Seafood Industry Leadership Group
Meeting Minutes – 31 January 2019

In Attendance
Alison Austin, Chair
Kim Cullen, Secretary
Ben Franks, Young Seafood Leadership Programme
Victoria Cook, Foodservice and Hospitality sector

Stuart Caborn, Processing sector (Procurement)
Ally Dingwall, Retail sector
James Fowey, Aquaculture sector
Dr Angus Garrett, Seafish

With Apologies
Hazel Curtis, Seafish
Nicola Robinson, Defra
Andrew Pascoe, Catching sector
Paul Trebilcock, Producers Organisation
Nigel Edwards, Processing sector (Technical & CSR)
Dr Mark Berry, SEP Chair

No Response
Mark Greet, Processing sector (Commercial)

Meeting Minutes

Agenda #2
7 Nov Minutes
SILG accepted the 7 Nov Minutes.

Agenda #3
Update on Aquaculture Leadership Group
  • Update on aquaculture progress
    • 7 Feb ALG meeting and agenda
    • Changes to Recommendations 13 and 14
    • Discussion and seek agreement of revised recommendations

SILG agreed on the content change of Recs 13 and 14 and to pass the text through to the ALG.

General Comments
  • SILG has a role to promote aquaculture as part of the seafood industry conversation and along with the ALG is responsible for working to change perceptions of aquaculture.
  • There should be something around food security in Recommendation 13 or 14. This is particularly timely given Brexit.
If one of the main aims of SF2040 is to achieve growth in consumption then England’s seafood industry, including the aquaculture sector, cannot be blinkered by high value and novel species whilst we need these in the future it is the mainstream species that will be required to achieve growth in consumption. There is scope though to add something to Recommendation 13 or 14 about higher value and novel species to be grown in aquaculture in the future.

- **Action Point:** (AA, KC and SC) Discuss food security as it has risen in importance as a result of Brexit.
- **Action Point:** (KC) Revise Rec 13 or 14 to highlight the role of aquaculture in:
  - Food security
  - Importance in contributing to moves towards doubling seafood consumption
  - Extending the scope to high value and novel species for the future.

**Agenda #4**

**Update on the Seafish Science Experts Panel (SEP)**

- Update and questions/discussion

SEP has recently been established to enhance Seafish’s role as a collaborator and facilitator across the seafood supply chain and to assist Seafish to:
  - commission scientific research and to undertake research in Seafish’s own right;
  - help to deliver the science and innovation actions outlined in the SF2040 strategy;
  - assist with the presentation, communication and adoption of research findings relevant to the seafood sector;
  - support the industry to determine the information it needs to address business issues;
  - provide evidence-based advice to inform policy development and business decision making;
  - provide advice and peer review on Seafish outputs; and
  - connect industry/government and research institutes to establish a network of expertise with ‘reach’ across the sector.

The SEP features a central hub consisting of 3-4 members, including a chair, supported by an expert committee. The central hub acts as the main engagement point between Seafish and the wider expert group and will provide the bridge between the needs of Seafish and the wider seafood industry, and the expert committee.

**SEP membership**

- The Chair is Dr Mark Berry
  - Food biochemistry and clinical nutrition
  - Dr Berry will sit on the SILG
- Dr. Steve Mackinson
  - Marine science
• Dr. Liam Fassam
  o Logistics research
• Vacant seat: A behavioral science expert who can help with some of Seafish initiatives to change consumer and industry behavior
  o NOTE: this has direct impact on the SF2040 marketing recommendations (6-9)

General Comments
• The SF2040 Secretariat will meet with Dr Berry and Aoife in late Feb/early March to discuss the specific SF2040 recommendations addressed to SEP and how to push forward to delivery.
• SILG agrees that there should be a science and innovation aspect to the seafood value chain. A science and innovation framework is needed across the seafood value chain.

• Action Point: (KC) Circulate a note to SILG after the meeting with Dr Berry and Seafish Operations Direction to update SILG.

Agenda #5
Update on SF2040 activities
• EMFF proposals – separate paper
• Stakeholder engagements
• SF2040 identity
• Priority roadmap – separate paper
• Risks

EMFF Proposals
• Rec 6 Proposal - Review the impacts of a population shift to 2 a week seafood consumption to better quantify the substantial socio-economic impacts of improved heart health
  o The socio-economic impacts of improved heart health could be wider than just heart
  o Increased seafood consumption is only possible in the context of responsible sourcing
  o When you drive increased seafood consumption you drive an increase of inflation. Inflation and market forces will come into play so aquaculture will then come into greater demand
  o The research stemming from this recommendation is intended to influence policy and then delivery strategies within a wide group of public health and corporate organisations.

• Action Point: (KC) Broaden the wording of ‘heart health’ in Rec 6 to reflect SILG’s comment.

• Rec 11 Proposal - Eliminate data deficiency (Improve data limitations) and have effective stock management plans in place for all English fisheries by 2025
  o Defra is interested in this work and there is widespread consensus within industry this is needed.
Rec 13 Proposal - Identify/establish English Priority Aquaculture/Coastal Development Zones for the purposes of advising on areas suitable for aquaculture businesses. And advocate for a streamlined application and approval processes and an information hub that will directly improve the ability of responsible aquaculture operators to access investment and/or begin aquaculture operations

- No comment

Stakeholder Engagement

- SILG agree that networking is vital to SF2040 activities and progress.
- KC will update SILG on upcoming stakeholder engagement and members are welcome to join SF2040 at any meeting. Conversely they may suggest people/organisations for SF2040 to engage with.

- **Action Point:** (KC) Send monthly updates of stakeholder engagement to SILG

SF2040 Identity

- No comment

SF2040 Priority Roadmap

- SILG broadly in agreement with how the recommendations are prioritised.
- SF2040 Secretariat to change the following priorities:
  - Rec 5 - keep in Stage 2 but start conversation with Seafish Economics and Market Insight teams. What is the question to answer? AD and SC offered assistance in framing the question.
  - Rec 7 – move from Stage 2 to Stage 1. A big consumer shift required so work should start now.
  - Rec 9 – move from Stage 3 to Stage 2.

- **Action Point:** (KC) Rec 5: Contact Seafish Econ and Market Insight teams to get a sense of available data. Contact AD and SC for assistance in framing the question.
- **Action Point:** (KC) Move Rec 7 from Stage 2 to Stage 1
- **Action Point:** (KC) Move Rec 9 from Stage3 to Stage 2
- **Action Point:** (KC) Circulate a more detailed table of the recommendations and the priorities – as well as those in progress – for SILG to use internally.

SF2040 Risks

- No comment
Agenda #6
How do we measure success?
- Group discussion and agreement
SILG requires 3-4 goals with a couple of strategies in each and a couple of simple measures. We want stretching but achievable goals. SILG has soft powers so how do we exercise those soft powers? Determining the goals, strategies and measures will be a piece of electronic business.

- Action Point: (KC) Circulate the slide and ask for further comment/edits/ideas.

Agenda #7
Eco-system services and the UK seafood industry
- Presentation and questions/discussion

Dr Garrett presented on his work in eco-system services.
- Eco-system services concerns the link between ecological and social systems.
- There are societal goods that are generated from the seafood industry such as food provision, tourism, health, and cultural well-being
- Use of this concept in the marine context is lagging behind terrestrial systems.
- Who is talking about seafood from an eco-system services lens and what are they saying?
- Where does this concept sit in SF2040?
  - NOTE: There are at least 6 recommendations that touch on the concept of eco-system services without directly calling it such (5, 8, 10, 11, 13 & 18)
- Eco-system services and the EMFF replacement fund
  - How can this concept inform the future EMFF replacement fund – opens doors to other areas that EMFF can consider
  - Defra is consulting now and will consult industry on what the new fund should include.
- SILG interested in his slides to assist their understanding.

- Action Point: (KC) Circulate slide presentation to SILG.

Agenda #8
The future of EMFF funding
- Group discussion based on talking points from tabled paper

General Comments
- Most of SILG members present had limited to no experience with EMFF funding. Agreement that new fund should include principles such as accessibility, affordability, and innovation.
- For those SILG members with EMFF experience the fund is key to getting people involved
- Right now EMFF is geared to small-medium enterprises but some funds could be set aside for large companies
- Should the new fund be more targeted – e.g. specific re: activities, species and location?
• SILG would like to hear back from ALG after the Defra workshop at the 7 Feb meeting

• **Action Point:** (KC) Report back to SILG re: Defra replacement fund workshop.
• **Action Point:** (KC) Circulate 4 Defra questions in an email to collect views to provide SILG input to Defra

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**Agenda #9**

**Next Steps - SILG agreed to conduct electronic business throughout Feb, March and April.**

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**Agenda #10**

**AOB/Finish**

1. Please submit a 1 page CV with photo – reminders will be sent
   a. **Action Point:** (KC) Circulate reminder to SILG
2. Next meeting is Thursday 25 April in London
   a. **Action Point:** (KC) Circulate a forward plan for 25 April agenda
3. Reminder that Thursday 11 July meeting is in Grimsby
4. There is a Defra consultation on Protected Geographic Indication (PGI) status which relates to Rec 21.
   a. Currently there are 5 seafood products in England with PGI status: traditional Grimsby smoked fish, Cornish sardines, London cure smoke salmon, Whitstable oysters, and Fal oysters. This consultation will be noted on the Action Tracker.
   b. **Action Point:** (KC) Include PGI consultation on Action Tracker and think about Rec 21 and next steps for SILG.
5. New Cefas/Defra Future Fisheries Fund
   a. There is a new fund for innovation and technology in England worth £10 million from 2019-2021.
   b. SILG should read the brief that AA wrote and actively promote/disseminate this fund
   c. There could be a potential project within Rec 11 or other SF2040 recommendations
   d. **Action Point:** (KC) Circulate fund brief to all SILG members
   e. **Action Point:** (All) Read brief and circulate within their networks to generate interest
   f. **Action Point:** (KC) Consider fund in light of SF2040 recommendations and potential projects