OUR VISION

Seafood 2040 acts as a thread that binds together these activities, sets out where the opportunities lie and positively frames the seafood value chain within the wider food and drink sector as well as contributing to Government economic and environmental strategies.

The two-year programme is an ambitious and shared plan for England’s seafood industry and is recognised as the first step in a longer journey. We shall work to secure support and funding for Seafood 2040 to continue beyond September 2020. We thank Seafish for their significant contribution and seek to build upon the effort and goodwill of all so far.

Alison Austin OBE
Chair, Seafood 2040

The Seafood 2040 Strategic Framework for England is a vision and action plan developed by the industry and government to move toward an increasingly sustainable and thriving seafood value chain. Seafood 2040 is an umbrella strategy working to raise awareness of seafood, keep it in the forefront of policy makers’ minds and consolidate the diverse activities driven by a wide variety of actors from private companies to industry organisations, Defra and other public bodies.

Our achievements so far

Establishment of Seafood 2040 from a strategy into a programme built on collaboration from industry and government.

Establishment of the Seafood Industry Leadership Group (SILG) and its sub-group the Aquaculture Leadership Group (ALG).

Developed and facilitated a workshop with Seafish, Cefas, Heriot-Watt University and a retailer and processor to exchange information and discuss the current activity and plans to address data limited stock issues for English fisheries.

Secured European Maritime Fisheries Funds to research the socio-economic impact of increased seafood consumption on health and Government budgets, and to identify the issues and solutions of training, recruitment and retention across the seafood industry.

Wide-ranging and effective stakeholder engagement across England’s seafood industry to connect existing organisations and work for mutual benefit to increase the collective impact of Seafood 2040.

Our ambitions for 2020

Review and consult on the current 25 recommendations.

Continue to embed the Seafood 2040 vision and action plans in partner organisations and strategies across England.

Identify ways of furthering our ambitions for a seafood strategy that benefits fisheries through science-led management, and a plan to address the decline of data limited species to ensure there is a pathway for ongoing protection that brings England’s marine environment in alignment with the One Planet Principle.

Engage with leadership of seafood organisations and prepare the industry for the upcoming impact of Brexit.

YEAR 1

YEAR 2

Key considerations to ensure a thriving seafood industry in England

Review and consult on the current 25 recommendations.

Continue to embed the Seafood 2040 vision and action plans in partner organisations and strategies across England.

Identify ways of furthering our ambitions for a seafood strategy that benefits fisheries through science-led management, and a plan to address the decline of data limited species to ensure there is a pathway for ongoing protection that brings England’s marine environment in alignment with the One Planet Principle.

Engage with leadership of seafood organisations and prepare the industry for the upcoming impact of Brexit.

YEAR 2

Enable opportunities for English aquaculture in a competitive global market.

Create opportunities for and investments in coastal, academic and industrial collaboration that addresses the key socio-economic challenges facing the seafood industry in England.

Ensure a robust scheme replaces the European Maritime Fisheries Fund to support projects where market failure exists e.g. identifying infrastructure needs, training for industry-led science programmes, and implementing technology in the field for sustainable stock management.

Enable Seafood 2040 (S2040) to fundraise during the closing stages of the campaign to ensure the ongoing support that brings Seafish, Defra and industry together to work towards a thriving seafood industry.

AND BEYOND
An increase in seafood consumption could be a driver for growth across the value chain, from sea and farm to plate. To inspire you, we’ve shown what a 75% increase in the size of all major industry sectors would look like.

January 2020