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Seafish supports showcase event for top fishmongers

Seafish, the authority on seafood, is supporting this year's British Fish Craft Championships (August 28th, Cardiff Harbour Festival) with an award of £5,000 from its Industry Project Fund (IPF) to event organisers, the National Federation of Fishmongers (NFF).

The Championships are a highlight of the year for many in the retail seafood industry. They are a chance for skilled fishmongers to demonstrate their versatility and dexterity to the general public as well as competing for coveted titles. This year's competition is bigger and better than ever with competitors coming from all over the UK to take part in over 225 separate competitions.

Helen Leftwich of the NFF said: "We are delighted that Seafish has been able to support this event. The industry is currently focused on encouraging people to eat a wider variety of less well-known fish from sustainable sources, and these Championships are an ideal showcase to promote some of these species.

"The thousands of members of the public who attend will get to see many interesting varieties of fish prepared as well as having the opportunity to taste and experience how delicious they can be as an alternative to the five main species that currently make up around 85% of retail sales."

The annual Championships are part of the three-day Cardiff Harbour Festival and are an excellent forum for promoting the health and nutritional benefits of eating seafood to the general public. Members of the NFF will also be performing cookery demonstrations, offering tastings and giving general advice on buying and preparing seafood to festival-goers.

Seafish has so far announced more than £700,000 of funding for innovative projects and businesses from its Industry Project Fund. Coupled with significant additional funding from industry partners, these projects represent around £1.5 million funding in total for the industry.

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Notes to editors:

- The Seafish Industry Project Fund was instigated in 2007 to support innovation and foster growth in all areas of the UK seafood industry. The Fund is supporting 15 new projects in its latest round (announced July 2011) as well as continuing to support nine projects from previous funding rounds.
- Seafish was founded in 1981 by an Act of Parliament and supports all elements of the seafood industry for a sustainable, profitable future. Its services range from research and development, economic consulting, market research and fishing safety training and accreditation through to legislative advice. www.seafish.org