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**NEXT E-ALERT
OUT
IN FEBRUARY
2011**

RETAIL & FOODSERVICE



This e-alert for the retail and foodservice sector provides updates and news on Seafish projects and services. Follow the links to keep up-to-date with the work Seafish is doing to promote seafood consumption.

Latest Seafish news

Seafish appeal to the Supreme Court set for March 2011. The date of the Seafish appeal to the Supreme Court has been set for March 2011. In the interim the Seafish Board has agreed a work programme and budget, based on the themes agreed with industry as part of our Three Year Plan. This work programme now defines our operational requirements and capabilities. As a result, we have carried out a process of consultation with staff about restructuring. This has resulted in a number of job losses, some of which have been achieved through voluntary redundancy. The next step is to review and refresh the job profiles of all Seafish staff, to ensure we are efficient and prepared to serve the industry going forwards.

Seafish England. A new Seafish internal group has been formed. Seafish England will act a Regional delivery agent for Seafish. The team will promote projects that improve the links between fishermen and the food chain and will be working closely with inshore fishermen around the UK. Other activity will include work through Seafish for the processing sector. The team comprises three Project Managers: Julie Snowden j_snowden@seafish.co.uk; Richard Caslake r_caslake@seafish.co.uk and Phil Palfrey p_palfrey@seafish.co.uk

New Seafish website. An entirely new Seafish internet site, focused on improving user's experience of our site, delivering better services to industry and delivering health and sustainability information to the public, is under development and has just been 'test' launched. The aim is to launch the new site at the end of January.

Enthusiastic response to Industry Project Fund

There has been an enthusiastic response from industry to this year's call for applications to the Seafish Industry Project Fund (SIPF) . Seafish has received 49 applications for proposals requesting £1.2 million from Seafish, which when coupled with partnership contributions, have a total value of £2.3 million. The Fund is designed to support work that has widespread benefit to the industry and is dedicated to raising standards and improving efficiency within the UK seafood industry. The focus for this year was on applications for grants covering seafood marketing and consumer communication, or promoting the nutritional benefits of seafood. About half of the applications addressed issues in these core areas.

The application period closed on 30 September 2010. All applications are subject to a two stage review. Applicants have been informed of the outcome of their initial applications and successful applications are now progressing through the review process. We will be in a position to fund approved projects as soon as the outcome of our court case is decided. For further information contact SIPF co-ordinator Marcus

Jacklin: m_jacklin@seafish.co.uk

Forthcoming Seafish meetings and events

There are a number of Seafish meetings and events coming up:

- 18 January - Food Legislation Expert Group meeting, FSA Offices, Aviation House, London.
- 8 February - Discard Action Group meeting, Defra offices, London.
- 2 March - Common Language Group meeting, venue tbc, London.
- March 2011 tbc - UK Scallop Group meeting.
- Spring 2011 tbc - Aquaculture Common Issue Group meeting.

For further information contact: p_cox@seafish.co.uk

Other events

- 27 Jan - Celebrating Sustainable Seafood, Billingsgate School Sustainable Seafood Award 2011. Paul Williams will be chairing this event.
www.seafoodtraining.org/Celebration_of_Sustainable_Seafood_at_Billingsgate_Thursday_27.01.11.pdf
- Seminars Promoting Seafood Health - The first of a number of seminars looking at drivers to increased seafood consumption and future Seafish promotional activities was due to be held in Grimsby on 1 December. We plan to host a further three similar seminars in London, Exeter and Peterhead in early February. For further information contact: j_snowden@seafish.co.uk

Seafish communication activities

For the past few months Seafish has been advising researchers involved in a series of seafood-related programmes to be aired on Channel 4 in January 2011. Channel 4 has not released any official information about this 'Fish Season' but it is thought that five separate programmes could air over a couple of weeks. Seafish has agreed to act as a hub for enquiries relating to these programmes, and periodically update members of the DAG, CLG and other appropriate industry contacts.

- **Jamie Oliver.** The focus of this 1.5 hour programme has evolved. It was to look at salmon but will now focus on encouraging consumers to diversify their seafood tastes and include a lot of cookery. Some filming of cockles in Leigh on Sea has been completed. Seafish has been in frequent contact with the researchers and producers and most recently has provided information about the life cycle and sustainability of mackerel and squid; information on the catch weight from single cod trawls; and retail prices of dab and pouting.
- **Hugh Fearnley-Whittingstall.** Hugh launched Hugh's Fish Fight on 16 March in Brussels (with a launch barbecue on 23 March) and this is to become a Channel 4 series. More elements to the campaign will follow in the New Year but it is likely it will focus on wild fish discards under the Common Fisheries Policy, aquaculture (particularly salmon farming) and the environmental issues surrounding global tuna fisheries. Richard Benyon was interviewed by HFW on Friday 12 November. A crew filmed at the Fish Fight BBQ event in London where Hugh was joined by Jamie Oliver to serve up species commonly discarded. Phil MacMullen attended on behalf of Seafish, as did many members of the Common Language Group and Discards Action Group, as well as journalists, scientists and fishermen. Philip MacMullen was interviewed on camera for the programme, alongside Hugh. Hugh has also been filming in Weymouth recently, focusing on a fish and chip chef selling mackerel baps. See: www.fishfight.net
- **Gordon Ramsay.** 'Shark Bait', which will focus on shark fishing, shark finning, and the demand for these species internationally, has nearly completed filming. Most of this has been carried out overseas but they are now looking to include a UK element. Seafish has given the researchers information and contacts and offered further assistance.
- **Dispatches.** Seafish had initial contact with Dispatches a few months ago but has heard nothing since. The original research focused on processed fish blocks, their supply and eventual products, as well as additives to prawns.

- **Heston Blumenthal.** It has been mentioned that Heston is also filming a 'fish' programme. We have heard from a fisherman in South Wales that Heston Blumenthal's people have been asking around for those fishing jellyfish (possibly lion's mane) so that Heston can cook one up in his programme.

Other activities

- We provided an article on seasonal species to *Essentially Catering* magazine for their Jan-April 2011 edition.
- Philip MacMullen provided commentary on new research published in *Nature* about fisheries measurement and he was also interviewed by the *New Scientist*.
- Seafish is helping to promote '**The Young Seafood Chef of the Year**' 2011 competition. The Grimsby Institute are inviting full time and college based modern apprentices to enter the UK's only competition specialising in seafood. The challenge is to prepare, cook and present a seafood menu for six covers. The dishes will be presented to: judges for tasting, to invited VIP guests and displayed for all teams to view. For more information about this event please contact: robinsonp@grimsby.ac.uk
- Seafish has recently conducted considerable research on seafood consumers, their purchasing behaviours and their perceptions of the seafood market. We have undertaken research with the target audience of young women aged 20 to 45, and formulated a number of propositions regarding messaging for consumers. The next stage of the project will involve the appointment of a creative agency later in December to assist Seafish in developing how we take these messages to the consumer.

For further information contact: k_doran@seafish.co.uk

National Fish & Chip Awards 2011



The top 10 shops in the Best Independent Fish and Chip Takeaway Award category were announced in September. As a reward for reaching the latter stages representatives from the top ten regional finalists enjoyed an all expenses paid study trip to the Norwegian port of Alesund in October. The study trip was organised by Seafish in partnership with the Norwegian Seafood Export Council (NSEC) and the Norwegian Fishing Vessel Owners Association (NFVOA). It was a great opportunity to find out more about the supply chain of frozen at sea fish from Norway to the UK.

We have also announced: the top three shortlisted businesses in the Best Multiple Fish and Chip Operator Award; the five shortlisted businesses in the Best Independent Fish and Chip Restaurant of the Year Award; the four shortlisted businesses in the Best Newcomer Award; the four shortlisted businesses in the Best Food Service Outlet serving Fish and Chips: the three shortlisted businesses in the Good Catch Award; and the four shortlisted businesses in the Best Newcomer Award. The winners will all be announced at a Gala Awards evening on Thursday 20 January 2011 which will be hosted by Jay Rayner, leading food and restaurant critic, television presenter and accomplished novelist. Tickets for the Gala Awards evening are selling out fast. Places are limited to 500. If you would like further information about purchasing a table/seat at the event, please contact Nikki Hawkins on 01889 271604 or e-

mail n_hawkins@seafish.co.uk

The new microsite dedicated to the Awards received 8,977 visits between March and October. To find out more see: www.fishandchipawards.com

Fish and Chip Quality Award

A new Fish and Chip Quality Award will be launched by the National Federation of Fish Friers (NFFF) in January 2011. This will replace the current Quality Award Scheme run by Seafish, which will cease at the end of 2010. From 1 October 2010 Seafish officially stopped taking any new applicants or payment for renewal of membership. NFFF will manage and administer the new scheme, and FSD-NEODA will help with promotion and additional funding. The assessment will be similar to that previously undertaken by Seafish, however, the grading system will be discontinued and will be replaced by a simple pass or fail grade. A re-assessment option will be made available as before.

The new award is designed to last for two years and has been priced at £350 plus VAT, with a discount of £50 for NFFF members. You do not need to be a member to apply for the award scheme. For NFFF members any existing award will run until its normal renewal date and relevant details will be included in the NFFF Quality Award listings which are to held on a new website currently under development. For further information contact either Denise Dodd or Karen Clark at the NFFF on: **0113 230 7044**.

Focus on legislation and training

Onshore training

- New fish and shellfish workbased qualifications are now available in processing and retailing. Improve Proficiency Qualifications are now available as fish and shellfish Awards, Certificates or Diplomas. For more information on these qualifications, and the related apprenticeship programme go to: www.seafoodacademy.org/TheLibraryGuide_Fish_and_Shellfish_NOS.html
- New off-the-job qualifications are being developed for seafood supervisors and managers, including product knowledge, seafood smoking and fish frying. To comment and find out more about these nationally recognised qualifications go to: www.seafoodacademy.org/smallawards.htm
- Funding support for piloting off-the-job training has been secured by the Seafood Training Academy for 2011. If you are interested in participating in this pilot programme then contact to find out more academy@seafish.co.uk
- Seafood food safety training available online. Seafish's level 2 food safety eLearning training programme is available for you and your staff to try for free, no registration required. To find out more simply go to: www.seafoodacademy.org/HeLP.htm

Legislation

- The Seafish Legislation Team now produce monthly updates containing the latest developments in legislation that may impact on the seafood industry and where you can get more information. If you wish to receive these updates please e-mail f_wright@seafish.co.uk

Responsible Sourcing

Responsible Sourcing Guides

We have recently undertaken a survey asking the target audience how they use the RSGs and how they could be developed in the future. This has resulted in a number of recommendations for the future direction of the guides.

- Although there was interest in information in database format, it is recommended that the format of the guides remains substantially as they are at present because of the value placed on the guides as concise, self-contained sources.
- Presenting information which can be readily assimilated into risk management systems should be useful in assisting information flow up and down the supply chain. It was suggested that the

value of the guides could be enhanced by setting up a 'desktop' from which many sources of advice could be drawn to assist decision making. The tuna responsible sourcing guide has been updated based around this idea.

- The survey produced several suggestions for collaboration with other sources such as FishSource, and these options should be explored.
- The restaurant sector, particularly the fish and chip shops sector, are more interested in visual media such as posters and leaflets to illustrate responsible sourcing. They use trade associations and magazines as important sources of information. It is recommended that these approaches are used in preparing information for this sector.
- For consumers, there were a variety of opinions expressed on the viability of Seafish informing this group. It is recommended that these views and the rest of the report is made available to those with expertise in this field.

The guides are regularly updated. **For further information contact:** Bill Lart w_lart@seafish.co.uk or Karen Green k_green@seafish.co.uk

New guides

A new guide is being developed to cover under-utilised species. This will cover dab, cuttlefish, gurnard, pouting, flounder and grey mullet.

Data deficient fisheries

There are many fisheries in both the developing and developed world where stock assessments are not feasible, yet they provide continuing yields for fisheries. These are referred to as 'data deficient' or 'data poor' fisheries. Seafish is adapting methods to assess the ecological risk of fisheries for use where data is poor or deficient. Currently we are drafting out the method having already tested a prototype, which will be discussed at a workshop in the spring 2011. See: [Data deficient fisheries](#) for information on previous work.

Seafish issue-specific web pages and fact sheets

Fact sheets. There are now over 60 Seafish fact sheets which touch on all areas of the seafood industry.

See: www.seafish.org/resources/publications.asp and search under datasheets.

Web pages. For up-to-date information on key issues affecting the seafood industry Seafish now has a number of issue-specific web pages:

[Aquaculture](#)

[Data deficient fisheries](#)

[Discards](#)

[Fishmeal](#)

[IUU](#)

[Marine Acts](#)

[Marine Protected Areas](#)

[Omega-3 health claims](#)

Comments

This quarterly update has been prepared by Karen Green. If you have any comments email k_green@seafish.co.uk

On the web: www.seafish.org

The industry's most comprehensive information source: sin.seafish.org

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