

# Summary: The Seafood 2040 Strategic Framework

July 2020

# SEAFOOD — 2040

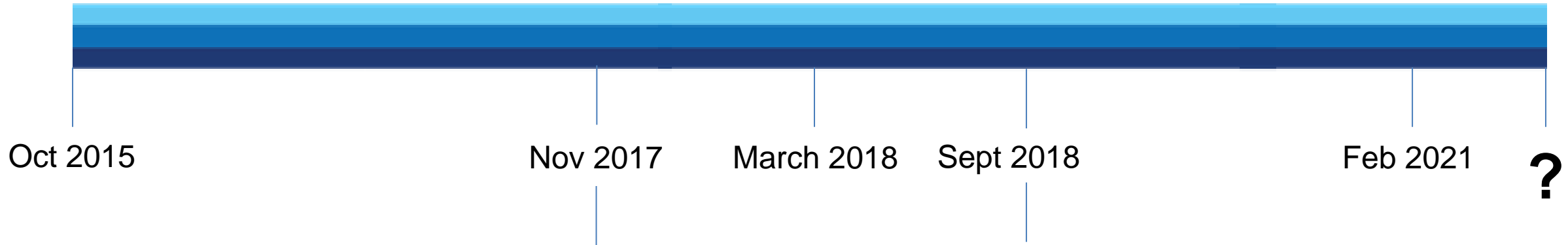
*The future is a seafood industry that is sustainable and thriving*



# SEAFOOD — 2040

- A strategy for England requested by former Fisheries Minister George Eustice MP in 2015
- A partnership between industry & government
- Contains short to long term recommendations (actions)
- Cuts across the entire seafood supply chain
- Supports pan-UK & English specific policies and strategies
  - E.g. National Food Strategy
- Driven by the foundations of:
  - Collaboration
  - Science
  - Best Practice
  - Communication

# SF2040 Timeline



**Vision**  
A thriving and sustainable  
English seafood industry



**SEAFOOD**  
**2040**

**Action Plan**  
25 recommendations developed  
by the English seafood industry  
to achieve the vision

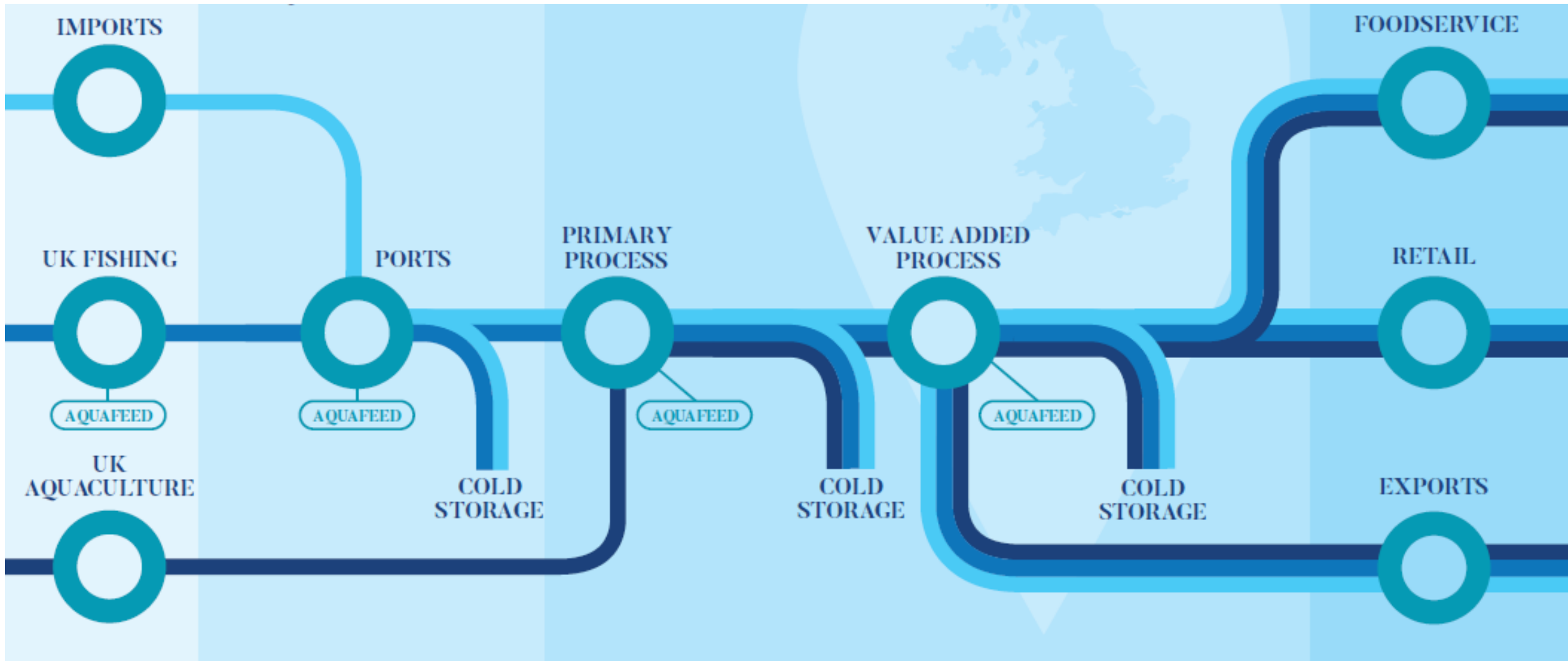
# SF2040 Strategic Priorities:

## What does England's thriving seafood industry look like in 2040?

1. Seafood consumption has doubled
2. Wild catch fisheries are verifiably sustainable and flourishing
3. **Significant growth has occurred in the aquaculture sector**
4. Business growth is enabled by infrastructure improvements
5. Opportunities for exports have increased
6. Access to international markets has improved



# SF2040: Whole supply chain approach



# SF2040 Recommendation 13

Establish an industry-government English aquaculture leadership group (ALG) to drive sustainable growth. This group has the responsibility to:

- Develop and begin to deliver a realistic, action-oriented and forward-thinking English Aquaculture Strategy for the next 20 years, with Government supported growth targets and a short, medium and long term delivery plan. (ALG)
- Develop an English Aquaculture Science and Innovation Plan (EASIP) guided by the newly formed Seafish Experts Panel (SEP) and build on any work already done (e.g. ARCH-UK, NERC KEP) and report directly to ALG. (SEP, ALG)
- Develop and secure funding for a project that identifies/establishes English Priority Aquaculture/Coastal Development Zones for the purposes of advising on areas suitable for aquaculture businesses. Build on any relevant ongoing projects (e.g. MMO Marine Plans and Aquaculture Development Areas, and the Dorset and East Devon FLAG). (ALG, Seafish, Defra, Regulators)
- Review fiscal aquaculture incentive measures and develop a forward-thinking report outlining the current mechanisms for support and fiscal incentives and ideas for other potential mechanisms. Research what other English/UK industries have implemented tax incentives and what other countries have implemented aquaculture financial incentives to encourage growth. Consider alternatives such as tax breaks, seed investment, infrastructure incentives, targeted public/private funding and capital investment grants. Requires Defra input. (ALG, Seafish, Defra)
- Monitor/maintain an understanding of strategic water quality improvement projects and thinking that cuts across the water, agriculture and land management, and aquaculture sectors. Work with Defra and other key organisations to ensure that shellfish harvesting waters are afforded the protection given under the Water Framework Directive. (ALG)

# SF2040 Recommendation 14

Promote aquaculture as an emerging sector that behaves responsibly and has societal support. Provide clear policy leadership and vision to support an expansion of aquaculture that instils confidence and positivity across the sector. All activities should aim to strengthen relationships between industry, government, and regulators. (ALG)

- Commission a review of current regulation impacting on marine and freshwater aquaculture. Identify where this can be streamlined or requires amendments, and determine what the optimal English regulation framework would entail. Include a discussion on the establishment of an online hub/‘one-stop-shop’ for aquaculture regulation and legislation information and contacts based on the Cefas guidance hosted on the Seafish website. (ALG, Defra, Seafish, Environment Agency, Food Standards Agency, Cefas, industry)
- Focus on strengthening the links between aquaculture operators, national industry associations and regulating bodies. (ALG, Seafish, Defra, EA, FSA, MMO, NE, SAGB, industry)



**SEAFOOD 2040  
STRATEGIC FRAMEWORK**

## How does SF2040 work?

- SF2040 is facilitated by Seafish, funded by the EMFF, and supported by Defra & industry
- Reports to the Minister via Defra



# SF2040 Governance

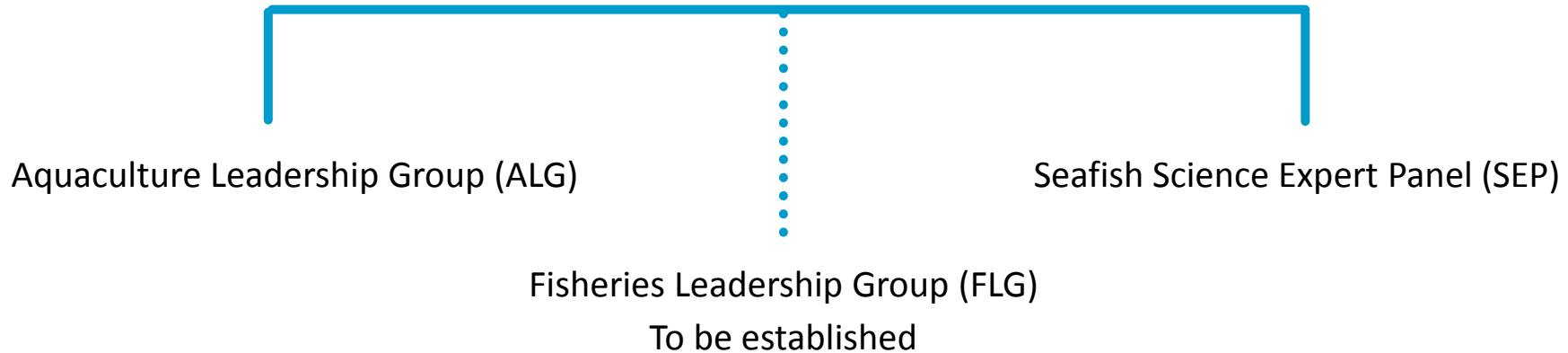
SF2040 Secretariat

- Chair: Neil Auchterlonie (Part-time)
- Programme Manager: Kimberly Cullen (Full-time)

Governance structure and partners established



## Seafood Industry Leadership Group (SILG)



# SF2040 Governance: Seafood Industry Leadership Group (SILG)

	Name	Organisation
1	Neil Auchterlonie, Chair	Consultant – Aquaculture
2	Kimberly Cullen, Secretary	SF2040
3	Hazel Curtis	Seafish
4	Ally Dingwall	Sainsbury's Supermarkets
5	Stuart Price	Nomad
6	Nigel Edwards	Hilton Food Group
8	James Fox Davies	Fowey Shellfish and Chair of SF2040 Aquaculture Leadership Group
9	Andrew Locker	Locker's Trawlers
10	Cameron Moffat	Young Seafood Leadership Programme & Youngs
11	Paul Trebilcock	Cornish Fish Producers Organisation
12	Nathan de Rozarieux	Falfish Limited
13	Dr Mark Berry	Chair, Seafish Science Expert Panel
14	Nicola Robinson	Defra

# SF2040 Governance: Aquaculture Leadership Group (ALG)

	Name	Organisation
1	James Fox Davies, Chair	Fowey Shellfish
2	Kimberly Cullen, Secretary	SF2040
3	Dr Stuart McLanaghan	Seafish
4	Ruth Allin, Sara Catahan & Rebecca Redrup	Defra
5	Martin Syvret	AquaSolutions
6	Oliver Robinson	British Trout Association
8	John Holmyard	Offshore Shellfish
9	Kelsey Thompson	Morecambe Bay Oysters
10	David Jarrad	Shellfish Association of Great Britain
11	Roger Covey & Robert Whiteley	Natural England
12	Dr Christopher Sweeting	Marine Management Organisation
13	Michael Gubbins	Cefas
14	Dr Lewis Le Vay	Bangor University

# SF2040 Achievements

1. Turning the Strategy into a dynamic, active programme
2. Generating interest and support across the key players within England's seafood industry
  - Building relationships with Defra & Seafish
  - Promoting the strategy within industry and NGOs
3. Establishing SILG and ALG
4. Achieving some of the recommendations
  - Four examples:
    - Development of Nutritional Profiles of species caught in English waters (1 page pdfs on Seafish Asset Bank) (Rec 4)
    - Estimated socioeconomic impacts of increased seafood consumption on Gov budgets and population health (Rec 6)
    - Development of an English Aquaculture Strategy (Rec 13)
    - Identification of the challenges facing England's seafood industry in skills, training, recruitment & retention (Rec 16)

# Future Work & Plans

- Complete the recommendation refresh with SILG, ALG, Seafish, Defra & industry
- Establish a Fisheries Leadership Group (FLG)
- Secure funding from March 2021
  - Industry?
  - EMFF replacement scheme?
- Improve links with DA seafood strategies and other government strategies
  - E.g. National Food Strategy (England)
- Continue the promotion and dissemination of completed research
- Consider the funding and management of future research via the recommendations
- Continue to progress the recommendations

# SF2040 & Aquaculture

- Aquaculture Leadership Group
  - Continue meetings and discussions to:
    - Progress Recommendations 13 & 14 – prioritise projects and discussions after strategy is complete and start tackling those priorities
    - Keep an eye on the future and ensure the SF2040 aquaculture ambitions are fit for purpose
    - Engage across England with the key players to work together
- Recommendation Refresh
  - Review Recommendations 13 & 14 to ensure ongoing relevance looking ahead
- English Aquaculture Strategy (Rec 13)
  - Engage with partners to deliver the strategy
  - Champion the strategy and support its progress
- Partnership and Collaboration across England
- Research Results Dissemination
  - Recommendation 16: The identification of the challenges facing England's seafood industry in skills, training, recruitment & retention

# Thank you

For more information: [kimberly.cullen@seafish.co.uk](mailto:kimberly.cullen@seafish.co.uk)

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— 2040

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