

SEA FISH INDUSTRY AUTHORITY



Minutes of the first meeting of the Seafish Domestic and Export Sector Panel

Held at Sea Fish Industry Authority, 18 Logie Mill, Logie Green Road, Edinburgh
on 20 June 2012

Present:

Mike Park	Seafish Board Member (interim chair)
John Goodlad	Chair (in-waiting)
John Butterwith	North Devon Fishermen's Association
Neil Auchterlonie	Centre for Environment, Fisheries & Aquaculture Science
Robert Duthie	Scottish Pelagic Processors' Association
Jackie Bruce	Fresh Catch Ltd
Martin Boyers	British Ports Association
Davey Hill	National Federation of Fishermen's Organisations
Ian Gatt	Scottish Fishermen's Federation
Jennifer Mouat	Shetland Shellfish Management Organisation
Jane Sandell	Scottish Fishermen's Organisation
John Cox	Scottish Seafood Association
Paul Williams	Seafish Chief Executive
Jon Harman	Seafish Operations Director
Simon Potten	Seafish Operations Leader (secretariat)
Karen Galloway	Seafish Head of Marketing (observer)
Sally Bradley	Seafish PA to the Chief Executive (minute-taker)

Apologies:

Jim Portus	South West Fish Producers' Organisation
David Jarrad	Shellfish Association of Great Britain
Jim Evans	Welsh Fishermen's Association

1. Welcome and Introductions

1.1 The Chair welcomed everyone to the meeting. He confirmed that he would be chairing the first meeting, after which, he would hand over to the recently appointed Chair, John Goodlad (JG).

2. Introduction to the Panel

2.1 Panel members introduced themselves by giving a brief biography. Jon Harman (JH) informed members that Seafish would like to add information on Panel membership and the Panel process (including Panel member biographies, minutes of meetings, copies of PowerPoint presentations, etc) to its website. The Chair asked for agreement from members for their biographies to be published on the Seafish web-site, to which there were no objections.

2.2 Paul Williams (PW) gave a presentation (see Annex 1), which covered:

Panel Role

Terms of Reference

The Chair asked members whether the Terms of Reference were fit for purpose. No amendments were required and they were accepted.

Relationship between Panels and Board

Strategy

Landscape – relationship between Panels
Resources

2.3 PW asked members to raise any questions or concerns they had arising from the presentation. These are noted below:

2.4 Ian Gatt (IG) asked what issues Seafish envisaged the work programmes being based around. PW responded stating that it was the role of the Panels to identify the key issues affecting (their sector of) the industry, to identify those issues where Seafish can have greatest impact and to advise Seafish on the development of fully-costed work programme proposals for onward submission to the Seafish Board (and then to Ministers). This point was emphasized by PW throughout the meeting.

2.5 John Butterwith (JB) asked if it was in the plan of Seafish to indicate where they would like the Panels to focus their attentions. PW stated that the Panels had a blank canvas to work from. Panel members can put forward any ideas for work programmes to meet identified industry needs. Seafish will then work them up into work programme proposals for the Panels to consider at their second meetings.

2.6 Ian Gatt (IG) asked if Seafish are looking to work solely within the UK or outside the UK. PW stated that it was for the Panels to advise Seafish if they would like to implement a Work Programme which incorporated working outside the UK. JH informed the group that any work completed outside the UK must be fully funded by the outside party.

2.7 Davey Hill (DH) asked if Seafish had the infrastructure to deliver and promote outside the UK. PW stated that this is within the Panels' remits to identify and agree the scope of any work that they want Seafish to undertake.

2.8 John Cox (JC) expressed concern that the word 'value' was missing from PW's slide on Board Strategy. Simply increasing the consumption of seafood may not yield any increase in profitability for the industry. PW added that the Panels must agree objectives, measures and targets for the work programmes proposed.

3. Strategy

3.1 PW informed members that Seafish has an agreement with Defra to review levy rates at the end of 2012. Any required changes arising from that review (e.g., to the rate of levy and how it varies between species/categories) can be achieved through a change to the Statutory Instrument (though this would not be implemented until 2014). The number and scope of work programmes proposed by the Sector Panels will influence the need for any increase/decrease (or adjustment) to the rate of levy. JH stated that more complex changes (e.g., salmon) would require changes to the Act of Parliament, which would be much difficult to achieve.

3.2 PW informed members that Seafish is due to undergo an independent review, by Defra, in March 2014. A light touch review will take place in 2013 of the performance of the Panels.

3.3 PW stated that the work programmes proposed by the three Sector Panels would be discussed by the Chairs of each Panel at a meeting following the second Panel meetings. The Panel Chairs would have to agree the combined submission to the Seafish Board.

4. Issues affecting the domestic and export sector

4.1 JH instigated the workshop session. Word clouds were placed around the room to stimulate thinking and members were asked to note down (on Post-It notes) all the issues currently affecting them, their members and their parts of the domestic and export sector. These were then grouped into common areas and then ranked in level of importance.

4.2 "Legislation" and "Imports" were joined together because it was agreed by members that the success of imports from other countries depended heavily on current legislation. Furthermore, this was deemed a service that was required across all issues, rather than a specific issue on its own. The same was agreed for "Finance" and "Economics".

4.3 Jane Sandell (JS) expressed concerned about Sustainability, Recruitment and Reputation being linked together. It was agreed to separate these issues.

5. Sector Priorities

5.1 Members were issued with 10 stickers, which (they were told) represented “Seafish spend”, and were asked to place them on the issues where they felt Seafish could have the greatest impact. The top 5 were Legislation and Imports (14), Safety at Sea (14), Consumer Promotion (12), Reputation (11) and Export (11). These five were then discussed in more detail and members asked to identify appropriate activities, outputs, expenditure and staff resources.

5.2 All the information generated from the workshop session is presented in Annex 2.

6. Next Steps

6.1 PW informed the group that Seafish would (after the Supply Chain Panel meeting on 27th June) consider the feedback from all three Sector Panels and then start work preparing proposals for the work programmes identified.

6.2 Packs containing descriptions of the proposed work programmes, aims and objectives, staff resources, costings, outputs, outcomes and benefits will be sent to Panel members on 18th July 2012. Members will be required to review the proposals and provide feedback prior to the second panel meetings.

6.3 At the second meeting Seafish will present the collated feedback and there will be further review and discussion of the proposed work programmes, so that members can reach agreement on what they want taken forward by the Chair. At this point we will also be able to look at proportionality.

7. AOB

7.1 There was no other business.

7.2 JH asked members if they were happy with process so far and if they had any further questions or concerns. Members indicated that they had no further questions or concerns and agreed that they were content with the process thus far.

7.3 The Chair thanked the group for their contributions at the meeting.

8. Date of Next Meeting

8.1 The date of the next meeting is Wednesday 8 August 2012 to be held again at Seafish’s offices in Edinburgh.

The meeting closed at 14:50.