Berry, SEP Chair (MB)

James Fox Davies, Fowey Sea Farms, ALG Chair (JFD)

Cameron Moffat, Youngs and YSLN (CM)

Ally Dingwall, Sainsbury's (AD)

Hazel Curtis, Seafish (HC)

Nathan de Rozarieux, Falfish (NdR)

Nicola Robinson, Defra (NR)

Paul Trebilcock, CFPO (PT)

Guest

Lydia Osborne, Defra (LO)

Apologies

Andrew Locker, Lockers Trawlers (AL)

Stuart Price, Nomad (SP)

Meeting Minutes

1. Welcome

- NA welcomed SILG members and guests to the meeting and listed the apologies

2. 27 Aug Minutes

- NE requested that the Secretariat take a second look at the minutes and review to make them more concise

Action Point:

- The SF2040 Secretariat will review the 27 Aug mins for brevity and ask for SILG approval via email

3. Seafish Update

HC provided the update

- Substantial drop in income (levy) as a result of COVID-19
 - Organisation focussing on top priorities and supporting the UK's seafood industry
- Love Seafood by Seafish was launched early October
 - New long-term strategic approach to seafood marketing; investing in activities and campaigns with industry to change consumer behaviour with this new consumer facing brand
- Seafish conducting a Strategic Review with external consultation includes devolved administrations
 - Does the purpose we exist for still operate?
 - May – July 2021: consultation period; August – December 2021: analysis and proposals

4. Defra Update

NR provided the update

- Fisheries Bill continues passage through Parliament
- Preparation ongoing for Day 1 of EU-Exit
- Negotiations ongoing for trade agreements
- Defra trying to plan for in terms of COVID-19 impact on the industry and be on the front foot
- The English Aquaculture Strategy is making good progress and Defra is looking forward to seeing it published

5. SF2040 ALG Update

JFD provided the update

- The English Aquaculture Strategy (EAS) will be released in November
- Reflects current and anticipated Government policy in terms of seafood production, food security, nutritional health and climate change; supports all English aquaculture and encourages regional/local initiatives
- Includes Growth Aspirations by species and systems as well as a Delivery Plan with prioritised actions.
- Next steps for the EAS: ALG & SF2040 Secretariat will review the actions and timelines with partners and discuss the way forward based on resources, finances and partners' priorities

6. Seafish Expert Panel Update

MB provided the update

- Current work: to establish a short list of enduring technical challenges which are important to UK's seafood industry. It will inform academics and funding bodies of what the seafood industry's technical challenges are
 - 50 stakeholders were consulted in determining the top ten enduring technical challenges important to UK's seafood industry
- Seafish has recruited more experts to be part of SEP

7. SF2040 Secretariat Update

NA provided the update

- Recommendation 6
 - Key message: We asked an important question that had not been addressed – to estimate the potential value to economy of health benefits if people ate more fish. Findings are interesting and this is a preliminary study and an important first step in addressing this key question. Further research now required to validate and complete work
- Recommendation 16
 - Report will be released in November on SF2040 webpages on Seafish website
 - Consultant presented with NA at the Common Language Group (CLG) meeting on 8 Oct
 - Interest in the research has already been expressed (Seafish, Northeast Lincs Council)

8. Recommendation Refresh

- Review is nearing completion
 - Stakeholder consultation is almost complete
- Further consultation in November and early December with industry and ALG
- Where the SF2040 programme is in 2020
 - Delivering outputs from original framework
 - Much of the previous work and objectives remain relevant, but much in the landscape has also changed (e.g. Brexit/COVID)
 - The pandemic has highlighted the need for a focus on supply chain resilience
 - Rec Refresh is an opportunity to include anything missed earlier

What SILG has agreed to so far in the Rec Refresh

- Original objective remains “Grow seafood consumption toward recommended levels”
- Two foundations remain the same: “Collaboration” and “Best Practice”
- 3rd foundation is revised to “Science, Innovation & Technology”
- New 4th foundation is added: “Communication”
- The 6 strategic priorities are now 5:
 1. Seafood consumption has doubled with the nutritional benefits fully recognised
 2. Wild catch fisheries are verifiably sustainable and productive, supporting coastal community resilience
 3. Significant growth has occurred in freshwater and marine aquaculture in production volume, jobs and numbers of farms
 4. Business growth is enabled by infrastructure improvements across the supply chain
 5. Opportunities for exports have increased as a result of improvements in international market access
- Refreshed recs need to move from aspirational to actionable and pragmatic with clear delivery mechanisms and partners

SILG decisions on Recommendations 1 – 5

- Rec 1: approved
- Rec 2: approved
- Rec 3: requires further work
 - Take certification out and focus on the capabilities of the supply chain. What is best practice production for the supply chain?
 - Map best practice within the onshore landscape (catching, processing, and aquaculture) as a first step to identifying where the gaps are
 - A lot is covered in a piece-meal fashion and it could be SF2040’s role to tease out and provide a clear roadmap/picture to the industry

- Rec 4: keep a recommendation that centres on the nutritional element of seafood
 - Consider the key nutritional messages of seafood (i.e. good health for people and planet) to communicate to the consumer
 - Careful consideration required; what is the action bearing in mind this relates directly to the Love Seafood by Seafish long-term initiative to change consumer behaviour
 - MB agreed to help phrase

- Rec 5: requires further work
 - Scotland has a clear vision to increase volume of MSC fisheries whereas there is a hole in England
 - Consider a single simple action to work toward increasing the volume of MSC fisheries in England
 - NdR agreed to help phrase

9. Next Steps/AOB/Finish

- Next meeting will be in December on Zoom
- SILG needs to have a discussion on certification and best standards