

**Note of Common Language Group (CLG) meeting held at Billingsgate.
Wednesday 11 July 2012.**

For the CLG minutes and meeting presentations see:

<http://www.seafish.org/retailers/responsible-sourcing/the-common-language-group>

1. Welcome, introductions and apologies

Attendees

Ally Dingwall	Sainsburys
Andrew Mallison	IFFO
Andrew Nicholson	Co-op
Bill Lart	Seafish (Presenter)
Blake Lee-Harward	SFP
Chris Lamb	Seafish Supply Chain Panel Chair
Chris Leftwich	Fishmongers Company
Chris Middleton	Seafish
Chris Williams	New Economics Foundation
Christine Schmidt	SFP
Clare Huggon	Seafish Board
Claire Tibbott	Fishmongers Company
Clare Eno	Countryside Council for Wales
Claire Pescod	MSC (Presenter)
Dale Rodmell	NFFO
Emily Howgate	Seaweb
Emi Katoh	MRAG
George Russell	Princes
Herman Wisse	GSSI (Presenter)
Huw Thomas	Morrisons
Iain Pollard	SFP
Jim Masters	MCS
Jon Harman	Seafish
Julian Metcalfe	Cefas (Presenter)
Karen Galloway	Seafish (Presenter)
Karen Green	Seafish (Minutes)
Kenny Coull	SFF
Lisa Borges	SFP
Lucy Blow	New England Seafood
Martin Jaffa	Callander McDowell
Matt Watson	MSC
Maureen Raynier	Consultant
Mike Brummitt	Regal Fish Supplies Ltd

Mike Kaiser	Bangor Univ, Seafish Board (Chair)
Mike Mitchell	Youngs Seafood
Mike Short	FDF
Nathalie Simon	Defra
Nigel Edwards	Seachill
Peter Stagg	Le Lien Ltd
Philip Huggon	Seafish Board
Phil McMullen	Seafish (Presenter)
Rachel Bower	ClientEarth
Robbie Fisher	Natural England
Sam Stone	MCS
Stephen Parry	Findus Group, Seafish Board
Tracy Cambridge	MRAG
Tracey Heyworth	Birds Eye
Apologies	
Alex Olsen	Esperson
Alexia Weeple	Defra
Caroline Miller	Aldi
Catherine Pazderka	BRC
Colin Charman	Countryside Council for Wales
Hannah McIntyre	M&S
Huw Thomas	Morrisons
Ian Campbell	Ocean 2012
Jim Portus	SWFPO
Meaghan Dodds	Tesco
Mike Berthet	M&J Seafoods
Mike Park	SWFPA, Seafish Board
Mike Platt	Global Trust
Stefan Asmundsson	NEAFC

2. Minutes from the last meeting held on 28 March 2012

It was agreed the minutes were a true reflection of the meeting. The final minutes have been added to the CLG web page. In the following minutes Seafish will provide a link to the various presentations given at the meeting but not summarise the actual presentations.

3. Matters arising and standing items

Progress as summarised below, with more detail elsewhere in these minutes. (In the main we do not now attribute the comments made at the meeting).

3.1 What has been appearing in the press/Seafish response

Karen Green updated the group on the latest communication activities relating to: the development of social media strategies; the Fish is the Dish consumer campaign targeting mums with the message 'Fish is Easy' has so far reached 150,000 consumers and has 1,200 followers on twitter; Seafish response to trade and consumer media enquiries.

3.2 Latest news on Keo Films/Fish Fight

Current industry/Seafish knowledge is that the programme is likely to air January 2013.

Discards

- Approach to Seafish - interest in nephrops and gear selectivity and current trials in Scotland and Ireland. Possibility of filming on a boat running a gear trial to demonstrate the innovation that is taking place around gear selectivity with aim on filming on a twin-rig vessel to show side-by-side the results of the trial.
- Filmed in Brussels 19/20 March 2012 surrounding the Fisheries and Agriculture Council meeting where a group of Member States led by France were due to table a joint declaration with the aim to stop the discard ban. The expected attempt to block the discard ban through a declaration in Council never happened. Instead, ministers held a long discussion on different approaches on how to reduce discards. Richard Benyon was interviewed.
- Approached Defra asking for details about all their research projects looking into issues surrounding discards. Approached Seafish and likely to use Seafish footage of Project 50% beam trawling.

<http://youtu.be/E0WTzknorhl>

Aquaculture

- Hugh has been down in the Falklands with film crew. Was looking at krill and tone was that krill harvesting was unsustainable.....
- Approach to Seafish with questions on aquaculture certification.
- Approach to GAA about shrimp farming and certification and the idea to visit BAP facilities (farm, hatchery, feed mill, processor) and asked if GAA could help open some doors. Approach to Birds Eye and Lyons Seafoods.
- Filming in the Philippines in May.
- Approach to Aquaculture Stewardship Council re televised interview with Chris Ninnes, ASC CEO.

Other areas

- Keo attended a recent Marine Conservation Zone meeting and showed an interest in MCZs as a topic. Looked at an SAC in the Lyme Regis area.
- Approached Cefas with questions about MCZs, ongoing projects, discards, gear technology solutions.
- Attended the IUU Conference at Chatham House in February.
- Looking at the work the Pew Charitable Trust has been doing on MPAs in the UK Overseas Territories, and has filmed in South Georgia.
- Filmed Callum Roberts re scallop dredging/Isle of Man MPA.
- Filmed at Fishmongers Hall re the announcement of the Lyme Bay management plan.
- Filmed at the Dorset Seafood Festival championing the variety of fish that could be sold by fish and chip shops.
- **Hugh on the beach building sandcastles in Weston-Super-Mare. Thursday 26 July.** HFW started the event by describing how there was a diverse range of life in the sea and how this was at risk from human

activity. There were references made to merle beds etc. A portion of the beach had been cordoned off, where a series of sand sculptures had been made to represent the seabed. Placed amongst this were various shells and foliage to show the diverse range of flora and fauna. A series of film clips were shown showing a scallop dredge and a beam trawl. These films were super-imposed with words like “destructive” “plough the seabed” “indiscriminate”. Prior to this there were clips of seahorses, coral and sea-grass to set the scene. Staged event. A beam trawl and a pair of scallop dredges were hooked up to JCBs and pulled over the sand sculptures.

Actions:

3.2.1 Seafish to continue to monitor approaches made to industry.

3.2.2 Seafish to maintain contact with Keo Films and report feedback to CLG participants.

3.3 Up and coming seafood events and meetings

A paper was tabled listing forthcoming events. A full list can be found on the Seafish website http://www.seafish.org/media/620429/events%20list_300712.pdf

3.4 Discard Action Group (DAG)

Latest news and minutes can be found on the Seafish web page:

<http://www.seafish.org/fishermen/responsible-sourcing/protecting-fish-stocks/discards>

<http://www.seafish.org/fishermen/responsible-sourcing/protecting-fish-stocks/discards/discard-action-group>

A report was given on the latest DAG activities

- **DAG updates** on progress of CFP reform and comments and reactions to ‘general approach’ to CFP basic regulation adopted.
- **DAG letter.** DAG wrote to all UK and Irish MEPs on the Fisheries and Environment Committee (also anyone else potentially involved in this) in advance of 18 June (Fisheries Committee deadline for amendments to final draft). This covered the work that DAG is doing and re-iterates the comments made in the three DAG letters to Ms. Damanaki. Two replies received.
- **Big Fisheries Public Question Time and Debate Friday 30 March, Peterhead.** A DAG briefing paper was sent to the panel participants in advance of this debate.
- **2012 ICES Annual Science Conference,** Bergen, Norway from Monday 17 September to Friday 21 September. One of the theme sessions is entitled: Bycatch and discards: from improved knowledge to mitigation programmes. DAG abstract has been accepted and will be presented by Mike Park.
- **Case studies** being prepared on vessels involved in the catch quota trials.
- **DAG themed meeting 17 July** to discuss how the UK fishing industry could move from where we are now to discard-free fisheries in practice and a look at regulatory/selectivity issues that are preventing industry using more selective fishing gears.

3.5 Aquaculture Common Issues Group (ACIG)

Latest news and minutes can be found on the Seafish web page:

<http://www.seafish.org/aquaculture>

<http://www.seafish.org/aquaculture/aquaculture-common-issues-group->

Seafish was forced to cancel the meeting planned for 19 July in Edinburgh. The next meeting will be on Tuesday 25 September at Billingsgate. This follows a meeting arranged for Monday 24 September at Fishmongers Hall to present the summary of the responses to the consultation on an English Aquaculture Strategy and discuss the next steps.

Topics planned for the September meeting:

- Warm water prawns – myth and reality – University of Stirling.
- Shellfish issues.
- Combined Sewer Overflow (CSO) notification – Anglian Water.
- The FSA and its relationship with the seafood industry.
- The Consumer & Their Understanding of Fisheries Science. Seafish.
- Human intervention study on the health effects of consuming two portions oily fish (Scottish farmed salmon) per week (current UK recommendation) using fish raised on different feeding regimes – University of Aberdeen.
- New IFFO film on Omega-3 –IFFO.
- Issues/challenges/positive developments facing the farmed salmon sector – SSPO.

3.6 Update on CFP/CMO reform and progress

A paper was tabled highlighting the progress of CFP reform proposals and key dates coming up. The Defra response to the EFRA report was mentioned.

http://www.seafish.org/media/615082/seafishsummary_timetableforcfpreformprocess_201207.pdf

Action - Provide link to Defra response.

3.7 Seafish news

Jon Harman talked about the three new Seafish operational panels: Importers/Processors; Domestic/Catching; and Consumer/Supply Chain had met for the first time and were due to meet again at the beginning of August. The panels will be agreeing on the Seafish work programmes to run for the next three years. At the initial meetings there was a high degree of harmony about the main functions. All work programmes will need to be able to demonstrate clear, proven deliverables.

4. Session A – Consumer perception

4.1 Understanding the seafood consumer. Karen Galloway, Seafish.

http://www.seafish.org/media/614197/clguly2012_galloway_understandingtheseafoodconsumer.pdf

Discussion

Question was raised as to why the research was qualitative not quantitative. This approach was taken to really understand the issue to help Seafish to develop recommendations from this. The research was undertaken in April 2012. The bloggers were appointed last year and revisited in February 2012.

How important is price? It does have a huge impact. Fish is seen as expensive, even more so now, and available budget does limit consumption. Consumers on the whole don't see the versatility of fish and need more education to have the confidence to more with fish, and know how much fish will provide a good meal.

Similarities with the meat industry were highlighted. Consumers here also exhibit disinterest with sustainability issues and rely on their supplier, whether supermarket or restaurant, to be 'doing the right thing'. During the BSE crisis the industry adopted Richard Branson as their spokesperson. Seafish should consider using Jamie Oliver in the same way. His 30 minute meals cookbook has recorded massive sales. It was pointed out that reliance on one spokesperson does create a bottleneck and that whilst Seafish should work with him it should be exclusively.

It was highlighted that there were no real surprises in the overall results but the question was asked as to whether there was much difference between the groups. The response was that the groups were mixed and fairly similar in their overall response, but there was a clear social split.

Further question on whether the focus of the research was on eating seafood at home or out of the home. Answer was that the research focussed on both, but that with the bloggers the focus was on cooking seafood at home. One of the biggest barriers to cooking seafood at home was clearly smell and that some people clearly only ate seafood in a restaurant environment.

The next steps were the real challenge now. There is a need to take some of the twitter messages and other factual information and turn them into digestible nuggets of key facts. There was support for the idea of 'seafood nuggets' or 'selected chunks' of information that could be used when trying to explain or encapsulate a particular point or issue with regards to seafood.

Twitter presents a particular challenge (with only 140 characters allowed) but was recognised as a key way to move forward. 'Mummy bloggers' were seen as a key avenue. Seafish was asked how their bloggers were selected. The bloggers really selected themselves – Klout score of 60+ (The Klout Score measures influence based on your ability to drive action on the basis that every time you create content or engage you influence others). Next steps are a focus on baby weaners, health visitors and family meal planning.

Action - Seafish to ask CLG colleagues to share their own 'seafood nuggets'.

4.2 Is Fish Welfare an Issue? Julian Metcalfe, Cefas.

http://www.seafish.org/media/614209/clgjuly2021_metcalfe_seafishwelfare.pdf

Discussion

Views were invited from the audience on this issue. It was felt that it was important to take the lead now before public pressure possibly dictates action. Should Seafish take any action?

Views were: this has the potential to be a big issue but has not yet come to the fore; fishermen do not recognise it as an issue; more of an economic issue with good welfare leading to better quality fish; better practices improve welfare; welfare issues are with us and industry does have a duty of care; it is important that we take care of the catch in the best possible way; there is continuing debate on whether fish feel pain; industry has to deal with what it can control and this is most appropriate in the aquaculture sector; this has been discussed before; do people really care – apparently not at the moment; developments in aquaculture have the potential to pave the way for the adoption of different catch methods.

Improved welfare conditions can cause problems – new standards for egg production in fact created an egg shortage. In the meat industry it is imperative that welfare standards take a very high precedence.

Action – Seafish to keep a watching brief.

4.3 Global Sustainable Seafood Initiative (GSSI), Herman Wisse, GSSI.

http://www.seafish.org/media/614206/clgjuly2012_gssi.pdf

Discussion

Need to be clear that this is not another certification scheme but an opportunity to benchmark existing schemes, define sustainability and stimulate improvement. It is not only the scheme itself that is important, but also its credibility. This will be an ongoing programme.

Q: Could this end up being another tier of governance. What data is available? What buy-in do you have from the certification bodies? It would appear that they are supportive. We need to avoid any conflict of interest. It could be a way for existing programmes to gain recognition.

Q: Are you going to cover fish lists? The focus is on programmes but we need to decide how we are going to address fish lists.

Q: What about the costs? There are a lot of costs involved with being involved in the various certification processes. With reference to GFSI this has shown proven savings in auditing costs.

Q: I really want to see this work. Is there scope to extend it to other product areas? The seafood industry is ahead of all other commodity products in this area.

Jon Harman announced Seafish is supporting the new Global Sustainable Seafood Initiative (GSSI). Seafish is pledging its support through backing of €10,000, and collaborative working through shared knowledge and expertise. Seafish will sponsor the GSSI Kick-Off workshop at the Sustainable Seafood Summit in Hong Kong on 5 September. The event will outline plans for GSSI's development over the next three yrs, and will be chaired by Peter Hajjieris – a member of the Seafish Board.

Action:

4.3.1 A study by the Environmental Law Institute 'Seafood Certification based on FAO Guidelines and Code of Conduct: A credible approach' was published on 11 July. Seafish to summarise report.

4.3.2 Seafish to report back to CLG on progress re the GSSI project.

4.4 Update on labelling/sourcing policies, Rachel Bower, ClientEarth.

The Sustainable Seafood Coalition is a voluntary coalition of 17 members and is working on a labelling code, a sourcing code and species diversification code. The group is currently working on version 4 of the labelling code, which will lay down minimum requirements for a self-declared environmental claim with three tiers of claim - 'sustainably fished' or 'sustainably farmed'; 'responsibly fished' or 'responsibly farmed'; or 'well managed'. The code should be completed this summer and will be followed by a six month public consultation period.

The development of the sourcing code is in its early days. There have been two working groups so far. It is hoped this will be finalised by autumn 2012.

4.5 Seafish role in the certification arena, Jon Harman, Seafish.

In 2011, Seafish set up a Seafood Certification Network to analyse and discusses certification topics relating to, and impacting upon, the seafood industry. Via the Network, Seafish has conducted a gap analysis and created a 'map' which indicated the criteria that each programme suggests that they conform to. The aim is to expand on this map and look for verification of the detail. There was some discussion of a possible event at Fishmongers Hall as part of this process.

Actions

4.5.1 Seafish to consider what its continuing involvement in this whole arena should be.

4.5.2 Seafish to add more detail to the certification 'map'.

5. Session B – Delivering change in small-scale and data deficient fisheries

5.1 Project Inshore, Claire Pescod, MSC.

http://www.seafish.org/media/614845/clgjuly2012_pescod_projectinshore.pdf

Discussion

There was an overall positive endorsement of this new project to provide more knowledge and address issues of scale. Each fishery is a potential FIP.

5.2 Exploring the potential of industry-generated data, Phil MacMullen, http://www.seafish.org/media/614845/clgjuly2012_pescod_projectinshore.pdf

Issues raised

There was disappointment expressed in the MMO procurement exercise. There were two applicants and the Succorfish tender was not successful. (Note: All UK fishing vessels over 15 metres in overall length and involved in the exploitation of sea fisheries are required to be fitted with a UK Government-approved satellite-tracking device. According to EU legislation this was to apply to vessels over 12 metres in overall length from 1 January 2012. The MMO wanted to appoint a supplier to provide one piece of equipment to perform the function of both position reporting for VMS purposes and the transmission of e-logbooks).

There was concern that there were not sufficient people to process all the data that could be potentially generated; that there was a mismatch in the collection of data; information needs to be targeted; need to be able to compare like with like; a stock can be data rich but still be in a poor state.

Action – Seafish will be recruiting in this area.

5.3 Data deficiency – progress to date, Bill Lart, Seafish.

http://www.seafish.org/media/614203/clgjuly2012_lart_datadeficiency.pdf

Issues raised

The presentation referred to ICES work in this area under WGFRAME 3/ WKLIFE to develop the means to make an assessment which was short of a full assessment. There was a question as to whether ICES made any recommendations on how to collect data, what was the best to use, and whether a full assessment was needed.

6. Other items

6.1 Mention of a Pew Roadshow targeting MEPs in Brussels on the back of their report calling for a 50% reduction in pelagic catches.

6.2 Ideas for agenda topics for the next CLG meeting – North East Atlantic mackerel (new ICES is due out on 28 September) and the interface between science and industry in light of reduced Government funding.

7. Date of next meeting

The date will be confirmed but is likely to be held in November at Billingsgate. The Steering Group convened after the meeting to discuss the agenda for the next meeting. Any ideas for agenda items should be sent to

p_macmullen@seafish.co.uk or k_green@seafish.co.uk