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Report Name: United Kingdom- Fish and Seafood Market Update 2021

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Report Highlights:

This report contains information about the United Kingdom's fish and seafood market. It provides an overview of the sector and historical context including key information and statistics about production, imports, exports, impact of Brexit, and main UK policy.

Exchange rate for GBP to USD: 1 GBP = 1.39 USD

Glossary

Catch- this refers to the physical activity of fishing.

Exclusive Economic Zone- an area of the sea under the territorial ownership of a single country. This area is guaranteed by UN Convention on the Law of the Sea

Land or landing- the term used for bringing fish ashore.

Total Allowable Catch- the tool used to establish maximum fishing limits during a certain timeframe and for each one of the species controlled by management plans. Scientific recommendations for each marine area specified by the FAO (ICES fishing areas) are used to establish catch possibilities.

Background

History up to now

The UK is a major producer of fish and seafood, but due to differences in consumption habits and what is caught, it is also a net importer. As an island, the UK has a long fishing history, both in its own waters and further away.

Historically the UK fishing fleet was world leading in size and on board technology, which is why UK vessels have been fishing in Icelandic and Norwegian waters since the 14th century. Throughout the 1900's there were several periods of declining fish stocks which resulted in Her Majesty's Government (HMG) creating a Sea Fisheries Commission and the first Sea Fishing Industry Act in 1933.

In 1958, after several disputes between HMG and other coastal countries on fishing territory, the United Nations held the first International Conference on the Law of the Sea. Between September 1958 and March 1961 a dispute between Iceland and the UK on how close to Icelandic shores UK vessels could fish led to the first Cod War. The dispute over fishing distance continued with a second Cod War in 1972, and third Cod War in 1975.

In 1970, the European Economic Community (EEC) created the Common Fisheries Policy (CFP) which allowed equal access to community waters by all community members after ten years. The CFP allocates catching rights around Europe in line with how countries were fishing in the mid-1970s. This method of allocation has always been uncomfortable for the UK because in the mid-1970s many of the biggest fishing boats were operating in Icelandic waters. As a result, the UK had significantly smaller quotas than its fishing industry felt it deserved as an island nation, especially as fishing near Iceland became difficult after the third Cod War.

The UK was a net exporter of fish in 1983 but has been a net importer since 1984. Imports grew faster than exports between 1984 and 2006. Since 2006, both imports and exports have remained relatively stable, with small year-on-year variations.

Under the CFP, data is used to understand problems such as dwindling fish stocks and European Union (EU) fleet overcapacity. As a member of the EU, the UK fleet and quotas changed over time to address these issues. Scientific advice on the management of fish resources on a sustainable basis is used as the basis for reviews of the Total Allowable Catch (TAC) Quotas or in some cases, stronger measures if stocks were critically low. Changes to TAC quotas has resulted in the recovery of some species populations and has prevented overfishing of vulnerable species.

Aquaculture production has grown in the UK since the first salmon farm was established in 1970. There are no quotas associated with aquaculture, but this type of farming has been linked to environmental and water quality issues. Historic practices, including the use of medicated feed and associated negative environmental impact has resulted in increased regulation and strict rules that limit where new farms can be located.

Details on Brexit Impact

Fishing and control of UK waters was a key part of the Brexit referendum with those supporting Brexit arguing that the UK would be able to take back control of its Exclusive Economic Zone (EEZ) and fishing quotas. The UK sea fishing sector has long opposed the CFP so was largely in favor of leaving the EU. Fishing is an industry with strong cultural links, much like farming, which is why it became the main sticking point in Brexit negotiations. Under the EU-UK Trade and Cooperation Agreement (TCA), there is a five and a half year transition period, starting in January 2021. During this transition, the UK will be able to catch 25 percent more fish, in terms of value. This deal does not include Norway which has long been a destination for UK fishing vessels. Separate negotiations are ongoing for access to Norwegian waters.

At the end of the transition period, the UK will have the right to take back all of the fishing quota currently allocated to the EU; however, this is unlikely to happen. It is expected that the UK will use the issue of fish quotas to aid other parts of ongoing negotiations.

Fishing organizations in both the UK and the EU were quick to criticize the final deal, with the strongest criticism coming from the UK. Having been promised a return of 80 percent of the value of catch from the EU during the referendum campaign the reality of 25 percent stung. Tariff free access has been guaranteed but this hasn't stopped issues at the border. Despite warnings that exporting to the EU would change at 23:00 on 31 December, 2020, the sector and ancillary services were not prepared for new paperwork and changes to veterinary certification.

The close integration of shellfish and seafood supply chains, combined with the fact that 80 percent of the UK catch is normally exported to the EU, has caused issues for EU processors as product is delayed at the border. The UK's third-country status has stopped the export of bivalve mollusks such as cockles, muscles, scallops and oysters if they are not ready for human consumption. Typically, this activity was done in France. The ban originally applied only to wild-caught bivalve mollusks, and was understood to have been caused by new EU animal health regulations which come into force in April 2021. The ban has been extended to all live bivalve mollusks unless already cleaned. This is an ongoing issue with the UK Department of Environment, Food and Rural Affairs (Defra) arguing that they had received verbal guarantees that the ban would be lifted from April 21, 2021.

Details on Covid Impact

In March 2020, leading up to, and into the UK's first lockdown, retail sales soared as consumers began stockpiling food. Many businesses supplying the domestic retail market saw a significant increase in demand. This was largely driven by frozen and tinned food sales. Chilled seafood sales saw less of an increase as shoppers looked for items that would keep for longer. At its peak, total seafood weekly volume sales grew by 56 percent.

However, the foodservice market collapsed. Hotels, restaurants, and pubs closed or reduced service and those remaining open did so in a limited capacity, offering take away and delivery-only options. An estimated four out of five foodservice businesses closed as a consequence of lockdown, resulting in a 57 percent drop in out of home visits by consumers in March and April 2020. Businesses reliant on tourists were hit hard, with visits down by an

estimated 72 percent across March and April. Many fish and chip shops closed temporarily at the start of lockdown as the volume of trade was initially unmanageable and they needed to find safe ways of working. By May 2020, fish and chip shops were faring better, but still running at much reduced capacity.

As key UK seafood export nations, including China, Italy, Spain and France, implemented lockdowns and other restrictions to slow the spread of Covid-19, many UK seafood businesses lost key export markets overnight. The issues faced by exporters were compounded by issues of bad debt, with many invoices going unpaid for products supplied before lockdown restrictions began. The value of UK seafood exports fell by 19 percent in January-March and 28 percent in April-June, compared to the same periods in 2019.

In response to the widespread loss of traditional markets and an increased demand from consumers for fresh local seafood, some businesses were compelled to innovate and adapt. From fishing vessel operators to seafood processors and fishmongers, businesses throughout the supply chain tried to make up for lost revenue by developing or expanding small-scale domestic markets for their produce by selling straight to the consumer.

Issues with exporting UK fish and seafood immediately following December 31, 2021, can be attributed to both Brexit paperwork changes and the sudden requirement for truck drivers to have a negative Covid test. Delays at border points have reduced, but are still not at the pre-Brexit speed.

Production

Types of fish/seafood
The commercial fisheries industry in the UK is made up of three sectors; wild fishing, aquaculture, and fish processing. The UK fishing fleet catches and lands different types of fish. Pelagic fish make up the largest part of the landings, while the volume of demersal fish landings has declined in recent years.

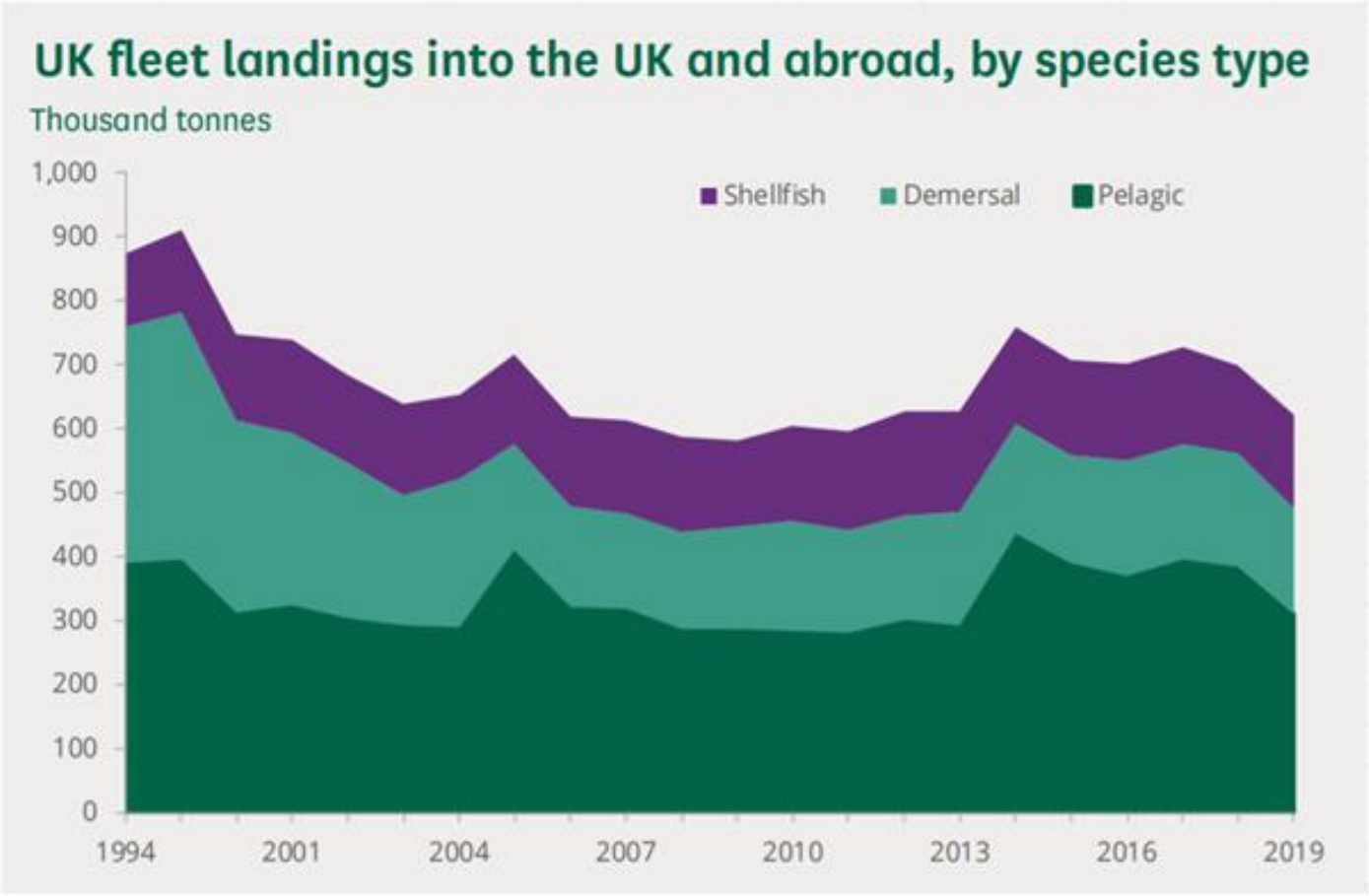
Demersal- Refers to fish, such as cod, haddock, plaice and turbot, which live and feed primarily on or near the seabed, called the demersal zone.

Pelagic- Fish that live above the sea floor, in the pelagic zone. Species include herring, sardine, mackerel and tuna.

Shellfish- Collective term used for commercial mollusks (e.g. scallops, whelks and clams) and crustacea (lobster, crab, and prawns) fisheries.

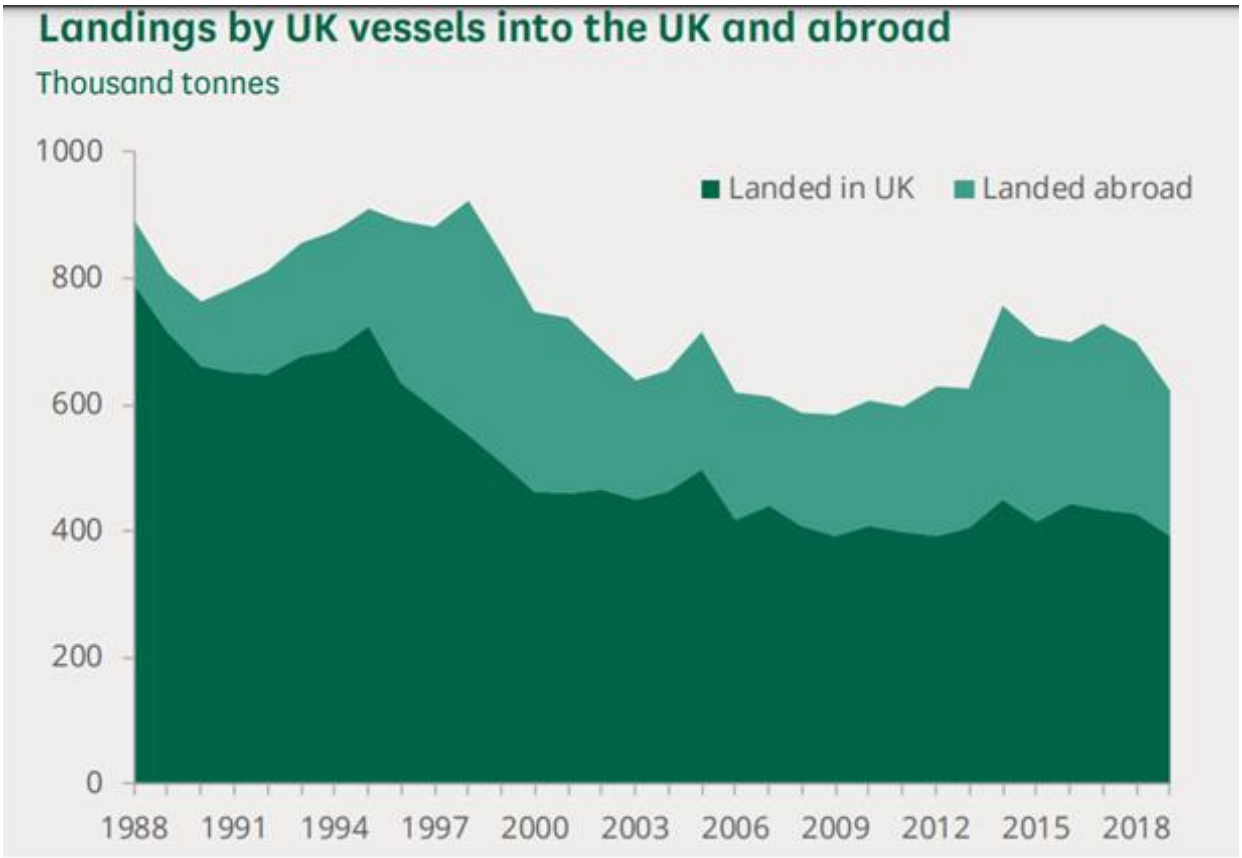
UK catches and trends
UK vessels land around 400,000 tons of fish each year in the UK, and between 200,000 and 300,000 tons abroad. Landings by the UK fleet were down in 2019, around an 11 percent reduction on 2018. Reduced landings in pelagic fish account for much of this fall. The value of landings by the UK fleet has increased in recent years to just over £1 billion in 2018, although there was a small decrease in 2019 when landings were worth £987 million.

The following graph shows how the quantity of each type of fish landed has changed since 1994.



Source: Marine Management Organization, UK Sea Fisheries Statistics (various years)

Most of the fish caught by UK vessels are landed in the UK but some is landed at foreign ports. In 2019, the total weight of fish landed by UK vessels in the UK and abroad was 621,900 tons, of which 230,700 tons (37 percent) was landed abroad.



The chart above shows the proportion of fish landed abroad has increased since the 1980s, while landings in the UK have decreased. This decrease is part of a longer-term trend: the amount of fish landed in the UK by the home fishing fleet has seen an overall decline since 1895. HMG has a renewed focus on growing the UK fishing market and is investing heavily to bring money back to the local economy.

In January 2021 there was an increase in the number of UK vessels landing fish in Denmark and Sweden, this was not uncommon but the numbers were much higher than usual with Brexit paperwork being the main reason for doing this. Numbers are now back to normal.

Aquaculture is a growing sector. The Seafish organization expects that by 2030, 62 percent of the seafood eaten by the UK consumer will come from aquaculture. The UK has nearly 1,700 aquaculture production sites, the majority are located in Scotland. Atlantic salmon is farmed in Scotland using floating cages and accounts for 82 percent of all UK aquaculture production. Scotland also produces significant amounts of farmed shellfish. Aquaculture in the rest of the UK is on a much smaller scale, typically focusing on shellfish such as mussels and oysters, and trout. There is a small market focused on the production freshwater fish for restock and ornamental fish. The Seafood 2040 Strategy highlights aquaculture as an opportunity to generate sustainable food and increase export opportunities.

New Policy- UK and Devolved Differences

The UK is no longer part of the EU Common Fisheries Policy (CFP); it has instead introduced the Fisheries Act 2020 which has similar sections to the CFP and covers all of the UK. The Fisheries Act applies to the UK Exclusive Economic Zone (EEZ) which has been defined during the EU-UK Brexit negotiations. The UK Government will be responsible for setting Total Allowable Catch (TACs) within its waters. As fisheries

management is devolved, each devolved administration (and the Marine Management Organization (MMO) for England) is responsible for distributing fishing quotas to its licensed fishing vessels, within the allocation from the UK's overall TAC.

A fisheries Concordat (agreement) sets out a common agreed approach for all four nations to share the UKs TACs. TACs are divided between vessels, which must have a license that entitles them to a share of fishing quota allocations (FQAs), based on historical fishing effort. There are separate pools for those vessels over 10 meters and for 10m and under vessels. Fishing quota can be bought, leased or borrowed independently of fishing licenses, but all vessels using the quota must have a license. Foreign vessels with a track record of fishing in UK waters will continue to have access to the 6 to 12 mile exclusive zone area under a historic rights clause, also known as grandfather rights.

The focus on UK fisheries provided by both Brexit and coronavirus should also continue to encourage more consumption of locally caught fish. Furthermore, through the new Fisheries Act, and more control over its waters, the UK now has the opportunity to expand its aspiration to become a world leader in fisheries management. The recognition that UK fishing activities should bring national social and economic benefits, and that fisheries should adapt in the face of climate change, were particularly welcome inclusions in the Fisheries Act.

Aquaculture policy is also devolved and has no quota so each of the four UK nations is able to have slightly different rules; however, the differences are due to geographic variation with little impact on the end product. Under the UK Internal Market Act, there will be regular analysis to ensure no policy in any of the four nations causes market distortion or unfair competitive advantage.

Subsidy and Support- Now and Future Potential, Brexit/Covid Relief and UK Government Investment
Unlike agriculture, there is no established UK subsidy scheme for fish or seafood businesses. UK government research and development funds are occasionally created to understand emerging issues and encourage sustainable practices. These funds are usually targeted at aquaculture. Following the compounding impact of Brexit and Covid-19 to the UK fish and seafood sector, the UK government has launched a $32 million fund to support businesses. This is in recognition of the unique circumstances of the fishing sector, which has had the most significant new requirements to adjust to, when even a short delay can lead to goods perishing. The fund will be targeted at fishing export businesses that can show evidence of a genuine loss in exporting fish and shellfish to the EU. The scheme, which is similar to the 2020 Fisheries Response Fund set up in response to the coronavirus pandemic, will open in early March and provide a grant payment to cover up to three months of average business fixed costs incurred between January and March 2021. It will help catching and shellfish aquaculture businesses with costs such as insurance, equipment hire and port fees.

A $139 million fund has been announced which will be used to invest in UK fishing vessels and provide training for the current workforce. Details of the fund are still being drafted but it is thought that this is the first step towards reversing the decline in fleet numbers and workforce. The new Seafood Exports Working Group, which meets twice a week, will be instrumental in shaping the rollout of this scheme and is expected to work with the Scottish Seafood Exports Task Force to ensure support is appropriate.

Processing

Capacity

The fish processing industry is a food manufacturing industry involved with the preparation and preservation of aquatic life for human consumption and animal feed. The fish processing industry is a food manufacturing industry involved with the preparation and preservation of aquatic life for human consumption and animal feed.

Fish processing plants can be divided into three categories; primary processors, secondary processors, and mixed processors.

Primary processors are involved with the cutting, peeling, gutting, and washing fish and shellfish.

Secondary processors brine, smoke, freeze or can fish and shellfish.

Mixed processors will do a mixture of both.

There were 353 fish processing sites in the UK in 2018 (the latest data available), operated by 337 companies. Fish processing sites accounted for 19,179 full-time equivalent jobs in 2018. The fish processing industry is focused in Grimsby and Peterhead, see the map to understand other key locations. Combined these two areas accounted for 53 percent of full-time jobs in the sector.

Where Does the Raw Product Come From?

According to Seafish, the public body which supports the seafood industry in the UK, the top five countries that export seafood to the UK for processing, by value, are Iceland, China, Germany, Faroe Islands, and Vietnam. The main species are tuna, cod, salmon, haddock, and prawns.

Will Brexit Change This and How?

As the UK is a net importer of fish, it is unlikely that UK imports will reduce; however, there may be some reduction in processing for products where the UK was a distribution hub for the EU. With changing consumer habits due to Covid and supply chain staffing capacity issues, it is difficult to establish if this is further impacted by Brexit. HMG has launched a push for more domestic fish consumption so we should expect demand to grow.

Government Investment in the Future, Commitment to Build Capacity Post-Brexit
Post-Brexit there have been several commitments to invest in the sector from HMG, and encourage investment in the sector from businesses. To date, there is no detail as to how any funds will be allocated but the new UK wide committee is expected to publish its recommendations shortly.

Consumption

The UK Consumer- What, How and Why Do They Buy?
UK seafood consumption in 2019 (both in and out of home) stood at 152.8g per person, per week, down 3.9 percent compared to two years ago. This equates to just over one (1.09), 140g portion per person per week. This means that most people are only eating around half of the amount of seafood recommended by health professionals.

Because of the protein and large number of essential nutrients contained in fish and shellfish, many experts recommend that people try to eat at least two portions of seafood every week. This recommendation has been made by the Scientific Advisory Committee on Nutrition (SACN), which advises the Food Standards Agency (FSA).

The overall decline in UK seafood consumption is being driven by a fall in retail purchases, which has declined by 25 percent over the past 10 years, equating to around $7.7 billion lost in retail seafood sales. However, fish remains popular in quality food service and the more traditional fish and chips outlets. One aspect of the decline in at-home fish consumption is often linked to a loss in consumer cooking ability. With consumers favoring fish that is already partly prepared.

The chart above shows the most recent data on where UK consumers buy seafood.

Will Consumer Habits Change?

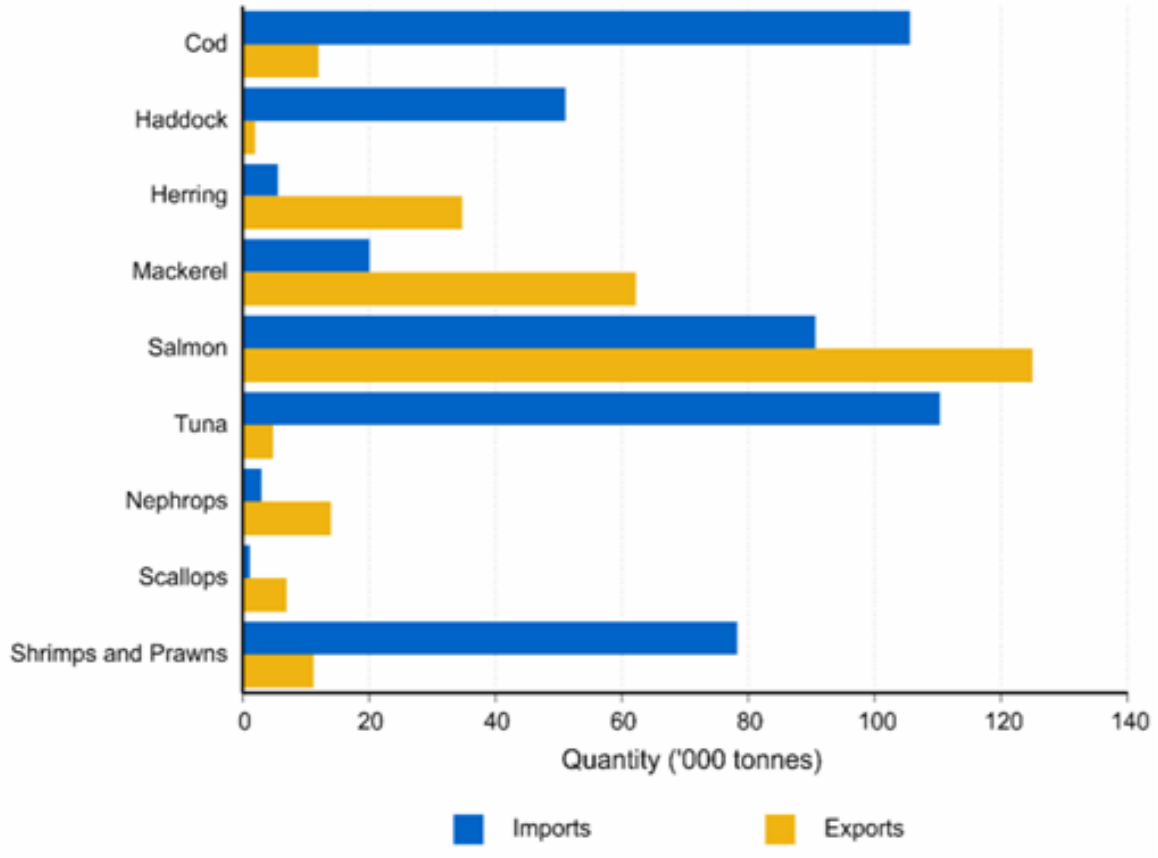
The current trends suggest a continued decline in UK fish consumption; however, there are some key considerations if this is to be reversed. Following the Covid-19 pandemic, Brexit, and the continued pressure on the National Health Service (NHS) from rising levels of obesity, we should expect a renewed focus on healthy eating. This focus will come from both public policy and shifting consumer behavior. It is difficult to predict how quickly this change may come about but indications are already being seen with consumers moving away from meat based protein sources. There is an opportunity to encourage consumers to consider fish and seafood consumption as a regular part of their diet for health and nutrition reasons.

There has been criticism in the past about supermarkets selling wild salmon which is frozen at sea before being filleted and then exported to the UK. The reports in the media do not appear to negatively impact consumer demand. The idea of freezing fish to maintain quality is something the UK consumer is happy with.

Trade

The UK was a net exporter of fish in 1983 but has been a net importer since 1984. This is because imports grew faster than exports between 1984 and 2006. Since then, both imports and exports have remained relatively stable, despite year-on-year variation.

In 2019, the UK imported 854,300 tons of fish and related products (worth $5 billion), more than double the total in 1983. It exported 496,300 tons of fish and related products (worth $2.65 billion). This amounts to a trade deficit of $2.37 billion. It is estimated that between 60-80 percent of UK domestic landings are exported. Meanwhile, five species (cod, haddock, tuna, salmon and prawns) account for 60-80 percent of all fish consumption in the UK.



The chart above shows the most recent trade data, according to HMRC.

Imports

Demersal and pelagic fish accounted for 82 percent of fish imports into the UK by weight. Shellfish accounted for the remaining 18 percent. In terms of value imported, shellfish made up a slightly higher percentage at 24 percent, because of the higher price fetched by shellfish species.

In 2019 the UK imported:

	Quantity (‘000 tons)	**Value (million $)**
Total Fish	592.7	3,648
Total Shellfish	128.3	1,157
Total Fish Products	133.3	246
Total Imports	**854.3**	**5,052**

Source: H.M. Revenue and Customs

Top Ten UK Fish Imports, by exporting country:

Country	Weight (metric tons)	Value (million $)
Iceland	114,236	418.34
China	189,846	398.27
Germany	111,137	340.98
Faroe Islands	58,372	333.87
Vietnam	70,444	325.22
Sweden	35,377	324.81
Denmark	75,452	268.07
Norway	61,346	211.89
Netherlands	50,111	170.07
India	23,087	145.67

Source: H.M. Revenue and Customs

UK imports from the United States in 2019

Fish Type	Quantity (tons)	Value (‘000 $)
Cod	218	1,161
Salmon	4,170	39,302
Sardines	5	24
Tuna	58	202
Other fish	6,690	37,032
Shrimps and Prawns	48	564
Other shellfish	1,008	18,386
TOTAL	12,199	96,671

Source: H.M. Revenue and Customs

Exports

Demersal and pelagic fish accounted for 82 percent of fish exports out of the UK by weight with shellfish accounting for 18 percent. This is equivalent to the split seen for imports. Shellfish similarly make up a higher percentage of the exports by value owing to their higher price per ton compared to other sea fish. The UK exported 44,000 tons of fish products in 2019, bringing the total exports to almost 500,000 tons.

UK Fish Exports in 2019:

	Quantity (‘000 tons)	Value (million $)
Total Fish	370.8	2,005
Total Shellfish	560.7	779.4
Total Fish Products	44.2	88.42
Total Imports	**496.3**	**2,873**

Source: H.M. Revenue and Customs

Top Ten UK Fish Exports in 2019, by Importing Country:

Country	Weight (metric tons)	Value (million $)
France	130,772	782.18
United States	49,136	437.86
Spain	55,881	275.04
Ireland	71,474	236.42
China	26,614	182.76
Italy	35,377	145.26
Netherlands	64,970	107.62
Germany	25,700	92.70
Belgium	8,143	55.76
South Korea	8,019	55.2

Source: H.M. Revenue and Customs

UK Fish Exports to the United States in 2019:

Fish Type	Quantity (tons)	Value ('000 $)
Cod	396	2,885
Herring	48	468
Mackerel	173	983
Saithe/Pollock	22	131
Salmon	32,179	360,599
Sardines	98	898
Other Fish	7,018	68,419
Crabs	47	496
Mussels	74	349
Shrimps and Prawns	7	136
Other Shellfish	110	1,286
TOTAL	40,173	436,650

Source: H.M. Revenue and Customs

How Could Brexit Change This?

The price of fish landed in the UK has dropped rapidly since 1 January, 2021 mainly as a result of border issues. It is unlikely that there will be any sudden changes in UK fish imports and exports as a direct result of Brexit until April when further checks will be introduced. Until then Covid will continue to have an impact on both imports and exports. HMG is facing pressure to encourage increased consumption of fish to improve the health of the nation, which is likely to include encouragement to eat UK fish first and foremost, but any uplift in demand would probably benefit other countries too.

Import Requirements

Details on key requirements for companies that want to export fish and seafood products to the UK can be found in the UK Food and Agricultural Import Regulations (FAIRS) Country Report and the EU FAIRS Certificate Report available in the FAS GAIN Report Database. New requirements for health certificates for imports of

animals and animal products into GB will be phased in between January to July 2021. It is possible, that this transition period may be extended. As new certificates are introduced, this report will be updated to reflect any changes. Health certificates for imports to Great Britain will be substantially the same as existing EU certificates for imports from the rest of the world.

UK authorities enforce food regulations in a fair and consistent manner. Following several high-profile food 'scares' in the last three decades, the UK has a sophisticated and highly scrutinized food market. An ability to meet private standards, above those required by local food law, is a pre-requisite to supplying major food companies and retailers for many product sectors.

Port health officials are generally helpful in responding to importer queries made in advance of shipping product, to ensure that all import conditions will be met. The onus is on the UK importer make sure that the product can legally be imported, and that the correct paperwork is organized to accompany the shipment. U.S. companies should endeavor to be flexible in responding to UK importer questions about ingredient origin and composition, and also be prepared to invest financially and with personnel resources to comply with the necessary steps for UK (EU) certification processes (red meat, dairy, poultry, honey, plant health, etc.).

UK-EU TCA deal

What Were the Sticky Issues?
Sovereignty of UK waters and the ability for HMG to make different policies was a key ask in the UK-EU negotiations. Having formed a large part of the Vote Leave campaign, it was inevitable that that part of negotiations would face a lot of scrutiny. Equally France, and other EU nations, that have large fishing industries with access to UK waters were determined to retain the access that made their businesses viable.

What Were the Final Decisions?
The UK Government will be responsible for setting TACs within its waters. As part of the EU-UK TCA there will be negotiation on the allocation of quotas between each Party, however the quotas for in-shore fishing, within 12 miles of the UK shore will be decided by the UK government.

The new trade agreement between the UK and EU also commits both parties to ensure that fishing activities for shared stocks are environmentally sustainable in the long term, and to restore populations of harvested species above levels that can produce maximum sustainable yield (MSY). MSY is controversial in some circles, particularly for mixed fisheries, but these commitments are more ambitious than those contained in the Fisheries Act. This is largely as a result of the UK holding back when drafting the Fisheries Act to provide room for negotiations with the EU.

The 2021 catch limits for UK fisherman were published on March 2, 2021.

How is Brexit Working So Far?
There have been some issues following Brexit- the border and paperwork issues have already been covered, but the last minute nature of the final deal also meant that there was no time to formally agree fish quota numbers for 2021. Following negotiations the UK Government published its fishing opportunities report on March 2, 2021, it provides detail on the maximum quantity of sea fish that can be caught by British vessels.

Current Situation

Environmental Issues

The UK government has been quick to act in showing its ambition for sustainable fishing practices. Once the Brexit transition ended a Statutory Instrument came in to force which removed the EU exclusion from the current pulse trawling ban. The derogation given to the EU had always been controversial for the UK fisherman who were banned from such practices in their own waters. Due to the terms of the deal the UK is able to ban practices in its sovereign waters provided the ban applies to both EU and UK vessels.

Environment Minister Rebecca Pow gave a keynote speech at the January 2021 Ocean Recovery Event detailing the UK Governments Vision for UK Seas. Stating in her speech, "No longer bound by the Common Fisheries Policy, the UK has a real opportunity to enhance the protection of our marine environment, and place sustainability at the heart of our fisheries policies. This includes working closely with my colleague Minister Prentis to join up our work across marine and fisheries, and we have already hit the ground running.

The Fisheries Act 2020, the first primary legislation on fisheries in the UK to be passed in nearly 40 years, has eight objectives of which six focus on sustainable fishing and environmental protection. The objectives of the Act, alongside our Marine Policy Statement and UK Marine Strategy, act as the major pillars to the protection of our marine environment."

The attitude and ambition of the UK government has been well received. Some have cautioned that as a major importer of fish it is important the UK does not ignore the environmental consequences of the practices used to catch the fish it imports.

How Might Things Change?

HMG has shown it has an ambition to promote better fishing practice and more sustainable management of the environment. With the focus on climate change it should be expected that this ambition will grow.

Look to the Future

Where are the Threats?

There has been a declining trend in fish consumption in the UK, while the Covid pandemic has changed eating habits it is unlikely to be enough to reverse that trend.

Where are the Opportunities- UK Fishers, Trade Possibilities, US Opportunity?

The UK now has the ability to set its own fishing policy. HMG has already begun to introduce legislation that bans the use of damaging electric pulse fishing and dredging the bottom of the seabed. Both of these are controversial practices. The increase in the UK fishing quota creates the opportunity for UK fishers to invest in their business and could increase the UK processing capacity, this would also create more opportunity to fulfill export market demands.

There is an opportunity to increase exports of United States fish and seafood to the UK by highlighting sustainable practices, the health benefits of fish, and the variety of fish and seafood products available. UK consumers are known to lack confidence when cooking fish at home so the focus on market opportunity should be in more processed fish products, hospitality sales or by providing advice on how to prepare products at home. The UK consumer is used to seeing Marine Stewardship Council logos on fish products, products that carry these

logos are more likely to gain market share. Thanks to a series of celebrity campaigns from chefs Rick Stein, Hugh Fearnley-Whittingstall, and Jamie Oliver the UK public are probably more aware of the concept of sustainable fish sources than they are for livestock. Any US fish producer wanting to export to the UK should look to highlight any sustainability credentials their product may have.

Alaskan Salmon is the highest value fish import from the United States to the UK. It has a less oily texture and firmer meat than farmed salmon. The deep, rich orange color is different to farmed salmon too, as the salmon feeds on shrimp. UK farmed salmon is fed a specific diet, it includes marine based omega 3, to replicate the orange color of wild salmon; however, it is not as vibrant as wild salmon. Critics of wild salmon typically focus on the sustainability of the salmon population, the same criticism is made UK wild salmon as the population continues to decline. Effort should be made to challenge any myths on Alaskan wild Salmon and its sustainability.

Attachments:

No Attachments.