

# Landmark fishing industry discussions will take place in Edinburgh to shape the future of Seafish

Seafish, the authority on seafood, has announced that it will be supporting the four Fisheries administrations in what are viewed as landmark open discussions about the future of Seafish, to run during autumn 2011.

An industry engagement workshop will be held in Edinburgh between 10am and 12.30pm on 26 October 2011 at Norton House Hotel. Members of the local fishing industry are invited to attend and contribute.

The meeting provides an opportunity for anyone involved in the industry to express critical views about Seafish's direction, which will have a significant impact on the operations of the organisation.

Topics to be covered will include: the core role and strategic objectives of Seafish; proposed models for the organisation's future structure, funding and governance arrangements between Seafish, its government sponsors and industry.



Dr Paul Williams, Seafish Chief Executive, said: “We welcome the fact that the Fisheries Administrations have initiated this discussion, which offers an excellent opportunity for industry to get involved in shaping the future of Seafish. This process should ensure that Seafish continues to evolve and meet the needs of the modern seafood industry.

“Despite being severely hampered by the recent court case\*, we made real progress in our key themed areas of work in the last year, providing an estimated £4 million of value to industry.

“With the court case now firmly behind us, we are focused on continuing to provide industry with tangible and real benefit for its investment in Seafish. We have recently announced £1.7 million worth of funding through our Industry Project Fund which will support various projects across the spectrum of industry.

“Our updated three-year plan will direct 60% of our income towards communications activities aimed at consumers and industry itself. Our consumer work will promote seafood as well as protecting the reputation of industry by highlighting good news stories and rebutting negative and harmful media. Our work with industry will allow sound business decisions to be made through the provision of up-to-date data and information in a variety of areas.”

The four UK fisheries administrations have now published a review of Seafish, which was carried out by Peter Cleasby and finalised in March 2010. This 'Cleasby Review' was not published at the time given a legal challenge from Bloomsbury International Group. Although now slightly outdated, it will provide background information and stimulate constructive discussion on the future of Seafish during the coming months.