

## News release

11 May 2011

### Seafish experts make their blogging debut

A group of seafood industry experts will make their online debut over the next few weeks on the new blog from Seafish, the authority on seafood, at <http://www.seafish.org/about-seafish/seafood-blog>.

Six key Seafish staff will be sharing their commentary and insight on key seafood issues such as discards, fishing policy, the seafood retail market, seafood legislation and global seafood trends.

Paul Williams, Chief Executive of Seafish, said: “Our expertise spans the entire seafood industry, from catching through to retailing. The idea behind the blog is to share this intelligence – on a weekly basis - with both industry and consumers.

“The internet provides a useful forum for us to promptly comment on issues as they arise, ensuring that the voice of the seafood industry is instantly part of the dialogue.”

The debutante bloggers are:

#### **Hazel Curtis, Economics**

Hazel has extensive experience in fisheries economics and fisheries management, seafood industry analysis and delivery of appropriate evidence bases and impact assessments. Hazel contributes economic and strategic advice and expertise to help improve fisheries management for the long term benefit of the industry overall.

#### **Karen Galloway, Consumers**

Karen is an established food marketer and focuses on understanding the complex demand structure for seafood in the UK. She has a close understanding of a range of consumer research techniques and tracks the subtle changes in the demands of UK consumers for seafood and seafood products.

#### **Philip MacMullen, Environment**

Philip MacMullen specialises in the interactions between fisheries, the broader natural environment, management regimes and the market. All of his work has reflected a keen interest in issues relating to sustainable and integrated development and has benefited from his strong record in initiating and co-ordinating research and development projects.

#### **Peter Wilson, Legislation**

Peter’s scope includes legislation concerning food hygiene, labelling, nutrition and health claims, contaminants, imports, exports and the marine environment, where this impacts on the catching sector.

**Paul Williams, Chief Executive**

Paul has more than 25 years of experience in managing research and development teams, with much of that time spent working in the aquaculture industry in Scotland and Norway. Paul is a council member for the Shellfish Association of Great Britain and is on the Boards of the Whitby Fishermen's Training School, the Scottish Aquaculture Research Association and the British Fin Fish Association.

**Jon Harman, Operations Director**

Jon was involved with the early development of freshwater and marine aquaculture species and has more than 25 years of experience in senior food production management. He can provide insight on all sectors of the seafood industry, including the pelagic, whitefish and shellfish sectors.

The Seafood Blog may also include comment from guest bloggers from Seafish and industry on specific issues as they arise.

The first blog, posted today, is from Philip MacMullen on the topic of data collection in fisheries management.

**-Ends-**

**For more information contact:**

Kate Doran  
Communications Manager  
T: 0131 524 8652  
E: [k\\_doran@seafish.co.uk](mailto:k_doran@seafish.co.uk)  
[www.seafish.org](http://www.seafish.org)

**Notes to editor:**

- 1) Seafish, the authority on seafood, was founded in 1981 by an act of parliament and supports the seafood industry for a sustainable, profitable future. Our services range from research and development, economic consulting, market research and training and accreditation through to account management and legislative advice for the seafood industry.
- 2) The new Seafood Blog is available at <http://www.seafish.org/about-seafish/seafood-blog> and has an RSS feed that allows people to follow the blog.