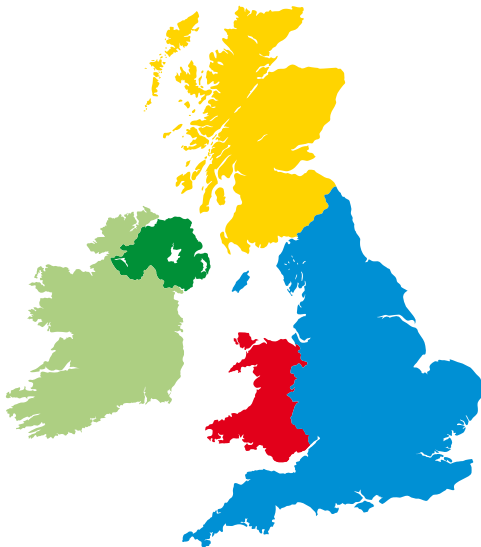


# Regional Team

## Introduction

The Seafish Regional Team are based at key locations across the UK to support the profitable, sustainable and socially responsible development of the seafood industry in their areas.



The roles of Seafish Regional Managers across the UK vary according to identified industry priorities in the regions but key shared objectives include:

- Signposting local industry requests to expertise throughout Seafish.
- Overseeing delivery of key Seafish initiatives such as Seafood Week and Sea You Home safe in the regions
- Maintaining good relationships with key contacts across the UK.

The Seafish Regional Team is managed by Malcolm Large, Head of International Trade & Regions.

### ■ England

Julie Snowden is the Account Manager in England, working predominantly with key regional stakeholders in the processing and importing sector. Julie delivers a range of projects including events such as seafood forums and seminars. The role includes supply chain initiatives to assist with UK and global networking opportunities.

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Gus Caslake is the Regional Manager in South West England and his role involves coordinating and delivering support to stakeholders in that region. This is achieved by working across the seafood supply chain from vessel to plate, assisting in improving competitive performance and quality practices to enhance the global reputation of the seafood industry in the south west of England. Gus also manages the Seafish South West Advisory Committee (SSWAC).

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## ■ Northern Ireland

Dr Lynn Gilmore works closely with the Northern Ireland seafood industry and key stakeholders from Government, academia, schools and colleges delivering bespoke projects and assisting stakeholders in accessing information from across Seafish. Lynn also manages the Seafish Northern Ireland Advisory Committee (SNIAC).

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## ■ Scotland

Craig Burton is a Regional Manager based in the west of Scotland. Craig's responsibilities include providing advice, support and assistance to the inshore fishing sector and the marine shellfish and fin-fish aquaculture sectors. His role also involves providing advice, assistance and support to the seafood industry in Shetland, the Islands and the north and west of Scotland.

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Based in Arbroath, in the north east of Scotland, Ian Land (Account Manager in Scotland) provides advice and support to Scottish industry and stakeholders. Ian has a particular focus on supporting key industry stakeholders and the wider Scottish seafood sector. Ian delivers a range of projects including events, workshops and seminars and sits on several Scottish food and drink industry groups.

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Based in the north east of Scotland, Jess Sparks (Regional Manager in Scotland) provides advice and support to Scottish stakeholders with a particular focus on responsible sourcing, sustainability, and Scottish seafood manufacturing. Jess manages the Seafish Scottish Advisory Committee (SSAC) and facilitates a discussion forum for the north east of Scotland whitefish sector.

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## ■ Wales

Dr Holly Whiteley is the Regional Manager with responsibility for the Welsh region. She works closely with the Welsh seafood industry and Welsh Government, engaging with key stakeholders, delivering bespoke projects and assisting stakeholders to access expertise within Seafish to facilitate the sustainable development of the sector. Holly also manages the Seafish Wales Advisory Committee (SWAC).

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*More information on the work of the Seafish Regional Teams can be found by contacting any of the Regional Managers above or on the Seafish website:*

[www.seafish.org/industry-support/regional-teams](http://www.seafish.org/industry-support/regional-teams)