



UNIVERSITY of  
STIRLING



# #SeafoodMattersUK

## 23-24 June, University of Stirling

Dave Little

Professor and Deputy Head of the Institute



## What is ARCH-UK?

- ARCH-UK is an integrated aquaculture network that aims to solve the shared and specific issues preventing the sustainable growth in all sectors of the UK aquaculture industry.
- It is funded by the BBSRC/NERC UK Aquaculture Initiative for 4 years commencing 1 March 2017.





# What are the goals of ARCH-UK?

- To develop a community of people working together drawing in new researchers
- To develop a strategic aquaculture research agenda for the U.K.
- To assist the RCUK in building a UK academic capability to underpin capacity that meets the long term needs of industry
- To encourage exchange of knowledge
- To facilitate development of solutions to community-level challenges
- To encourage translation of new technologies
- To help improve the contribution of the UK aquaculture industry to national food security



# What are the working groups?

- WG1: Finfish nutrition
- WG2: Finfish health and welfare
- WG3: Shellfish health and disease
- WG4: Human health and food safety
- WG5: Stock improvement
- WG6: Markets, economics, social science and technology development
- WG7: Environmental interactions, climate change and environment and capacity
- WG8: Career development & training

# Why does Seafood matter?

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and how can it contribute to individual,  
community and planetary health?



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## Two key interlocking reasons for urgent diet transformation

Current diets are leading to increasingly unhealthy people in the UK *and* are contributing to climate change and loss of biodiversity that are existential threats to life on Earth

# Moving to plant-based diets

# Reducing the proportion of animal-source food

## The EAT-Lancet Commission on Food, Plant and Health



The Lancet Commissions

### Food in the Anthropocene: the EAT-Lancet Commission on healthy diets from sustainable food systems



*Walter Willett, Johan Rockström, Brent Loken, Marco Springmann, Tim Lang, Sonja Vermeulen, Tara Garnett, David Tilman, Fabrice DeClerck, Amanda Wood, Malin Jonell, Michael Clark, Line J Gordon, Jessica Fanzo, Corinna Hawkes, Rami Zurayk, Juan A Rivera, Wim De Vries, Lindive Majele Sibanda, Ashkan Afshin, Abhishek Chaudhary, Mario Herrera, Rina Agustina, Francesco Bianco, Anna Lartoy, Shenggen Fan, Beatrice Crona, Elizabeth Fox, Victoria Bignet, Max Troell, Therese Lindahl, Sudhir Singh, Sarah E Cornell, K Srinath Reddy, Sunita Narain, Sania Nishtar, Christopher J L Murray*



# Blue Food Assessment

Building healthy, equitable and  
sustainable food systems

<https://bluefood.earth/>



Credit: Lisheng Chang | Unsplash





Blue Food Assessment  
provides sustainability  
recommendations to  
seafood industry |  
SeafoodSource

21 Feb 2022 | News



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HotFish Podcasts |  
Implications of climate  
change on aquaculture and  
aquatic food | University of  
Stirling

20 Oct 2021 | News



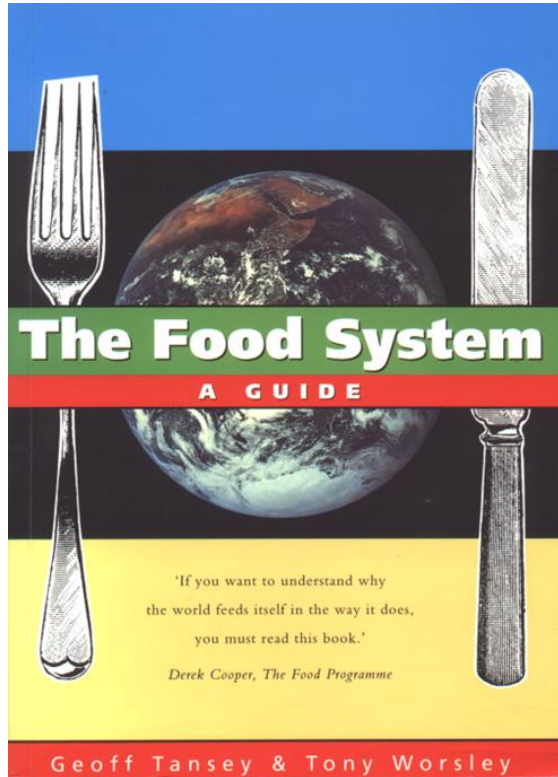
Foods:  
. Ocean

## Our objective

“.....was to create a space for cross cutting conversations around seafood and what constrains it being larger part of the UK diet especially for low income people that eat the least

but also to discuss the broader environmental , ethical and well-being issues around seafood and how optimising both aquaculture and the wild catch should be our goal”

# Transforming food systems



**Geoff Tansey**

Curator, Food Systems Academy  
Member, Food Ethics Council, 2000-2021

Sea Food Matters UK

23 June 2022

[www.tansey.org.uk](http://www.tansey.org.uk)

[www.foodsystemsacademy.org.uk](http://www.foodsystemsacademy.org.uk)

# What is special about seafood?

Focus on nutritional and health benefits

**Baukje de Roos**

[b.deroos@abdn.ac.uk](mailto:b.deroos@abdn.ac.uk)



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Where does your fish  
come from?

**#SeafoodMattersUK**

23<sup>rd</sup> June 2022

Huw Thomas 3 Pillars

## Industry wide Support for UK seafood consumption



2011 to 2020

key messages

- Fish is food
- Fish is easy
- Fish is healthy
- Fillet or finger, fresh, frozen or tinned it's all good!



Oct 2020 to Mar 2022

Key messages

Improve access  
Knowledge  
  
Killed after Seafish  
levy review decided  
should be left to  
individual businesses



# Seafood Equity and Justice

Christina Hicks



# Farmed salmon in Stirling schools – a pilot aiming to change diets in the UK



**Baukje de Roos**  
b.deroos@abdn.ac.uk



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**Sofia Franco**  
Sofia.franco@sams.ac.uk



# #SeafoodMattersUK







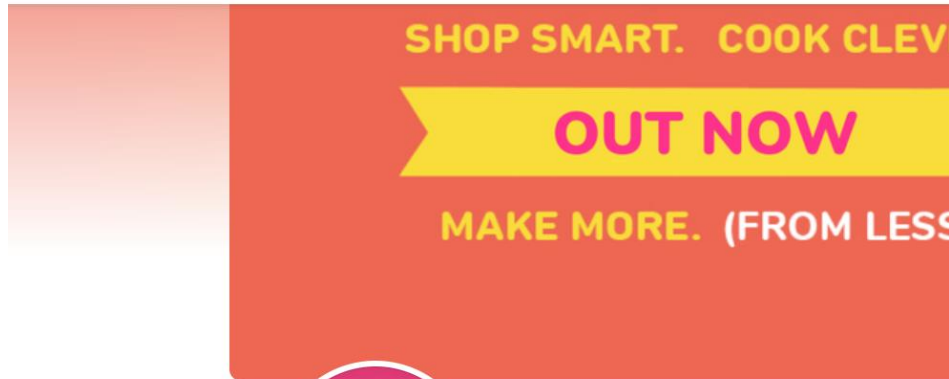
## Lorna Cooper-food blogger and author , Paisley



“Most people think tinned fish are rubbish.....”

## Social media

facebook



**Feed your family for about  
£20 a week.**



**Feed your family for about £20 a week.**

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On occasions Feed Your Family will post deals which we could receive some commissions and/or goods from. Our editorial policy is only to accept deals ...

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628,171 people like this



615,520 people follow this



<http://www.fyf20quid.co.uk/>



Community · Kitchen/Cooking · Food and drink



# Affordability-capability-support-our local Food Bank



Helping local people in hardship

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What We Do



Who We Help



How To Help

## Gareth Davies, Chef Manager, Forth Valley College



Developing recipes  
based on affordable  
seafood donated to  
Start-Up Stirling –  
our local food bank

## Young chefs compete for most affordable and nutritious seafood dish



**Lets build the reputation of affordable forms of seafood, shout about how convenient they are and communicate how quickly and easy they can be to prepare**





# Learn from the Portuguese who market canned fish as an aspirational product



## TINNED FISH STORE



Sardines in pickled sauce with tomato and onion

£4.20



Sardinillas with Padron pepper

£6.80



Sardines in olive oil

£4.60

Download from  
Dreamstime.com

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Radub851

[https://www.thetinnedfishmarket.com/tinned-fish/sardines?gclid=EAIaIQobChMI3vWYm8\\_p-gIvP-tCh39CgcwEAAYASAAEgICX\\_D\\_BwE](https://www.thetinnedfishmarket.com/tinned-fish/sardines?gclid=EAIaIQobChMI3vWYm8_p-gIvP-tCh39CgcwEAAYASAAEgICX_D_BwE)

**STEPHANIE HORN**

SUSTAINABLE AQUACULTURE  
UNIVERSITY OF STIRLING



Beware of a buy local' mantra—"don't push people away from affordable farmed white fish like pangasius"

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# PATRICK BLOW

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OYSTER FARMER

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CAPE WRATH

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“Huge potential for mussels-but we need to get them out of the shell to widen appeal and accessibility to a wider range of consumers”

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# Environmental impact and nutritional outcomes differentiate seafood from alternatives?

**Richard Newton**

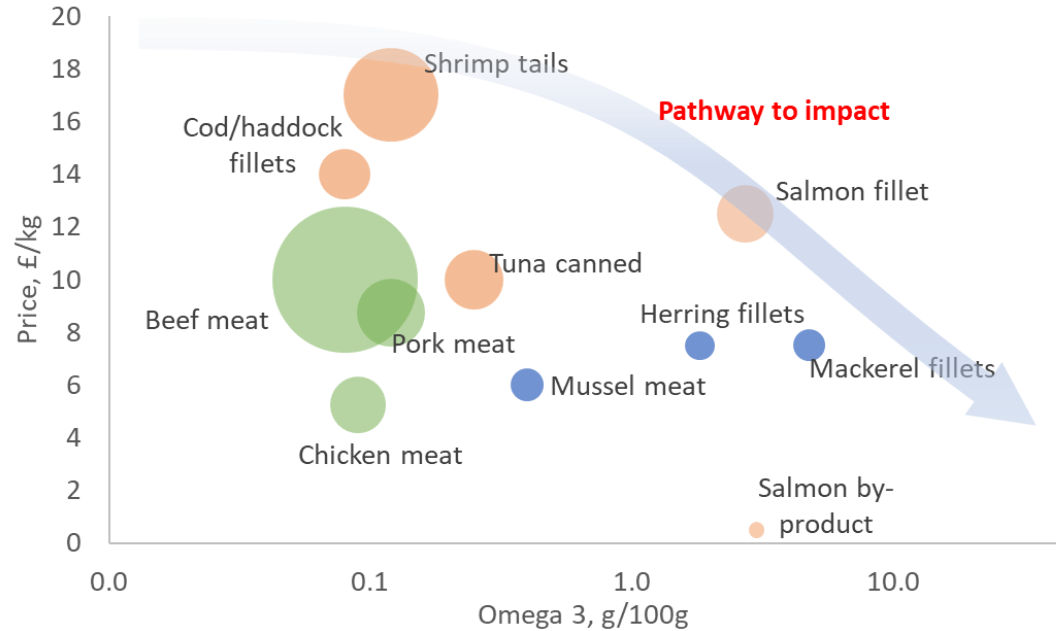
**Institute of Aquaculture, University of Stirling**

**Amy McGoohan**

**University of Edinburgh**

# Improve nutritional outcomes without wrecking the planet ....or our wallets

- Reduce red meat
- Increase fish and seafood
- Improve the edible yield



# Reformulate Scottish classics for impact



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Pork\* (31%), Beef Fat\* (18%), Water, **Beef\*** (12%), Wheat Flour (Wheat Flour, Calcium Carbonate, Iron, Niacin, Thiamin), Salt, Phosphate Stabiliser, Spice Extract, Soya, Beef Flavour, Spice Extracts (Nutmeg, Coriander, Ginger, Pimento, Cayenne), Sodium Metabisulphite E223, Flavour Enhancer E621, Dextrose, Antioxidant E301, Nicotinamide, Colour: Carmines, Dehydrated Pork

+



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Enhanced nutritional value and reduced environmental impact

**EMILY DE SOUSA**

SUSTAINABLE SEAFOOD

SCIENTIST AND SOCIAL MEDIA VLOGGER



“Generation Z get their information about food from social media-they are looking for information about the sustainability of seafood products online.....”

## Key policy outcomes

- Promote seafood among the young and very young; preschool primary, secondary and tertiary levels using appropriate channels
- Promote the local but DON'T demonise affordable imported seafood
- Strategize and pilot how seafood can improve 'nutrition through stealth' without undermining the USP of seafood
- Engage and invest in product innovation and promotion with retail and food service that emphasises nutrition and environmental impact
- Promote understanding of community level benefits that result from seafood value chains in the UK and in low income countries but don't avoid discussion about ethical dilemmas and tradeoffs



## Watch the video and hear the various voices from the event



Search



# Thank you



**Baukje de Roos**

[b.deroos@abdn.ac.uk](mailto:b.deroos@abdn.ac.uk)



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The Rowett Institute



**Christina Hicks**

[christina.hicks@lancaster.ac.uk](mailto:christina.hicks@lancaster.ac.uk)



Lancaster  
University



**David Little**

[dcl1@stir.ac.uk](mailto:dcl1@stir.ac.uk)

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