

Seafish Wales Advisory Committee

MINUTES OF THE 14th MEETING

TUE 2 APR 2019 | 10:00-15:30 | PORTH EIRIAS, COLWYN BAY



Attendees

James Wilson (JW)	SWAC Chair
Nick O'Sullivan (NO)	Wales Marine Fisheries Advisory Group Chair
Elin Gwynedd (EG)	Welsh Government
Alison Kitchener (AK)	Welsh Government
Hefyn Edwards (KE)	Welsh Government
Lewis LeVay (LL)	Bangor University
Sean Evans (SE)	Natural Resources Wales
Trevor Jones (TJ)	Welsh Fishermen's Association
Jim Evans (JE)	Welsh Fishermen's Association
Caroline Dawson (CD)	Menter a Busnes / Welsh Seafood Cluster
Sian Davies (SD)	Menter a Busnes / Welsh Seafood Cluster

Seafish Staff

Hazel Curtis (HC)	Interim Director of Corporate Relations
Holly Whiteley (HW)	Wales Regional Manager
James Warwick (JWar)	Research and Regulation Advisor
Phillip Quirie (PQ)(Minutes)	Regional Project Co-ordinator

1. Welcome and apologies

JW welcomed everyone and round table introductions were given. Apologies were received from John Penaluna, Richard Williams, Ashley Jones, Danny White-Meir, Paul Howes, and Bethan Jones.

2. Review of previous minutes and matters arising

JW ran through the minutes page by page, asking for any comments or suggestions. No comments were made and the minutes were approved as an accurate record of the meeting.

ACTION 01: Seafish to upload approved minutes of September 2018 meeting to the Seafish website.

3. Meeting aims and objectives

JW established Brexit as the primary theme for the meeting, as the over-arching Wales strategy will be affected by the implications of Brexit, and therefore subject to change as the details of Brexit become clear and take effect.

4. Wales Seafood Strategy delivery updates

Welsh Fishermen's Association (WFA) update

JE confirmed there are two main projects on the radar:

1. Undertaking MSC pre-assessment of 42 units of commercially important Welsh fish stocks, with the pre-assessment expected to reveal evidence gaps.
2. Supporting the Assessing Welsh Fishing Activity work on habitat distribution and mapping.

JE said he'll update the committee whether or not these projects proceed.

Welsh Fishermen's Safety Committee (WFSC) update

TJ provided a brief introduction to the WFSC and its aim to change the safety-related behaviours of fishermen and improve marine safety. TJ described his involvement in a pan-UK group called Fishing Industry Safety Group, which includes the MCA and Department for Transport, and which is focused on improving safety and reducing fatalities. TJ then summarised some of the key aspects and incoming requirements of the ILO 188 convention, including; mandatory PFD wear, vessel owner and skipper responsibility, and the need for some fishermen to have medicals to demonstrate fitness for working on-board.

A discussion then followed about vessel size and compliance with the new convention. TJ introduced the online fishing [Safety Folder](#) as a tool for supporting compliance, which is suitable for vessels of all sizes. HC mentioned that Seafish Economics team explored the relationship between business performance and accident rates. It was agreed the preliminary report should be circulated so that committee members could give their views on whether a deeper and more focused study would be of benefit.

ACTION 02: Seafish to circulate [Economics of Safety at Sea paper](#).

Welsh Government update

AK explained the focus of work in Welsh Govt is almost entirely on Brexit, and briefly described the structure of the Wales fisheries team. Ellen Gwynedd is in place to handle international negotiations with Brussels, while Rob Floyd is focusing on fisheries legislation.

- The first 40 high-risk assessments have been carried out for the Assessing Welsh Fisheries project.
- AK has reviewed the process of EMFF applications, with the hope of rolling out a more streamlined and effective process in the autumn. Existing applications will be addressed first.
- EG explained Welsh Government are preparing for each of the three possible outcomes:
 1. No deal, no agreement.
 2. No deal, continuity agreement (to permit time for an agreement to be negotiated).
 3. Agreement.
- A brief discussion took place about the relationship between government and industry, with industry expressing a clear desire to be involved in any Brexit preparation work.

AK continued, providing a brief update on current government activity:

- Brexit and Our Seas – the minister is currently awaiting the outcome of EU-exit before determining which direction to go in.
- EMFF successor – work still ongoing to establish what funding will be available, and discussions with DEFRA are underway to determine whether devolved funding will be issued.
- Brexit communications – bulletins frequently circulated and well-viewed, Brexit roadshows delivered, and a workshop focusing on exporting implications delivered.
- Commissioned a report exploring export conditions under WTO rules in a no-deal scenario.
- Working with Environmental Health on export health certificates and establishing the process involved.
- Potential trade agreement with South Korea.
- The lack of haulier permits in Wales has been presented to UK government as a priority issue.

Bangor School of Ocean Science update

LL held the Shellfish Project workshop in December, which explored constraints and opportunities for shellfish production in Wales, and discussed ways of conveying the message that shellfish is a sustainable food product. A report of the workshop report is available and will be circulated to members.

ACTION 03: LL to circulate the Shellfish Project workshop report from December 2018.

LL continued, confirming that several Bangor University-led projects which were pending at the last meeting are now underway:

- Shellfish Centre project, supporting the development of the shellfish sector in Wales;
- Fisher Science Partnership project, delivering science to inform responsible fishing;
- Bangor Mussel Producers collaboration, looking at opportunities for offshore shellfish aquaculture.

A discussion took place about improving the relationship between industry, academia, research, and government and it was agreed a meeting bringing together the relevant strands would be beneficial.

ACTION 04: SWAC members to explore opportunity for a *Fisheries Evidence* workshop to bring together industry, research institutes and Government working in this area.

Seafish Wales update

HW referred to paper 2, which provides a broad overview of the Seafish work delivered and currently underway. HW outlined a couple of key deliverables:

- Supporting fishing safety:
 - Facilitating Welsh Fishermen's Safety Committee;
 - Distributing 560 PFD-PLBs, with a further 130 to be distributed in May 2019;
 - Seafish PFD and PLB safety check videos published on Seafish YouTube channel;
 - Lee Haigh (Seafish Wales Fishing Safety Project Officer) working with WFSC to develop waterproof quick reference First Aid at Sea guide.
- Marketing and promotion: Welsh seafood business case study content (photography, videos, written case studies) released to businesses and shared via the Seafish Asset Bank - final branded studies currently being developed.
- Robust evidence base: Ongoing collection of feedback on Wales Seafood Industry Dashboard following soft launch on WFA website – once fully embedded the dashboard will be widely shared.

ACTION 05: Seafish to circulate link to the online Wales Seafood Industry Dashboard, once integrated with WFA website.

Menter a Busnes update

Caroline Dawson of Menter a Busnes briefly introduced paper 3, annex 2 which provides a background to the Seafood Market Development project. The highlights from the past twelve months include:

- Establishing Seafood Market Development Industry Steering group;
- Supported 6 seafood festivals/events to date;
- Hong Kong study visit – five Welsh businesses attended;
- National Seafood Week events linking into Seafish activities, plus associated press and PR;
- Recruiting Ellis Barrie and Simon Vickers as seafood ambassadors during Seafood Week;
- Taste Wales showcase attended by over 120 international buyers.

CD then outlined the planned activity for the next six months:

- Launch of project and seafood brand identity and values to support marketing and promotional activity in Wales;
- Ongoing industry engagement;
- Development of marketing toolkits;
- Overseas trade development visits;
- National Federation of Fishmongers competition;
- Facilitating Welsh seafood presence at UK and overseas trade events;
- Ongoing consumer and market research where required.

Welsh Seafood Cluster update

CD provided a brief background to the cluster, and outlined the highlights from the last twelve months:

- Provision of industry training in conjunction with Seafish and the Seafood Training Network Wales, covering shellfish depuration, shellfish preparation, filleting, and social media and marketing;

- Linking with New England and Pacific Ocean clusters;
- *Meet the Fishermen* video developed with the WFA, which tells the stories of four Welsh fishermen – used to promote Welsh industry in Japan;
- Special interest groups established for packaging and branding.

CD then outlined the planned activity for the next six months:

- Study tour;
- Pilot roll-out of the lobster ‘Branding and Banding’ project outputs;
- Fish fryers Welsh species special interest group;
- Packaging special interest group;
- Facilitating industry training opportunities in collaboration with Seafish and the Seafood Training Network;
- Regional cluster meetings (north and south);
- Welsh seafood study visit from Mike Warner and Nigel Barden.

5. EU exit and review of Wales Seafood Strategy

JW referred to paper 3 and a discussion followed. The Wales Seafood Strategy was established around the time of the EU exit referendum, but given the vote to Exit the EU and potential implications for the Welsh seafood industry and delivery of the Strategy, members agreed to revisit the strategy to reassess issues, opportunities, and realistic aims and targets.

Members present at the meeting were keen to retain the Strategy’s target for 30% sustainable growth, but it was agreed that it would be more effective to review the Strategy in greater depth once the implications of EU Exit were better understood. In light of this, it was agreed that Seafish would call an additional, extraordinary meeting of SWAC to review the Wales Seafood Strategy once clarity on EU Exit was available.

ACTION 06: Seafish to organise a follow up meeting of Committee members to discuss the Wales Seafood Strategy once Brexit has been clarified. Expected to take place June / July 2019 depending on the political process.

LUNCH

6. Seafish Trade and Tariff Tool

Hazel Curtis gave an overview and demonstration of the Seafish Trade & Tariff Tool, which is a self-service Tableau-based tool enabling seafood businesses to access UK trade and tariff data at product and country level. The tool is based on the HMRC data set, and HC demonstrated the tool and the variety of search filters. The data will be updated at least annually but probably more frequently, and the tool is available via the Seafish website: <https://www.seafish.org/article/trade-tariff-tool-in-tableau>

HC then introduced James Warwick, who gave an overview of the *Preparing Your Business for EU Exit* guide. JW explained the guide addresses the regulatory and trade changes across the following topics:

- Food safety;
- Traceability;
- Product labelling;
- Protected Geographical Indicators (PGIs);
- Importing and exporting to EU and non-EU countries.

Information is provided in a deal or no-deal scenario. The guide is available on the Seafish website and is updated as new information updates become available. The guide can be found at:

<https://www.seafish.org/article/preparing-your-business-for-eu-exit>

ACTION 07: Seafish to circulate links to [Seafish Trade & Tariff Tool](#) and [Preparing your business for EU Exit guide](#).

7. Seafish Executive update

HC provided a brief overview of some of the key recent Seafish outputs:

- Scottish Seafood Summit took place in Aberdeen 26-27 March, themed around the EU Exit. Registration now open for the UK Seafood Summit in Humberside, 16th & 17th October 2019.
- UK scallop management conference held in London in February, seeking ways to improve management of scallop fishing around the UK.
- Seafish published the Rules of Origin and EU/UK Free Trade Agreements guidance note on website, available here: <https://issuu.com/seafishuk/docs/4945?e=35799057/66381152>
- National Fish & Chip Awards were held in January – a high-profile event serving the iconic sector of UK foodservice, and attracting significant sponsorship, making it a levy-neutral event.
- Seafood Week 2018 witnessed good engagement figures, as the campaign continues to grow – increased retailer, foodservice, and wholesaler involvement.
- Seafish is sponsoring the Young Seafood Chef of the Year 2019 award, which is run by Grimsby Institute.
- Seafish has launched a Young Seafood Leaders Network (YSLN), which aims to attract young leaders to develop the seafood industry and share cross-sector knowledge.
- Responsible Fishing Scheme (RFS) is developing version 2 which includes a full transition to Global Seafood Assurances (GSA) by May 2020. Seafish has resources in place to smooth the transition.
- Responsible Fishing Ports Scheme now being developed for smaller ports.
- Seafish is establishing a Seafood Expert Panel, giving Seafish and industry access to specific expertise, with the aim of informing specific work being carried out or commissioned by Seafish.
- Seafish Board visit to Wales is scheduled for 21st – 23rd May 2019.

8. Date of next meeting

It was agreed the next general meeting should take place in Autumn 2019, following the extraordinary meeting to discuss Brexit and review the Wales Seafood Strategy, planned for summer 2019.

ACTION 08: Next general SWAC meeting to be arranged for Autumn 2019.

9. Any other business

JW mentioned the role of Chair for the committee is now due for renewal and asked for members to consider themselves and others for the role of Chair. SWAC members were asked to submit SWAC Chair candidate nominations to Seafish prior to next SWAC meeting.

ACTION 09: SWAC members to submit SWAC Chair candidate nominations to Seafish.

Action Summary	Assigned to	Due date
01: Seafish to upload approved minutes of September 2018 meeting to the Seafish website.	PQ	Within one month
02: Seafish to circulate existing paper analysing the relationship between business performance and accident rates with SWAC minutes.	PQ	Within one month
03: Circulate the Shellfish Project workshop report from December 2018.	LL	Completed

04: Seafish and SWAC members to explore opportunity for a Fisheries Evidence workshop to bring together relevant organisations and institutes working in this area.	HW	Next SWAC meeting
05: Circulate link to the Wales Seafood Industry Dashboard (once integrated with WFA website).	HW	Following project completion
06: Seafish to organise a follow up meeting of Committee members to discuss the Wales Seafood Strategy once Brexit has been clarified. Expected to take place June / July 2019.	HW	Brexit dependent
07: Seafish to circulate links to Seafish Trade & Tariff Tool and <i>Preparing your business for EU Exit</i> guide with SWAC minutes.	PQ	Within one month
08: Next full SWAC meeting to be arranged for Autumn 2019.	HW	As soon as possible
09: SWAC members to submit SWAC Chair candidate nominations to Seafish.	ALL	August 2019