

Scottish Seafish Advisory Committee

MINUTES OF THE FOURTH MEETING

TUE 30 OCT 2018 | 11:00-15:00 | MARITIME MUSEUM, ABERDEEN



Attendees

Mike Park (MP) (Chair)	Scottish White Fish Producers Association
Colin Hinds (CH)	Kilted Lobster
Phil Nickells (PN)	Young's Seafood
Leslie Tait (LT)	Shetland Fishermen's Association
Nick Lake (NL)	Association of Scottish Shellfish Growers

Observers

John Davidson (JD)	Food & Drink Policy, Scottish Government
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Seafish Staff

Aoife Martin (AM)	Seafish
Jess Sparks (JS)	Seafish
Angus Garrett (AG)	Seafish
Phillip Quirie (PQ) (Minutes)	Seafish

1. Welcome and apologies

MP welcomed everyone to the meeting. The meeting opened with a viewing of the *Seafood is the Way Forward* film recently produced by Seafish. With much of the contained footage featuring shellfish, NL asked if Seafish can produce a similar film in conjunction with Shellfish Week 2019.

ACTION 1: Seafish to explore possibility of producing a Shellfish Week promotional video.

Apologies were received from Anne-Margaret Anderson (Scottish White Fish Producers Association), Michael Clark (Nor Seafoods/International Fish Cannery), Jimmy Buchan (Scottish Seafood Association), Yvonne Rae (George Campbell and Sons Ltd), Lynne Forman (Macduff Shellfish), Patrick Hughes (Seafood Scotland).

2. Minutes of previous meeting held on 23 July 2018

MP referred to the minutes from the second meeting, asking for any comments or amendments. No comments were received, and the chair approved the minutes as an accurate reflection of discussions.

ACTION 2: Seafish to upload approved minutes of the third meeting to the Seafish website.

3. Update on actions from the last meeting

AM confirmed the upload of approved minutes from the second meeting to the Seafish website; the ongoing invitation for John Davidson to attend future meetings as an observer; and the circulation of the Town Deal for Greater Grimsby.

AM circulated a provisional paper (pending MMO input), analysing the level of business support offered to seafood processing, infrastructure, and housing in both the Humberside and North East Scotland regions. With the exception of Aberdeen City business rates, the top-line takeaway from the paper is that both regions are broadly comparable and operate on a relatively similar level, suggesting the disparity of support between the two regions is an issue of perception.

JD highlighted the significantly higher business rates in Aberdeen City (and the fact they continue to rise), and revealed Ministers have agreed to meet with Aberdeen City Council. JD will feed any outcomes from these discussions back to the Committee in due course.

ACTION 3: Seafish to circulate draft comparative analysis of NE and Humberside business rates to Committee members.

- AM explained there is still further work to do on Action 5 (exploration with Scottish Government the details of the support package provided in Annan following the closure of the Young's factory). A discussion followed about how future closures could lead to opportunities to incentivise relocation of skilled labour to other Scottish regions experiencing a labour dearth.
- JD advised that if firms are facing issues that could lead to closure then they should engage with ScotGov as early as possible so that all options for government support can be explored.

4. Scottish work delivery update

JS presented an overview of Seafish project work over the last quarter:

Seafood Week

Supported *Spotlight on Seafood* day at City of Glasgow College on 12 October:

- Delivered a talk to professional cookery students to underpin and expand their knowledge of fish and seafood beyond the kitchen;
- Provided learning materials to students adding value to the activity;
- Provided fish for the Princes Trust students 'Get into Cooking' course;
- Fish dishes created on the day were used as tasters to all the students on campus;
- Arranged photography to create photo-stock for both Seafish and City of Glasgow College;
- Seafood Week message highlighted throughout the campus to wider student audience with artwork, and a 'Seafood Daily' on student cafeteria menu throughout the week;
- Approximate spend £1-1.5k.

Taste of Shetland seafood event 5-7 October:

- Provided sponsorship to stage the event;
- Provided event materials, such as bunting, recipes, pop-up stands, and schools kits;
- The event focused on live cookery demos from 11 chefs;
- Event also included a cooking competition—two classes for young people;
- Attracted over 2,500 visitors;
- Approximate spend £3-4k.

A brief discussion took place about future Seafood Week activity, and JS asked SSAC members to identify opportunities to promote seafood during Seafood Week 2019. PN asked for full Seafood Week 2018 measurement figure. Seafish confirmed that sales figures would not be available until the end of the year but that an update would be provided at the next SSAC meeting.

ACTION 4: Seafish to provide Seafood Week results at first Committee meeting of 2019 (subject to availability).

Association of Scottish Shellfish Growers

Supported the ASSG Annual Conference 4-5 October:

- Seafish sponsorship (as agreed by the SSAC) used to support the event;
- Good Scottish and international stakeholder representation;
- The sponsorship support benefited shellfish growers and associated stakeholders by keeping event costs low enough to ensure good levels of industry participation;
- A Seafish stand and promotional materials were available throughout the conference;
- Provision of additional IT support.

North East White Fish Forum

- Meeting held in August in Peterhead;
- Usual topics discussed which included monthly landings updates of selected whitefish species and *Nephrops*, and the supply of whitefish. Seafish presented an update on the labour survey analysis with a North East focus;
- The forum agreed to include plaice in the monthly landings data circulated to members.
- Next meeting scheduled for early December which will include a presentation on the latest Seafish fleet survey results.

Waste and Efficiency Improvement

- Aim is to produce advice (digital and hardcopy) for SMEs on waste reduction and efficiency improvement, which will signpost businesses to information sources and initiatives that could assist businesses in this area;
- The advice is currently in draft form, outlining legal responsibility and key focus areas;
- Input sought and received from Zero Waste Scotland.

MP asked if JS had received any fish welfare enquiries, which sparked a wider discussion. With fish welfare expected to be the next issue for the industry to address, AM said Seafish are liaising with DEFRA on this issue and an industry working group has been established. Seafish have also commissioned research on the topic to help build consensus and understanding of the issue amongst government and industry. This research has not been published but an update will be provided to SSAC members at the next meeting.

ACTION 5: Seafish to provide an overview of fish welfare work currently underway.

Supporting Skills, Education and Learning

AM confirmed that labour recruitment and retention is a priority focus area for Seafish, and that Seafish are looking at how it can support the sector with this issue over the short to medium term.

Marine Spatial Planning (MSP) for Aquaculture

This is a UK-wide area of Seafish work, but initially carried out at regional level. Activity to date:

- Scoping of existing position:
 - Key legislation;
 - How MSP sits within wider planning framework;
 - How MSP influences aquaculture development and planning.
- Developing linkages with Scottish Government, local partnerships, and local authorities;
- Consultation with Seafish Regulation team.

NL confirmed that he has recently commissioned a work programme with the Crown Estate looking at Marine Spatial Planning, feeding into the Clyde Marine Planning Partnership. NL also flagged concerns that the work this area is limited to aquaculture. AM and JS advised that this was at the explicit direction of the SSAC but if there is now an interest to expand the work to explore the implications of MSP on wild fisheries then that was also possible. AM confirmed that it would be helpful if SSAC members could share details of existing MSP work programmes, so that we can avoid duplication of effort.

JS said further work in Scotland included:

- Exhibiting at the Scottish Inshore Fisheries Conference;
- Facilitating the Seafish Board visit to Peterhead 25-26 September;
- Involvement in the opening of the new Peterhead fish market.

4.1 SSTN Training Programme

With Jimmy Buchan unable to attend, AM provided a brief top-line progress update:

- There is a waiting list of SSA members looking to discuss training needs with the Training Co-ordinator;
- Of the members engaged, around 70% have expressed a strong interest;
- Strong engagement with local Environmental Health officers to ensure standards and non-compliance effectively addressed;
- Completed fifteen level-2 Hygiene courses with two companies of 35 employees apiece, with another consisting of 70 employees expressing interest;
- A standard is being developed for SSA members (less rigorous than BLC and SALSA) aimed at small businesses looking to achieve the minimum requirements in terms of processes and operating standards.

Time was then made to discuss an item not on the agenda. AM presented a PowerPoint slide with an overview of Scottish Seafish levy for 2017-18, which captures:

- Total UK levy collected £8.4m, of which Scotland contributes £1.95m;
- Levy paid on product landed in the UK circa £1.7m (87.8%), whilst levy paid on product imported into the UK is circa £238k (12.2%)—this is in sharp contrast to the levy collected in England, which is primarily on imports;
- Bulk of the levy is taken on whitefish.

ACTION 6: Seafish to circulate levy overview PowerPoint slide to Committee members.

A small levy subgroup was established following the previous SSAC meeting, consisting of Jimmy Buchan, Mike Park, John Anderson, and Michael Clark, with the aim of shifting levy misperception by delineating:

- What levy is paid in Scotland, and who pays it;
- What the levy is spent on;
- Where Seafish work adds value to the end product.

This is an ongoing piece of work and the sub-group is working on producing a simple easy to understand guide to Seafish levy. A draft will be shared with SSAC members at a future meeting.

ACTION 7: Seafish to present draft paper on Scottish levy at the next meeting.

4.2 Scottish Seafood Summit 2019

AM referred to Paper 01 on the proposed Scottish Seafood Summit on 26-27 March 2019, and asked the Committee to help shape the agenda and contribute to its development. A discussion took place, establishing the summit will be aimed at a broad range of sectors and facilitate quality networking opportunities.

Committee suggestions included:

- A focus on labour, careers, and skills;
- Involvement of and consultation with Seafood Scotland, Scottish Development International, and Scotland Food & Drink, Scottish Enterprise;
- Reconsideration of proposed dates due to proximity to the EU Exit deadline—possibly up to a month afterwards.

5. SSAC members—industry updates and insights

NL asked if there is still £20k budget ring-fenced for Shetland. AM explained this ring-fenced pot was guaranteed under the previous Seafish Corporate Plan (CP1518), and under CP1821 it has been agreed to consider any Shetland budget requests on a case-by-case basis via this Committee.

6. Update on Seafish marine plastics work programme

AM referred to Paper 02 – a background to the work and an overview of progress. A discussion followed, covering perceptions and direction of messaging, and the potential impact of this area of work. NL voiced strong concerns about the potential for adverse perceptions to arise as a result of the work. NL made the meeting clear that he and his members were opposed to this Seafish area of work. AM reinforced a wider industry demand for Seafish to carry out the work, and invited NL to join the stakeholder reference group described in the paper. NL confirmed that it would be difficult to be formally involved given their position on the issue and existing commitments but that he is happy to stay engaged on the issue.

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7. Update on Seafish EU-Exit work programme

The UK exit from the EU is Challenge 1 in the Seafish Corporate Plan 2018-21, with the aim to prepare the UK industry to face opportunities and challenges exiting the EU may bring. AM provided an overview of the range of work that Seafish is progressing under Challenge 1:

- Fisheries management governance;
- Trade and exports;
- Regulatory landscape;
- Implications of labelling changes;
- Rules of origin.

7.1 Export support

AM referred to Paper 03, outlining the work Seafish undertook in 2018 to support export development. The four key areas of work included:

- International trade exhibition support—facilitating information and meeting facilities at Expos in Boston, Brussels, Tokyo, and Qingdao, China;
- Updating non-EU Export Guides published on Seafish website;
- In-Market promotion of Scottish mackerel, langoustine, and crab in 98 Aeon supermarkets throughout Japan;
- Export seminar at UK Seafood Summit, also to be replicated at the Scottish Seafood Summit in 2019.

7.2 Shellfish trade project

AG introduced himself and his role of identifying industry risk areas and understanding how industry may be placed to respond to the risks, and gave an overview of possible risks and responses in the trade of shellfish post-Brexit:

1. Risk issue:

- Trades portfolio being affected by subsequent changes to rules and regulation;
- Risk of 'No deal' Brexit grossly affecting tariffs and non-tariff barriers;
- Shellfish stakeholders have been vocal and active, and Seafish are looking to build on this.

2. Response is to ask businesses to consider:

- i. Implications of tariffs and non-tariff measures;
- ii. Business readiness;
- iii. Actions underway;
- iv. Support required.

AG has engaged companies in Scotland, Northern Ireland, Wales, South West England, and Humberside. Each geographical area has a different response due to unique logistical requirements, as well as a diversity of

readiness. AG aims for end of March completion, but bits of the work will be released in stages as and when known information becomes available. NL recommended Anne Moseley at FAO27 as a consultant.

7.3 UK EMFF project

AG gave an overview of possible risks and responses in relation to EMFF in a post-Brexit landscape:

1. Risk issue:

- Availability of public funding to support UK seafood industry will change with Brexit;
- Need to consider impact on sector and how industry can respond.

2. Response is to consider:

- i. Policy and funding context (CFP and UK Treasury VfM guidance);
- ii. Current public funding framework available to the UK seafood industry (current EMFF funding arrangements, grants deployed in UK regions to date);
- iii. Longer term changes in policy orientation and industry requirements (broader UK policy, Treasury VfM guidance)
- iv. Potential public funding framework to support a thriving UK seafood industry (desired funding levels, priority activities, and ecosystem services /anticipated benefits).

NL confirmed that Richard Slaski has been commissioned by Marine Scotland to look at future funding modelling. SSAC members suggested that Seafish engage with Richard to ensure link-up and avoid duplication of effort and work.

8. Scottish Government Update

JD provided a verbal overview of Scottish Government focus on fisheries and the seafood industry:

- Brexit is still a major area of work, and the recent Fisheries White Paper produced by UK Government is being reviewed slowly and carefully by Scottish Government before consultation with industry;
- Scottish Government looking for industry input on Brexit readiness and concerns;
- Ambition 2030 sectorial plans underway, and the Seafood Action Plan being led by Seafood Scotland is almost ready to share—an update will be provided at the next SSAC meeting;
- Ambition 2030 skills focus—enthusiastic young food sector individuals are being engaged to develop a programme encouraging and nurturing talent in the sector.

JD also asked about the possibility of bringing forward proposals to future SSAC meetings to request Seafish funding. MP welcomed the idea of submitting funding proposals for SSAC consideration.

9. Update on Seafood Week & Fish is the Dish

JS presented a set of PowerPoint slides prepared by the Seafish Marketing Manager, outlining a variety of activity around Seafood Week, including:

- Rebrand and relaunch of Seafood Week artwork;
- Advertising campaign, with billboards in the London Underground and on the sides of buses in numerous major UK cities;
- Increased digital activity, with web traffic from social channels up 116.5% on 2017, engagement up 12.68% on 2017, and organic traffic up 74% on 2017;
- Influencer Engagement Programme—identification of four influential social media users, commissioning them to positively promote seafood throughout the week;
- Dermot O’Leary used a seafood ambassador throughout the week;
- Introduction of Seafood Week sales team to inform retailers/foodservice within Edinburgh, Glasgow, Stirling, and Aberdeen areas about Seafood Week and supporting their involvement—approximately 40 new businesses participated;

- Restaurant 'Rock Stars', involving regional chefs championing seafood via inspired menus and home recipe ideas.

JS also confirmed Shellfish Week 2019 will take place 1-8 March 2019, with relevant artwork, marketing toolkits, campaign assets, and a LinkedIn campaign being planned concurrently. While there was general support for the initiative some SSAC members were concerned that the proposed date was not an ideal time for shellfish supply and the event could be a missed opportunity; May, June, or July were identified as more suitable months. AM and JS confirmed that the date had been selected with input from the SAGB but that the issues raised by committee members would be shared with the Seafish marketing team. Regardless of the date it was agreed that it would be helpful if Shellfish Week included:

- Short films showcasing shellfish and how to shuck;
- A digital shellfish cookery book.

CH then questioned the presented statistics of the Influencer Engagement Programme, after one cross-check revealed Elizabeth's Kitchen to have achieved significantly less than the 938 likes reported.

ACTION 8: Seafish to seek clarification on the questioned Seafood Week statistics and include in full Seafood Week report at next meeting.

10. Date and venue of next meeting

It was agreed to continue meeting once per quarter in 2019, with an email poll to be circulated to Committee members and observers to gauge availability in January, April, July, and October.

ACTION 9: Seafish to circulate email poll to arrange four meetings in 2019.

11. Any other business.

No other business was raised, and MP thanked everyone for their attendance.

Action Summary	Assigned to	Timeframe
1: Seafish to explore possibility of producing a Shellfish Week promotional video.	JS	Next meeting
2: Seafish to upload approved minutes of the third meeting to the Seafish website.	PQ	14.11.2018
3: Seafish to circulate draft comparative analysis of NE Scotland and Humberside business rates to Committee members.	PQ	With minutes
4: Seafish to provide Seafood Week results at first Committee meeting of 2019 (subject to availability).	LM	Next meeting
5: Seafish to provide overview of fish welfare work currently underway.	AM	Next meeting
6: Seafish to circulate levy overview PowerPoint slide to Committee members.	PQ	With minutes
7: Seafish to present draft paper on Scottish levy at the next meeting.	AM	Next meeting
8: Seafish to seek clarification on the questioned Seafood Week statistics, and include in full Seafood Week report at next meeting.	LM	Next meeting
9: Seafish to circulate email poll to arrange four meetings in 2019.	PQ	14.11.2018