Seafood Industry Leadership Group
Meeting Minutes – 30 January 2020

In Attendance
Alison Austin, Chair ............................................ Ally Dingwall, Sainsbury’s
Kim Cullen, Secretary ................................................ Hazel Curtis, Seafish
Nigel Edwards, Hilton Food Group ...................... Sarah Hussey, Sea Farms
Dr Mark Berry, SEP Chair ................................... Stuart Caborn, Nomad Foods
Stuart Price, Nomad Foods .................................. Nathan de Rozarieux, Falfish
Paul Trebilcock, Cornish Fish Producer’s Org ...... James Fox Davies, Fowey Sea Farms

Guests
Phil McBryde, Defra ........................................... Lydia Osborne, Defra
Dr Angus Garrett, Seafish ........................................

With Apologies
Andrew Locker, Lockers Trawlers ...................... Nicola Robinson, Defra

Meeting Minutes

1. Welcome

2. 28 Nov Minutes
   • SILG accepted the minutes.
   • No comments on completed Action Points.

3. Discussion with the Fisheries Minister, George Eustice MP
   Key points from SILG
   SILG members took turns discussing both the value of SF2040 - what has been accomplished in 2019 and what we hope to achieve in 2020 – and the key considerations necessary to ensure a future thriving seafood industry in England.
   • SF2040 is a vision and an action plan – an umbrella strategy for all of England seafood industry
   • SF2040 team has conducted robust engagement with a wide England industry and government stakeholder base.
   • There are two EMFF funded research projects under way.
   • Aquaculture:
     o Offers significant potential (not salmon)
     o Pending MMO approval, work on an updated English aquaculture strategy will commence
     o Relations between industry and Defra have improved significantly
     o SF2040 has been asked by Defra to facilitate workshops with industry to review proposed regulatory changes for shellfish.
   • Comprehensive and ambitious fisheries management is a requirement for everyone along the value chain.
• Consumer trust and confidence in the industry are vital.
• England’s industry should continue to move toward sustainable sourcing, fully managed fisheries, and traceability to maintain and grow that trust and confidence.
• Pending MMO approval, SF2040 will contribute funding to the SW Fisheries Ecological Review Assessment for Mixed Fisheries.
• Smooth trade conditions are an essential requirement for imports and exports.
• Seafish Marketing is changing strategy with the new brand, Love Seafood, and will focus on raising awareness about the industry and encouraging consumers to increase their seafood consumption.
• The Young Seafood Leaders Network is a new initiative for those under 40 years of age working in the UK seafood industry offering a platform to influence change and have a voice.
• The Seafish Experts Panel is an initiative focusing on science, technology and innovation. The group have been consulting industry on enduring challenges with the aim of providing solutions.
• SF2040 is reviewing and refreshing the recommendations to be fit for purpose for the next three to five years.
• A dedicated SF2040 resource is necessary to effectively drive the revised English strategy. SF2040 is not just a ‘drive consumption for the benefit of the industry’ strategy’ but with societal and environmental benefits arising it deserves a high-level profile and sponsorship accordingly and funding is sought from Defra.

Key points from Mr. Eustice
• Mr. Eustice thanked Alison Austin for her work since 2016 on SF2040 and wished her well in the future. He thanked SILG as well for their contribution to SF2040.
• Mr. Eustice was interested in knowing more about the Young Seafood Leaders Network and asked Sarah Hussey about the numbers and breadth of membership.
• Mr. Eustice commended SILG on the depth of thinking to date. Now, as a result of the Brexit referendum it is time to turn that thinking into action. With the decision to build on the UK’s autonomy, review our economic links and strengthen the sustainable fishing industry with landing obligations that work and are enforced, action is required. A move from thinking to delivering the vision was a point made twice.
• As a result of the referendum, we can develop policy and make decisions without waiting on Brussels. Hence more can be done and at a faster pace to support the fishing sector. Mr. Eustice has had an edict from No 10 to move forward.
• Mr. Eustice asked Anne Freeman, Deputy Director at Defra, to ensure the inclusion of seafood in the National Food Strategy and to enquire about a meeting between Defra, SF2040 and Henry Dimbleby.
• SF2040 was asked how well placed the group and programme are to meet with Scotland and work together. Mr. Eustice mentioned that there are opportunities between SF2040 and food strategy teams in the devolved nations to work together for the benefit of the UK.

Action Points
1. KC to follow up with Defra re: the National Food Strategy and working with the DAs.
4. Recommendation Refresh

General Notes

- The SF2040 strategy and recommendations is a framework that builds a picture of what needs to be undertaken and by whom to support the vision of a thriving England seafood industry.
  - The framework contains substantial pieces of work that other organisations are responsible for achieving, usually in collaboration with others.
  - Much of this requires long-term planning, funding, and sustained delivery over time.
  - SF2040 is responsible for setting out the strategy not for delivering all of the components of the strategic framework.
  - SF2040 supports other organisations that ‘progress any recommendation’
  - Where industry and/or government are unable to move forward, SF2040 can facilitate and seek separate funding to pick up the work.

- This government is willing to be more interventionist than previous governments.
- This is an all industry strategic framework running across the value chain from catch to plate not just for Seafish.
- A clear learning from the existing strategic framework is to ensure clarity over the lead champion for each recommendation - a key element to embed in the writing and negotiating process.

SF2040 Vision

- ORIGINAL VISION: Our ambition is to see a seafood industry that is sustainable and truly thriving, in every sense of the word. Where a whole supply chain approach has fostered collaborative working practices, yet allowed the space to fully celebrate the diversity of our different species and regions; where seafood is highly valued, driving consumption figures at home and abroad; and where science and a supportive regulatory framework drive innovation and foster best practice from catch and farm to plate.

- Consider:
  - Dial up the role of seafood in a living healthy planet agenda; the future of diets in a sustainably resourced and managed planet means a decrease of red meat and dairy and an increase of plant-based protein – a need to ensure seafood is widely accepted as having a role to play.
  - Increase England’s high value exports.
  - Add the importance of an innovative industry leading the way.
  - Add the importance of an industry that is globally competitive and sustainable.

ACTION: SILG agreed the vision is still relevant but needs tweaking.

SF2040 Objective

The objective of growing seafood consumption to recommended levels (2 portions (280 grams per person) per week) was discussed.

ACTION: SILG agreed to retain the objective as stated because SF2040 is an ambitious programme so the objective should be as well.
SF2040 Foundations

1. Collaboration
2. Science
3. Best Practice

What is meant by ‘best practice’? Agreement that it needs further unpacking/thought.

- Improvement
- Capability
- Responsibility
- Standards – don’t want an unpicking of the standards so need to be careful what is said
- Capacity
- Effectiveness
- Efficiency.

**ACTION:** SILG agreed to keep the original 3 foundations and:

- Take second look at Best Practice.
- Consider a 4th pillar around growing/driving consumption or creating/growing/stimulating demand.

Review of the recommendations

<table>
<thead>
<tr>
<th>Recommendation</th>
<th>Comments</th>
<th>SILG decision</th>
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<tbody>
<tr>
<td>1 – Establish SILG</td>
<td>For SF2040 to continue there was agreement about the value of a dedicated project manager and a non-competitive group with representation across the industry that oversees strategy, lobbies and advocates.</td>
<td>Re-write using the comments.</td>
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<tr>
<td>2 – Establish a science/expert group with academic, public and private sectors</td>
<td>Seafish established the Seafish Experts Panel (SEP) and agreed that supporting SF2040 would be one of its objectives. Include the relevant Enduring Challenges that SEP are developing in SF2040. Knowledge management, evidence and innovation are important elements – need to draw out more. This rec could be the bridge between research and industry. What are the funds and what’s been done before? Who would lead this recommendation and how?</td>
<td>Re-write. Liaise with Seafish, SEP and Defra</td>
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<td>Rec 3 – Establish a Seafood Industry Best Practice Framework</td>
<td>This recommendation could be re-written to recommend that industry should adopt independent certification standards. Consider what elements indicate a more sustainable industry and how to measure it. Frame this recommendation better to incorporate traceability, responsible sourcing, the role the seafood industry plays and align the entire industry. Use this rec to determine how to measure and communicate your seafood’s sustainable footprint.</td>
<td>Re-write. Liaise with Nigel Edwards, Mike Mitchell, the Seafood Industry Alliance and Seafish (carbon footprint tool)</td>
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<td>Rec 4 – Establish nutritional profiles and</td>
<td>The profiles have been completed. This recommendation could be re-written to encourage the sourcing of fish from the UK.</td>
<td>Wait for meeting re: National Food Strategy.</td>
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<tr>
<td>Recommendation</td>
<td>Details</td>
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<td>Rec 1 - Working with govt to improve public procurement uptake of seafood purchasing</td>
<td>However, the demand is currently low and encouraging consumers to eat domestic species is already captured in Rec 9. There may be something that arises out of the conversation with Henry Dimbleby. Delete if nothing of note arises.</td>
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<td>Rec 5 - Establish a review of the environmental credentials for seafood production</td>
<td>This could be wrapped up into Rec 3. Combine with Rec 3.</td>
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<td>Recs 6 – 9 - Marketing</td>
<td>Workshops with Seafish will be held to revisit the current recommendations and to provide guidance for industry where it needs to play a part. Other stakeholders will be identified and given an opportunity to comment on the revisions. The refreshed recommendations will come back to SILG for comment and approval. Liaise with the Seafish Marketing team. Identify other key stakeholders to comment.</td>
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<td>Rec 9 (Create a demand for domestic species)</td>
<td>From a processor’s point of view, it’s impossible to promote locally caught, undervalued species unless it is truly sustainably sourced/responsibly sourced with supporting evidence.</td>
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<td>Rec 10 – Review the impact of a preferential English landing regime</td>
<td>SILG would like the review to be done in order to move forward. This is a recommendation impacted by politics. Liaise with Defra.</td>
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<td>Rec 11 – Eliminate data-limited stocks and provide stock management plans</td>
<td>This recommendation goes to the heart of the SF2040 vision. Needs wordsmithing and to be increased in priority. Change 2025 to a more reasonable date. Re-write.</td>
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<td>Rec 12 – Strengthen the role of POs</td>
<td>The role of POs will be explored with Defra. A body or group of bodies will be required to manage the catching sector. Need Defra’s input and then come back to SILG. Liaise with Defra.</td>
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<tr>
<td>Recs 13 &amp; 14 - Aquaculture</td>
<td>These are the aquaculture recommendations and will be reviewed by ALG. SILG to see the revisions and provide comment and approval. Liaise with ALG.</td>
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<tr>
<td>Rec 15 – Establish an infrastructure group &amp; map existing needs to future</td>
<td>Remove the 3rd bullet point (Building on the work of the Blue Marine Foundation, commission a report on economic and social benefits of shortening supply chains for inshore fisheries through to regional and localised foodservice sector). British Ports Association (BPA) will want to comment on revisions. Seafish and Defra have done work related to infrastructure and ports. Liaise with Seafish, Defra and BPA.</td>
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<td>Rec 16 - Devise and deliver a single cross-sector seafood training and skills plan based on needs and requirements</td>
<td>Currently research is addressing the 1st and 2nd bullet points. Need to determine if there something else to say in the skills, career planning, training and recruitment space. • Map skills, recruitment and retention needs and issues across the entire value chain Needs further thinking and direction. Liaise with Defra and Seafish.</td>
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• Review of best practice with regards to training, skills development and workforce retention, within the UK and overseas.

The remaining two bullet points are possibly not the way forward or relevant. Require further thinking and input.
• Ensure the Post-16 Skills Plan Pathfinder Routes meet the needs of the seafood supply chain. Determine the relevance of this point.
• Consider future funding of voluntary safety courses for experienced fishermen and the Introduction to Commercial Fishing course beyond the EMFF. Remove ‘voluntary’ from the 4th bullet point.

| Rec 17 – Enhance business capability | Need to link ‘bigger picture’ to seafood. | Needs further thinking and direction. |
| Rec 18 – Maximise the use and value of the seafood resource | This recommendation could be combined with Rec 3. | Combine with Rec 3. |
| Recs 19 – 25 | These are the trade, export and import recommendations. Seafish, Defra, SIA, and DIT are interested in working through these. SILG will see the revisions, provide comment and approve. | Liaise with Seafish, Defra, SIA, and DIT. |

Priority changes in industry landscape exercise

Dr Angus Garrett from Seafish Horizon Scanning led an exercise in which each SILG member selected their top six priorities of the changes impacting on the industry.

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<thead>
<tr>
<th>Priority</th>
<th>External Factors Impacting on England’s Seafood Sector</th>
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<tbody>
<tr>
<td>1</td>
<td>Environmental conditions and climate change (Macro conditions)</td>
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<tr>
<td>2</td>
<td>Market and consumers (Industry supply, trade &amp; markets)</td>
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<tr>
<td>3</td>
<td>Tied for 3rd priority - Resource management; and Political conditions (Industry supply, trade &amp; markets)</td>
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<tr>
<td>4</td>
<td>Government spend on fisheries (Other)</td>
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<tr>
<td>5</td>
<td>Tied for 5th priority – Labour vs technology (Labour &amp; skills); and Sustainability (NGOs and consumers)</td>
</tr>
<tr>
<td>6</td>
<td>Tied for 6th priority – Industry image (Industry image); and Health credentials for seafood (Food safety and integrity)</td>
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These priorities will be introduced at the Seafish and Defra recommendation refresh workshops. The revised framework including the Introduction and Recommendations will reflect these priorities where relevant.

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1 Please see the Excel spreadsheet, *Seafood 2040 SILG Priorities*, accompanying the minutes listing all the priorities
5. **Inshore Fisheries Reform**

Phil McBryde, Defra, presented on Inshore Fisheries Reform.

- Why focus on inshore? The whole fishing fleet matters to UK – socially, economically, and environmentally. An iconic industry forming a cornerstone for local coastal communities yet management is complex as ill-defined fleet, very diverse and regionally different. Government keen to support inshore fishers to fish more sustainably, improve collective understanding of stock health and adapt to technological innovation.

- Ministers and Government value inshore fisheries as demonstrated in the:
  - 2018 White Paper on Sustainable Fisheries for Future Generations: ‘Reforming fisheries management should support a diverse, profitable and sustainable fleet that serves the needs of coastal communities and the UK economy.’
  - Government’s Manifesto commitments:
    - ‘There will be a legal commitment to fish sustainably and a legal requirement for a plan to achieve maximum sustainable yield for each stock.
    - We will maintain funding for fisheries across the UK’s nations throughout the Parliament and support the regeneration of our coastal communities.
    - Farmers and fishermen to act as the stewards of the natural world, preserving the UK’s countryside and oceans as they have for generations.’

- Defra looking to engage directly with fishing sector - what they think, want and how to work together.
  - Following up after the successful Future of Inshore Fisheries conference in Oct 2019.

**General comments from SILG**

- All boats should be managed under same regime and no separate scheme for under 10m or inshore boats as size of boat does not limit it to where it fishes. For example, the CFPO has all sizes within its membership etc.

6. **AOB/Next Steps/Finish**

- On behalf of SF2040 and SILG the Chair thanked:
  - Stuart Caborn for his service to the group and wished him well in his new role and welcomed Stuart Price also from Nomad Foods as his replacement
  - Sarah Hussey as she starts her maternity leave.

- SILG thanked Defra (Nicola Robinson, Lydia Osborne and Phil McBryde) for helping to arrange the meeting with the Minister and securing a room in their Marsham Street office at short notice.

- SILG thanked Alison Austin, SF2040 Chair, for her leadership and commitment to the strategy and programme as she leaves her role.

**Next meeting:**

- The date of the April meeting (22\(^{nd}\)) needs to change as several members will be at the Brussels Seafood Expo Global 2020.

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\(^2\) Please see the presentation pdf, *Inshore Fisheries Reform*, accompanying the minutes for further information.
• At the April meeting we will welcome the new Young Seafood Leaders Network representative, Cameron Moffat from Youngs Seafood and the new SILG Chair.
• We will continue to review the recommendations.

**Action Points from AOB/Next Steps/Finish**
1. KC to email Doodle poll to SILG to determine April date.