

Responsible Seafood Summit

St Andrews, Scotland, October 21-24, 2024





ST ANDREWS, HOST OF THE 23RD RESPONSIBLE SEAFOOD SUMMIT

The Global Seafood Alliance's 23rd Responsible Seafood Summit, co-hosted by Seafood Scotland, took place from October 21 to 24, 2024, at the iconic Fairmont St Andrews on Scotland's historic east coast.

As the world's only seafood event dedicated to fostering collaboration between aquaculture and fisheries, the Summit showcased a visionary program with over 70 speakers.

These industry leaders tackled emerging issues before they escalate into challenges and crafted forward-looking strategies to secure a sustainable future for seafood.

Bringing together seafood professionals from across the entire value chain, the Summit serves as a platform for collaboration, innovation, and action in building a healthy and responsible global seafood community.

This year's Summit featured insights from over 70 experts, representing diverse perspectives from across the seafood industry and beyond.

Speakers included leaders in aquaculture, fisheries, sustainability, policy, and technology, alongside voices from academia, non-governmental organisations and global markets.

These experts shared their knowledge on pressing topics such as climate resilience, responsible sourcing, and innovation in seafood production, offering actionable strategies and fostering collaboration among stakeholders.

The breadth of expertise underscored the Summit's role as a premier forum for advancing the future of a sustainable and equitable seafood industry.



Above: Dr Alexandra Leeper, CEO of Iceland's Ocean Cluster



Right: Adam Wing Panel

DRIVING SUSTAINABLE SEAFOOD:

Insights and innovations from the Responsible Seafood Summit

Seafood Scotland co-hosted the Responsible Seafood Summit in St Andrews which saw a whirlwind of presentations, workshops and networking that underscored the power of collaboration.

Attendees witnessed firsthand how much can be accomplished when stakeholders unite around one common goal: ensuring seafood is more sustainable for future generations.

It was clear that strong connections are central to this ambition. As Donna Fordyce, Chief Executive of Seafood Scotland puts it: "Virtual meetings are useful, but nothing beats the power of gathering talented, driven people in the same space."

The venue - The Fairmont Hotel, perched on the clifftop outside St Andrews - is a tailor-made space to encourage these kinds of interactions between set piece presentations - over meals, during breaks and even while dancing at the lively Gala Dinner.

One of the summit's main highlights included an impromptu meeting among key stakeholders of the emerging Scotland Ocean Cluster. This included Zero Waste Scotland, Opportunity North East (ONE) and Aberdeenshire Council joining Seafood Scotland to meet with Dr. Alexandra Leeper, CEO of Iceland's Ocean Cluster.

According to Donna, "These kinds of spontaneous conversations bring an energy that weeks of virtual meetings cannot replicate."

Another key takeaway from the event was the Pride in the Seas campaign. Led by the Scottish Fishermen's Federation, the campaign celebrated fishing heritage and spotlighted rewarding careers for young people.

Crew welfare was also a focus, with Mike Park from the Scottish White Fish Producers Association highlighting improvements like onboard Wi-Fi, which makes life at sea more connected.

In an inspiring keynote address, Scottish entrepreneur Chris van der Kuyl spoke about his investment in Ace Aquatec, emphasising that data and a clear vision are crucial for attracting investors.

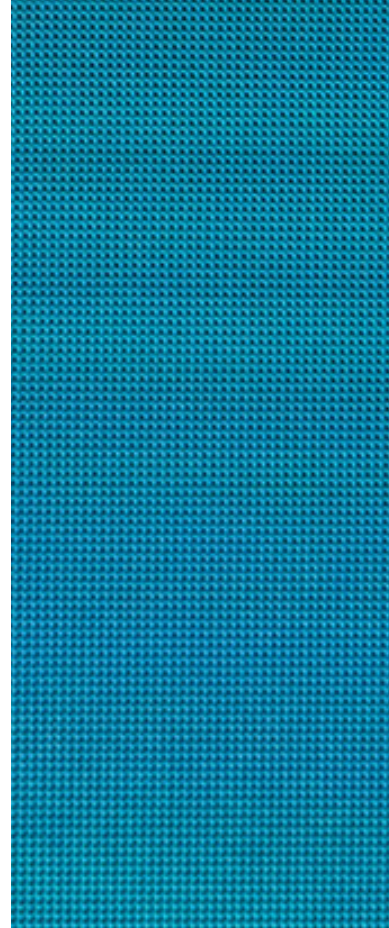
Additionally, a key discussion on seafood "side streams" - such as heads, backbones, skin and other rest raw material - emphasised the income potential of seafood byproducts.

The team at Iceland Ocean Cluster noted that a single fish can be valued at \$4,750 when its oils, collagen and minerals are fully utilised and brought to market. This forward-thinking approach - backed up by credible data - aligns perfectly with Seafood Scotland's vision for a sustainable seafood industry.

Right: Donna Fordyce, Chief Executive of Seafood Scotland

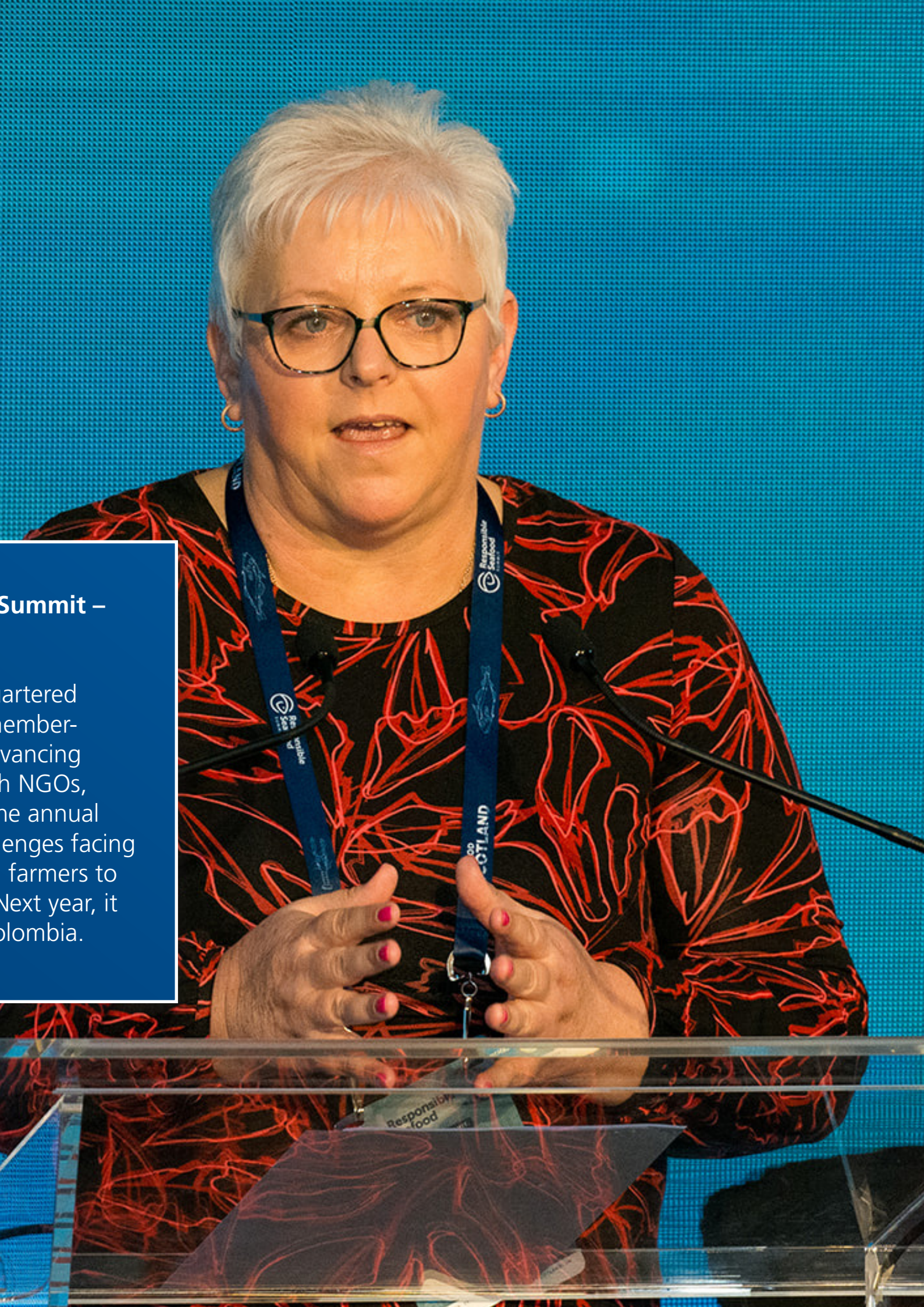
The Responsible Seafood Summit: What you need to know

Organised by the US-headquartered Global Seafood Alliance, a multi-faceted, multi-funder funded group focused on addressing sustainability by working with universities and regulators, the Summit highlighted the challenges facing the industry from fishers and processors and distributors. The next Summit will be held in Cartagena, Colombia.



Summit –

Chartered
member-
advancing
with NGOs,
the annual
challenges facing
farmers to
Next year, it
Colombia.





Head of Trade Marketing - UK, Adam Wing presentation



Deputy First Minister, Kate Forbes

Seafood Scotland, established 25 years ago to promote Scottish seafood, has significantly expanded its role, providing not only marketing support but also industry leadership as the sector adapts to new challenges. Today, the organisation supports Scotland’s seafood producers in finding new premium markets, both domestically and abroad.

During the Summit, Seafood Scotland team members took part in panel sessions. Head of Trade Marketing for the UK, Middle East and Asia, Adam Wing highlighted interesting consumer trends, revealing that 64% of people are more likely to buy products labelled Scottish. This indicates exciting opportunities to engage new audiences interested in the ‘taste of Scotland’.

In another session, Industry Engagement Manager Jeni Adamson stressed the importance of early education in inspiring young people and transforming perceptions of seafood beyond their local fish and chip shop.

The Summit effectively showcased Scottish seafood to a global audience, emphasising best practices – many of which were pioneered in Scotland - while also providing learning opportunities from leaders around the world. “The Summit comes at a pivotal time for our industry, as we continue to navigate challenges in sustainability and economic resilience”, said Donna.

The Scotland Ocean Cluster

Iceland is leading the way when it comes to maximising value from seafood. Its own ocean cluster was set up around ten years ago and now advises other countries on best practice.

Recently, Donna visited Iceland to speak at a conference on driving additional value from the seafood sector and to learn more about the cluster’s approach. She said: “I discovered that fish skins now command a higher price than the flesh. This is remarkable and is spurring us on to ensure that Scotland can replicate this success.”

Donna aims to raise £50,000 to establish the Scottish Ocean Cluster within the next year. “We see ourselves as custodians of the seas, emphasising the industry’s commitment to sustainability for future generations.”

Innovative companies like CuanTec are already transforming fish side streams into valuable products. Its Chrystal Chitosan powder, derived from shell byproducts, recently secured its first commercial sale for advanced wound care applications, demonstrating the untapped potential in this sector.

“How do we increase the profitability of our seafood companies? That’s the rationale of why we want to do this,” Donna explained. “We need to increase profitability and boost resilience; through this, businesses will be able to invest in the future and create a more sustainable sector.”

Reaching the next generation of seafood consumers

As a nation, Scotland excels with its internationally renowned seafood. According to The Knowledge Bank, over two-thirds of consumers are more likely to buy products labelled

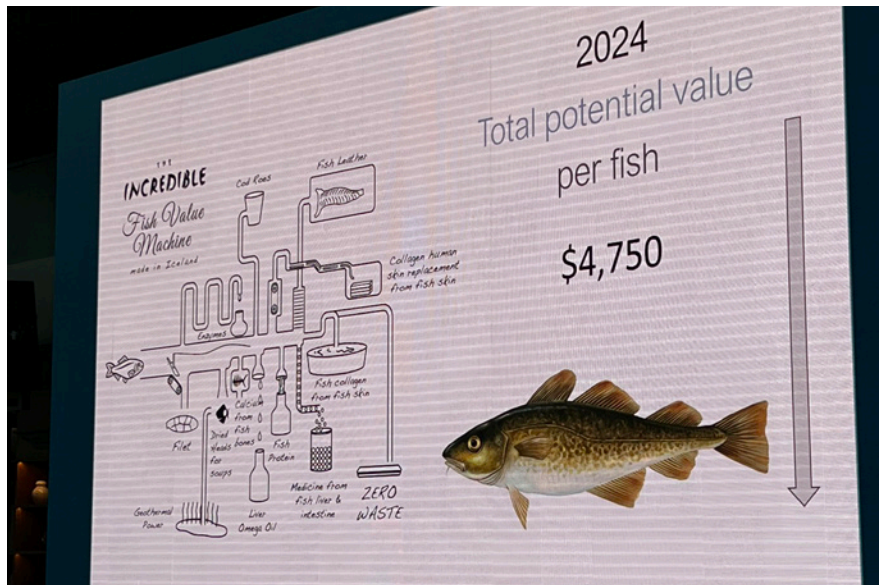
as Scottish, with 42% willing to pay a premium for Scottish produce, such as whitefish. The Scotland brand not only represents a label of national pride, but a global indicator of quality and excellence, with culinary establishments worldwide eager to feature Scottish fish and shellfish in their menus.

Provenance and seasonality are two key factors which help Scottish seafood shine. Seafood Scotland is adept at telling these stories, tapping into consumer desires to know where their fish comes from.

Next year, Seafood Scotland will be a partner of The Michelin Guide Great Britain & Ireland 2025 launch ceremony, which will take place at the Kelvingrove Art Gallery and Museum, Glasgow. Research from Seafood Scotland indicates that 80% of UK restaurants with one, two or three Michelin stars already include Scottish seafood on their menus. Notably, every three-Michelin-star restaurant in the UK has served Scottish scallops at some point and about 50% of Michelin-starred establishments have featured Scottish langoustines.

This collaboration, spearheaded by Seafood Scotland’s Adam Wing, will not only celebrate Scotland’s role in fine dining but also reinforce its global reputation as a leader in sustainable, premium seafood.

By showcasing Scottish produce, Seafood Scotland hopes to inspire chefs and restaurants to continue incorporating the country’s world-class seafood into their menus,



Iceland Ocean Cluster 100% fish presentation

further elevating its status in the global gastronomic landscape.

Continuing Scotland’s legacy involves building chefs’ knowledge about Scottish seafood and species, encouraging them to feature and identify these products on their menus, as well as inviting them to Scotland to experience the seafood firsthand.



Jeni Adamson, Seafood Scotland

across selected primary and secondary schools in Scotland. And, following further research and input from teachers this year, it plans to officially launch the programme for the 2025-2026 academic year.

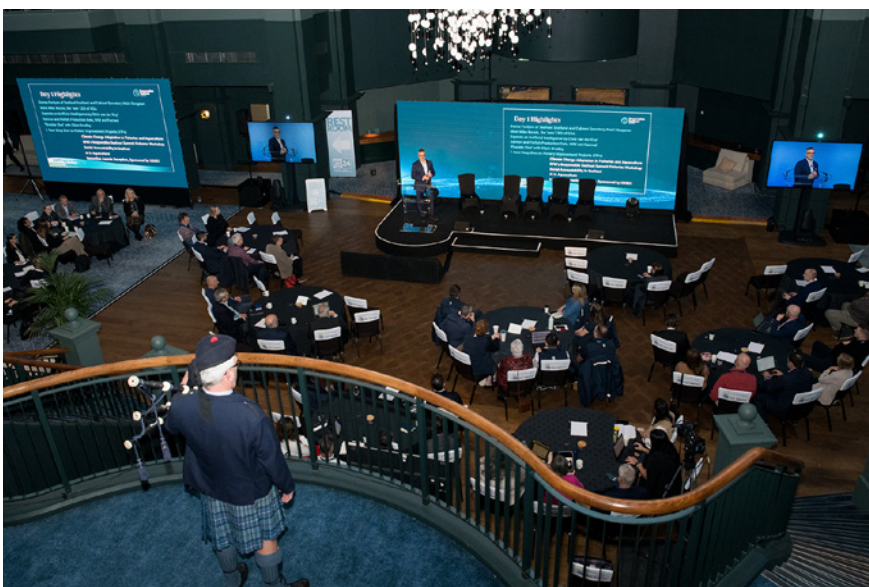
As Jeni Adamson explains, when it comes to choosing their future career, young people “must see it to know they can be it. By engaging them from an early age, we can broaden their knowledge and inspire future careers in seafood”.

What about the talent?

To safeguard the future of the Scottish seafood industry, engagement with young people is essential and education plays a key role. Over the past year, Seafood Scotland has successfully piloted its Seafood in Schools programme

From school engagement and training support for teachers to involving parents and guardians, Seafood Scotland is committed to offering valuable opportunities and education to today’s youth. By fostering knowledge, skills and a passion for sustainability, we aim to inspire and empower the next generation to protect Scotland’s rich coastal resources and continue its legacy in the global seafood sector.

“Overall, there’s a lot to be excited about” reflects Donna. “The Summit has shown that by working together, the industry can drive continuous improvement. This is the true power of connections.”



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