

Summary: The Seafood 2040 Strategic Framework

Seafish ACIG Meeting June 24th 2020
Neil Auchterlonie

SEAFOOD
— 2040

The future is a seafood industry that is sustainable and thriving



Seafood 2040 - History and Purpose +

In October 2015, a Task Force representing all sectors of the seafood industry in England was established at the request of George Eustice MP, Minister of State for Agriculture, Fisheries and Food. The Task Force was asked to explore the challenges and opportunities facing the English industry and to shape a long-term ambition that could realise the full potential of the industry by 2040. A vision was established for the seafood value chain by 2040.

[Read more...](#)

The primary aim of SF2040

“Our ambition is to see a seafood industry that is sustainable and truly thriving, in every sense of the word. Where a whole supply chain approach has fostered collaborative working practices, yet allowed the space to fully celebrate the diversity of our different sectors and regions; where seafood is highly valued, driving consumption figures at home and abroad; and where science and a supportive regulatory framework drive innovation and foster best practice from catch and farm to plate.”

What is the Seafood 2040 Strategic Framework?

- **A vision** to contribute to the English seafood industry through collaboration, innovation, and best practice to ensure a truly thriving business from sea to plate

and

- **An action plan** that details 25 recommendations developed by the seafood supply chain to advance the vision

How does it work?

- SF2040 is facilitated by Seafish (Hazel Curtis, Director of Corporate Relations, key contact)
- Reports to the Minister, via Defra
- Based on principles of Collaboration, Science and Best Practice
- It is industry's strategy..... A strategy for development of the seafood sector that recognises importance & opportunity related to food production, health and business
- Also recognises interconnectedness (e.g. fisheries/aquaculture within seafood; infrastructure importance; downstream businesses; public health)

SF2040 Governance

- **Funding:** European Maritime & Fisheries Fund (EMFF) grant provided to support SF2040 from September 2018 – 2020
- The SF2040 Secretariat is:
 - Chair: Neil Auchterlonie (Part-time)
 - Programme Manager: Kimberly Cullen (Full-time)
- Governance structure and partners established

Seafood Industry Leadership Group (SILG)

Aquaculture Leadership Group (ALG)

Seafish Science Expert Panel (SEP)

Ambition: What does England's thriving seafood industry look like in 2040? [Strategic Priorities]

1. Seafood consumption has doubled
2. Wild catch fisheries are verifiably sustainable and flourishing
3. Significant growth has occurred in the aquaculture sector
4. Business growth is enabled by infrastructure improvements
5. Opportunities for exports have increased
6. Access to international markets for responsibly sourced raw materials has been assured



The Seafood Industry Leadership Group (SILG)

SILG Members		
	Name	Organisation
1	Neil Auchterlonie, Chair	Consultant
2	Kimberly Cullen, Secretary	SF2040 Programme Manager
3	Hazel Curtis	Seafish
4	Ally Dingwall	Sainsbury's Supermarkets
5	Stuart Price	Nomad
6	Nigel Edwards	Hilton Food Group
8	James Fox Davies	Fowey Shellfish and Chair of SF2040 Aquaculture Leadership Group
9	Andrew Locker	Locker's Trawlers
10	Cameron Moffat	Young Seafood Leadership Programme & Youngs
11	Paul Trebilcock	Cornish Fish Producers Organisation
12	Nathan de Rozarieux	Falfish Limited
13	Dr Mark Berry	Chair, Seafish Science Expert Panel
14	Nicola Robinson	Defra

The Industry-Government Aquaculture Leadership Group (ALG)

	Representation	Name	Company/Organisation
1.	Chair	James Fox-Davies	Fowey Shellfish
2.	Secretary	Kim Cullen	SF2040
3.	Shellfish	David Jarrad	The Shellfish Association of Great Britain
4.	Industry - Fin fish	Oliver Robinson	British Trout Association
5.	Industry - offshore Mussel farmer	John Holmyard	Offshore Shellfish
6.	Industry - oyster hatcheries	Kelsey Thompson	Morecambe Bay Oysters
7.	Industry - oyster farmer	Martin Syvret	AquaFish Solutions Ltd
8.	Seafish Aquaculture	Dr Stuart McLanaghan	Seafish
9.	Defra	Ruth Allin Sara Catahan Rebecca Redrup	Freshwater Fisheries, Shellfish & Aquaculture
10.	Aquaculture Science	Dr Lewis Le Vay	Centre for Applied Marine Sciences, Bangor University
11.	Regulator	Roger Covey	Natural England
12.	Government	Michael Gubbins	Cefas
13.	Government	Dr Christopher Sweeting	Marine Management Organisation - Evidence
14.	Regulator	Robert Whiteley	Natural England

Taking forward the Ambition: 25 Recommendations flow from the 6 Strategic Priorities

1. Currently running through a review exercise of the recommendations
 - Some are delivered; some remain relevant; some new
2. Context:
 - Changing business landscape (COVID-19; Brexit)
 - Changing funding landscape (move from EMFF)
 - Changing science & innovation landscape (new tech)

Current Delivery in SF2040: Focusing on Aquaculture

- Key piece of work in the Strategic Priority “Grow a Sustainable Aquaculture Sector”
- Deliverable within Recommendation 13 to “Deliver an English Aquaculture Growth Strategy, with Government supported growth targets and a revised short, medium and long term delivery plan”

English Aquaculture Strategy Objectives

- The EAS should be underpinned by Government-supported growth targets and provide a short- to long-term delivery plan.
- The EAS will:
 1. Be action-oriented and forward-looking
 2. Present a series of evidence-based growth targets for the next 20 years
 3. Outline a short-, medium- and long-term delivery plan, to enable the industry to realise its sustainable growth potential, encourage a strong government mandate and increase attractiveness to private investors
 4. Strike a balance between high-level / big picture and practicality
 5. Help energise a strong political mandate and support for sustainable growth in English aquaculture.
 6. Written in a manner suitable to engage a wide range of relevant stakeholders and to grow awareness and understanding of both the constraints and solutions

Timeline

- Contractor appointed May 2020, Poseidon Aquatic Resource Management Ltd
- Project Method Statement (May/June)
- Evidence, Consultation & Information gathering (June/July)
- Draft Strategy (Aug/Sep)
- Presentation to the ALG and publication of EAS (Sep)

Other Aquaculture Related Recommendations

- Work in Recommendation 14
- Overlap with work of other recommendations e.g. infrastructure, training, consumption
- But.... in a process of review

14

HOW?	WHO?	WHEN? Timeframe for delivery: Short (18mths) Medium (5yrs) Long (13yrs)	PRIORITY
<p>Instigate a step change approach to Aquaculture regulation:</p> <ul style="list-style-type: none"> • Commission a comprehensive review of all current legislation and regulation impacting aquaculture, identify where these can be streamlined or require amendment and work with Government to deliver this, as well as: <ul style="list-style-type: none"> • Develop a one-stop-shop for aquaculture legislation and regulation, aligning industry and regulators to streamline the application process and sources of advice. 	<p>AQUACULTURE LEADERSHIP GROUP</p> <p>ENV.AGENCY, FOOD STANDARDS AGENCY, DEFRA, CEFAS</p>	<p>MEDIUM</p>	<p>★★★</p>

Opportunities to Engage with Government

- Other strategies (e.g. anti-obesity; Food 2030 (to be published this summer));
- Science (including data sharing, application, impact);
- Policy development.



Guidance

Health matters: obesity and the food environment

Published 31 March 2017

Contents

[Scale of the obesity problem](#)

[Factors behind the rise in obesity levels](#)

[Improving everyone's access to healthier food choices](#)

[How local authorities can help businesses offer healthier food and drink](#)

Scale of the obesity problem

Nearly two-thirds of adults (63%) in England were classed as being overweight (a body mass index of over 25) or obese (a BMI of over 30) in 2015.

In England, the proportion who were categorised as obese increased from 13.2% of men in 1993 to 26.9% in 2015 and from 16.4% of women in 1993 to 26.8% in 2015. The rate of increase has slowed down since 2001, although the trend is still upwards.



Independent report

Developing a national food strategy: independent review 2019 – terms of reference

Updated 17 August 2019

Contents

[1. Purpose](#)

[2. Scope](#)

[3. Reporting, activities, and timing](#)

1. Purpose

No part of our economy matters more than food. Food is vital to life and, for one in eight of us, it is the source of our livelihoods. And no decisions have such a direct impact on our lives and wellbeing as the choices we make about what we eat.

Summary

- SF2040 is a whole seafood industry strategy
 - Reaches across the whole supply chain
 - Based on the foundations of collaboration, science and best practice
 - Delivers according to short-, medium- and long-term priorities
 - An industry strategy that works closely with public bodies (e.g. Seafish, Defra)
 - Opportunities to link to other policies and strategies (e.g. National Food Strategy; upcoming government anti-obesity campaign)

Thank you for your attention

Q&A