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SEAFOOD PROCESSORS REVIEW

Issue 3



SEAFOOD PROCESSORS REVIEW

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Welcome to the latest Edition of the Seafood Processors Review

Welcome to this edition of Seafood Processors Review, brought to you by Fish Focus — your essential guide to the people, projects and progress shaping the seafood industry right now.

We open with an exclusive interview with Colin Faulkner, the enthusiastic new Seafish CEO, who took up his role in January. He discusses the launch of the Seafish Annual Plan 2026–2027, and we also share the exciting news that Seafish has introduced the first ever Fish & Chip survey, designed to gather vital insights into this much-loved sector.

In addition, the National Federation of Fish Friers (NFF) has announced the launch of the National Fish & Chip Awards 2027, celebrating excellence and quality across the trade. Inside this issue you will also find:

- A feature exploring the growth and benefits of community seaweed farming
- A Q&A session with Jimmy Buchan MBE, CEO of the Scottish Seafood Association, covering the key issues facing Scottish businesses
- The latest updates and industry news from the UK Seafood Federation
- An in-depth look at how the refrigeration sector is maintaining resilience as the UK experiences a prolonged heatwave
- A preview of the upcoming Seafood Expo Asia and Icefish exhibitions, highlighting what exhibitors and attendees can expect

- And a historic milestone: the Orkney Creel Fishery, which has become the first in the world to achieve Community Catch certification

From policy and innovation to sustainability and trade highlights, our goal is to keep you informed, connected, and ahead of the curve. Thank you for reading — we hope you find this edition both useful and inspiring.

The Editor
Fish Focus | Seafood Processors Review

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Fish Focus would like to thank Seafish for use of their images throughout this publication.

Contents

04	555 Amanda	34	Orkney Creel Fishery
06	Seafish CEO Colin Faulkner	36	Cold-Water Prawns
09	New Seafish Levy Portal	39	Tokyo Trade Pavilion
10	Seaweed Study	40	Barcelona Review
14	Scottish Seafood Association	42	Seafood Scotland
18	UK Seafood Federation	44	Seafood Expo Asia
20	Grimsby Fish Dock Group	46	Scottish Ocean Cluster
21	Beyond the Refrigeration Debate	48	Master Fishmonger Standard
22	Decarbonising Seafood Processing	50	IceFish 2026
24	Refrigeration Resilience	52	IceFish Aquaculture Conference
26	Podfather Logistics Software	54	Seafish Fish & Chips Study
28	O'Toole Transport	58	National Fish & Chip Awards
30	ULMA Packaging Solution	62	Suppliers Guide
32	UK Nephrops FIP		



555 Amanda is expanding its award-winning seafood portfolio with the launch of two new ambient mussel products to the UK market

Designed for modern foodservice operators seeking versatile, premium seafood with minimal waste and maximum convenience, the new range offers chefs a ready-to-use mussel solution with a 36-month shelf life and no chilled storage requirements.

As demand continues to grow for high-protein seafood dishes, tapas-style dining, and sustainable menu solutions, the new products are designed to help operators deliver flavour-forward dishes while reducing prep time, spoilage, and pressure on fridge space.

Available in convenient 200g pots, both products are fully ambient and ready-to-

eat, making them ideal for busy kitchens looking for flexible seafood ingredients that can be used across multiple menu applications.

555 Amanda Mussels in Brine offer a mild, naturally sweet flavour with a tender bite and clean finish. Naturally preserved in brine, they are designed for lighter dishes including pasta, salads, tapas, seafood platters, and lunch menus where delicate flavour and versatility are key.

Meanwhile, 555 Amanda Smoked Mussels are gently smoked on beechwood and preserved in rapeseed oil, delivering a rich, savoury depth ideal for pasta dishes, small plates, sharing

boards, dressings, and premium bar snacks.

The launch comes as the hospitality industry continues to embrace underutilised seafood species that deliver both sustainability and profitability. While UK consumers still rely heavily on a small number of seafood favourites, industry experts estimate that around 80% of seafood consumption comes from just five species: cod, haddock, salmon, tuna and prawns, highlighting growing opportunities for operators to diversify menus with alternative seafood options.*

At the same time, mussels are increasingly being recognised as one of

the most sustainable forms of animal protein production. Unlike many other seafood products, mussels require no feed inputs and naturally filter seawater as they grow, while also delivering high levels of protein and Omega-3 fatty acids. With operators under pressure to reduce waste, improve margins and offer healthier menu choices, ambient seafood products are becoming increasingly attractive within modern foodservice.**

Both products are naturally high in protein and Omega-3 fatty acids and support the growing consumer demand for nutritious seafood options that also deliver on flavour and convenience.

Gavin McLean, UK General Manager at 555 Amanda, said:

"Seafood operators are under more pressure than ever to balance quality, consistency, waste reduction and profitability. Our new mussel range has been designed to help solve those challenges.

"These products give chefs the ability to add premium seafood to menus in a really flexible and accessible way. They are fully ambient, easy to portion, simple to use, and packed with flavour. Whether it's a tapas dish, pasta special, seafood salad or sharing platter, mussels

are becoming increasingly relevant in modern foodservice.

"We're also seeing growing interest in smaller seafood plates, protein-rich ingredients, and high-quality preserved seafood across hospitality. These products fit naturally into that trend while still delivering the practicality operators need."

The launch continues 555 Amanda's mission to create innovative seafood products that help chefs and manufacturers improve GP, reduce waste, and build more sustainable menus.

The brand has already gained industry recognition through its award-winning Salmon Roulade, which was crowned



Food Service Product of the Year at the Quality Food Awards 2024 and later won Best New Ingredient at The Sannies 2025.

Where to Buy

555 Amanda Mussels in Brine and 555 Amanda Smoked Mussels will be available in 200g pots on Amazon. Amazon.co.uk: 555 Amanda Seafoods For trade samples, pricing, and wholesale enquiries, contact: Stephen Minall – stephen.minall@555amanda.co.uk Gavin McLean – gavin.mclean@555amanda.co.uk





Delivering Impact Together

Fish Focus talks to new Seafish CEO Colin Faulkner

Fish Focus was delighted to sit down with new Seafish Chief Executive Colin Faulkner, who has now been in post since January, to discuss his first few months leading the organisation and the recently launched Annual Plan 2026-27: Delivering Impact Together.

Colin is no newcomer to the UK seafood industry. Before joining Seafish, he spent more than seven years at DEFRA as Deputy Director for International Fisheries Negotiations and Seafood Trade Policy, playing a key role in shaping fisheries policy and international seafood trade.

With a wealth of experience already behind him, Fish Focus began by asking what attracted him to the role and how he has found his first few months at Seafish.

"I wanted to do this job because I find the seafood sector infinitely interesting," Colin explained. "I'd worked in DEFRA

for a long time in fisheries, and I really wanted to stay in the sector. There aren't always that many opportunities, and I already knew Seafish was a really interesting organisation doing a huge amount of valuable work. I also felt there was potential to do even more." While acknowledging the significant challenges facing the industry, Colin says it is the people working within it that continue to inspire him.

"There are many challenges, issues and problems facing the sector, but it's such a resilient, adaptable and passionate industry. That's what I really love about it.

"When I worked in government, much of my time was spent dealing with professional lobbyists who were representing whoever employed them. In seafood, you're talking to people whose work is their life's passion. It's incredibly vibrant, exciting and, above all, genuine."

One thing Colin has quickly discovered is that the seafood industry is never short of opinions.

"People certainly aren't shy about telling you exactly what they think," he laughed. "There are some big personalities in this industry who don't pull their punches, and I actually think that's fantastic. It's an environment built on passion, openness and honesty." He recently visited Cornwall and came away impressed by the pride people have in their businesses.

"I was fascinated by how keen people were to tell me about what they're doing. They're incredibly proud of their businesses, and rightly so."

A sharper focus

The conversation naturally turned to Seafish's newly published Annual Plan for 2026-27, titled Delivering Impact Together.

Rather than producing a lengthy document covering every aspect of the organisation's work, Seafish has deliberately taken a different approach this year.

"We made a conscious decision to produce a shorter, sharper Annual Plan," Colin explained. "We wanted to be much clearer about what we're trying to achieve and focus on the areas where we can genuinely make the biggest difference."

The plan is built around three strategic priorities:

- A safe and skilled workforce
- Smoother and expanding seafood trade
- A resilient supply chain

According to Colin, these three themes represent the areas where Seafish believes it can deliver the greatest impact for levy payers and the wider seafood industry.

"We want to make sure everything we do has genuine impact on the ground, whatever part of the industry it's aimed at.

"This isn't intended to be an exhaustive document listing every activity we undertake. Its purpose is to give people a clear steer on where we're focusing our efforts."

Importantly, Colin stresses that the Annual Plan is not intended to be a fixed blueprint.

"It's also asking the industry whether we're focusing on the right things, it is not a straitjacket, it has to respond and it has to flex as circumstances change." He points to recent global events as a reminder of just how quickly priorities can shift.

"When I joined Seafish in January, nobody was really talking about oil and fuel prices in the way they are now, or some of the wider geopolitical issues affecting seafood businesses. External events can change incredibly quickly, and Seafish has to be able to adapt just as quickly."

For Colin, adaptability is becoming one of the organisation's defining characteristics.

"This Annual Plan is about saying: this is who we are as an organisation, this is what we're trying to achieve, but we also recognise that the world changes. We have to change with it."

Delivering measurable impact

At the heart of the strategy is a renewed emphasis on measurable outcomes rather than simply delivering programmes.

Workforce development remains a major priority, with Seafish aiming to expand training opportunities, improve fishing safety and help attract and retain a skilled domestic workforce. As technology transforms seafood production and processing, the organisation also plans to support businesses in developing the skills needed for an increasingly automated and digitally connected industry.

Trade is another major pillar of the plan. Seafish intends to help businesses navigate evolving regulations, reduce barriers to export and identify new international market opportunities while supporting government initiatives designed to improve the UK's seafood competitiveness.

The third strategic priority focuses on building a more resilient supply chain. With climate change, labour shortages, geopolitical uncertainty and changing consumer behaviour creating increasing pressure, Seafish plans to provide businesses with better market intelligence, carbon measurement tools, supply chain data and evidence to support informed decision-making.



Alongside these priorities sits a renewed commitment to strengthening stakeholder engagement. Colin believes Seafish must continue listening to levy payers and ensuring that industry voices directly influence the organisation's priorities.

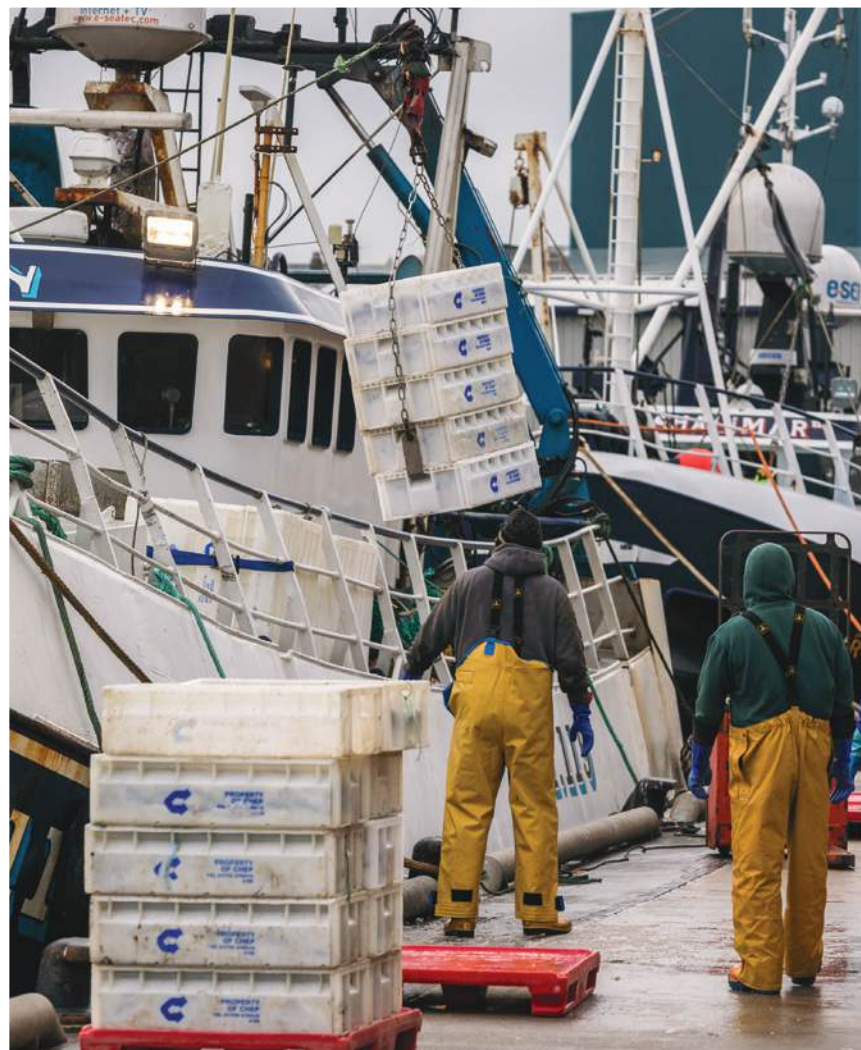
Ultimately, the Annual Plan signals a more focused, impact-driven approach for Seafish.

Rather than attempting to tackle every issue facing the seafood industry, the organisation has identified where it believes it can add the greatest value, helping businesses become safer, more competitive and more resilient in an increasingly complex operating environment.

As Colin concluded, the organisation's role is straightforward in principle, even if the challenges are anything but.

"We're focusing on a safe and skilled workforce, on supporting seafood trade and on building a resilient supply chain. Those are the areas where we believe we can make the biggest difference, while remaining flexible enough to respond to whatever comes next."

We would like to thank Colin for giving us his time and we look forward to working closely with Seafish over the coming months and reporting back on progress as the plan develops.



New Seafish levy portal will make managing accounts easier

A new levy portal is being launched by Seafish to provide seafood businesses with a simpler way to manage their account online.

The new digital platform has been designed to make the process of submitting levy returns quicker and easier thanks to a series of updates which will give payers better visibility of key account information, including previous levy returns, payments made and downloadable invoices.

Representatives who manage levy submissions for more than one business will now have the ability to access and submit returns for those businesses through a single account.

All users will now also be able to save and update draft returns before submitting them, upload supporting documents and raise enquiries directly with the Seafish Levy Team.

Luke Osbon, Seafish Levy Operations Lead said: "The levy portal provides a simple digital solution for levy-paying stakeholders, giving them better access to manage their account and complete key tasks online.

"Ultimately this allows levy returns to be submitted and paid in a more timely

manner both for our stakeholders and Seafish.

"As well as making submitting returns easier, the portal improves access to important account information and reduces the need for businesses to contact the Levy Team for routine requests."

The portal is hosted on a secure and reliable Microsoft platform that connects directly with Seafish's existing systems and offers Seafish the flexibility to improve and expand the portal as the needs of levy-paying businesses develop.

Kenneth McIntosh, Seafish Finance Director, says the new portal is an "important first step" in providing a modern, integrated and easy-to-use digital platform that would benefit both levy payers and Seafish.

Kenneth added: "We are delighted with the number of levy payers who have already registered their interest in using the new portal, and we look forward to supporting businesses as they make the transition to the new system."

The portal forms part of Seafish's wider work to improve the way it supports levy-paying businesses and provide more efficient digital services.

Video tutorials are available to help users get started and understand how to use the portal on the Seafish Youtube channel

For more information on the levy portal, or to register your interest, please visit <https://seafishlevyportal.powerappsportals.com/>



Study finds **community support is essential** to growing seaweed industry

Seaweed farming in the UK has the potential to create new job and products, while contributing to a low-carbon economy but has yet to fully gain public trust, according to a new report by the Scottish Association for Marine Science (SAMS) in Oban.

The report, 'Seaweed farming with and for our coastal communities' sets out six recommendations for policy makers and those planning to farm seaweed around the UK.

Among the recommendations is the need to prioritise local knowledge, work with communities and increase public awareness of seaweed farming. The report stresses the importance of gaining 'social license' for developments, a term used to describe activity that reduces potential conflict and promotes ethical approaches to operations, including community engagement.

Seaweed farming is projected to become a \$27-billion-dollar global industry this year, with the overwhelming majority of activity in Asia. However, the European Union aims to scale production by 2030 to create 115,000 jobs in an industry worth €9 billion.

The new report's lead author Dr Suzannah-Lynn Billing says the UK can capture part of this accelerating market by growing its seaweed sector, but warns that despite seaweed's economic and environmental credentials, social licence for new developments is not guaranteed.

"When rooted in coastal communities' needs and values, seaweed farming can create skilled local jobs and help to build social and economic resilience," said Dr Billing.

"However, opposition can emerge when proposed operations are misaligned with

local values and livelihoods. There are already examples where ignoring coastal community voices within seaweed farm applications has led to conflict, such as the recent rejection of the Port Quin application in Cornwall.

"Trust in both farm operators and regulators depends on how open and transparent decision-making processes are. Where community engagement, trust and transparency are lacking, seaweed farms may struggle to obtain a social license.

"Crucially, poor relations between seaweed farms or developers and local communities can drive negative political narratives and media coverage, creating conflict and limiting the potential for the seaweed farming sector to unlock positive outcomes for coastal communities. That is why meaningful community involvement in decision-making for seaweed farming

Kati Michalek



is essential. Coastal communities must have a genuine voice in how seaweed farming develops, so operations reflect local priorities and create lasting shared benefits.”

The report has been published by SAMS, a partner of UHI, in collaboration with WWF-UK, Câr Y Môr, Centre for Environment Fisheries & Aquaculture, University College London, Seaweed Scotland.

Dr Piers Hart, Aquaculture Advisor at WWF-UK said: “WWF-UK sees growth in seaweed cultivation as an important part of our work in reducing the impacts of climate change, increasing marine biodiversity and supporting local coastal communities in the UK. Seaweed products can replace high carbon products such as plastics and fertilisers, whilst seaweed farms provide marine gardens supporting wildlife and absorbing excess nutrients.

“Coastal communities benefit from the income from seaweed farms as well as cleaner water and employment opportunities. Without community engagement and support, these goals will not be met.”



Suzi Billing



Dr Billing's report is the result of a National Lottery funded project working with coastal communities in Pembrokeshire and seaweed farms across the UK: Unlocking the Power of Seaweed. This grant comes from the Climate Action Fund, a £100m commitment over 10 years from The National Lottery Community Fund to support communities across the UK to take action on climate change and involve more people in climate action.

As part of the project, the team created the film Coastal Voices, making space for the St David's community in Pembrokeshire, to share their diverse perspectives on seaweed farming. The film shows that community support for seaweed farming is conditional on prioritising local needs and respecting and supporting the connection that the community has with their coastline and the place in which they live, work, play, and recover.

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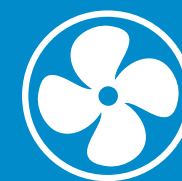
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“Scotland’s seafood sector is a strategic national asset that must never be traded away”

Jimmy Buchan MBE, Chief Executive of the Scottish Seafood Association, speaks to Fish Focus about the future of Scotland’s seafood processing sector, the importance of collaboration across the supply chain, and why government must work with—not around—the industry.

Fish Focus: Scotland’s seafood processing industry has faced a number of challenges in recent years. How would you describe the sector today?

Jimmy: Despite the challenges, this is not an industry in decline. Quite the opposite. Scotland’s seafood processing sector has the ambition, the expertise and the infrastructure to become one of Europe’s leading seafood processing nations.

We have a world-class fishing fleet, healthy and sustainable fish stocks, skilled people rooted in coastal communities and a global reputation for producing high-quality seafood. Demand for Scottish seafood continues to exceed supply.

The frustration is that too many of the decisions affecting our businesses are made without the industry’s voice being heard. For too long, processors have had to react to policies they had little influence over. If we’re serious about growing the sector, government has to work alongside industry, not around it.

Fish Focus: You often describe fishermen and processors as being “the hand and the glove”. What do you mean by that?

Jimmy: Fishing and processing are completely interdependent. You simply can’t separate one from the other.

Fishermen harvest one of Scotland’s greatest renewable natural resources, while processors create the value by preparing, packaging, marketing and supplying seafood to customers across the UK and around the world.

It’s a simple equation: no fishermen means no fish, and no processors means no market. When both parts of the industry succeed together, Scotland succeeds. That’s why it’s so important that policy recognises the entire seafood supply chain rather than looking at individual sectors in isolation.

Fish Focus: How important is the processing sector to Scotland’s wider economy?

Jimmy: It’s absolutely fundamental. Processing creates thousands of skilled jobs, supports local businesses and underpins many of Scotland’s coastal communities.

From sea to plate, every part of the supply chain depends on the other. Fishermen land sustainable seafood, processors add value, distributors move products to market and retailers and hospitality businesses put Scottish seafood onto consumers’ plates.

When that whole chain is working together, we have one of the strongest seafood supply systems anywhere in Europe. That’s something we should be building on.



Jimmy Buchan MBE

Fish Focus: Food security is becoming an increasingly important issue. Where does seafood fit into that conversation?

Jimmy: Food security has to become a national priority.

Seafood ticks every box. It’s healthy, low carbon, sustainably harvested, locally produced and recognised around the world for its quality. At a time when governments are looking at healthier diets and reducing environmental impacts, seafood should be right at the centre of the discussion.

Unfortunately, we’re seeing UK seafood consumption decline while imports continue to rise. At the same time, misinformation—particularly through digital and AI-driven platforms—is creating confusion about healthy diets.

That’s a real opportunity for the industry. We need to reconnect consumers with seafood as one of the most natural, nutritious and sustainable sources of protein available.

Increasing seafood consumption isn’t just good for our businesses—it’s good for public health. Better diets can improve wellbeing, reduce pressure on the NHS and strengthen local economies at the same time.



Fish Focus: What practical support does the sector need to realise its potential?

Jimmy: We don't need grand promises—we need practical action. That means investing in skills and training, creating career pathways for young people, improving housing in coastal communities so workers can live locally, addressing workforce shortages and continuing to invest in ports, transport links, energy infrastructure and digital connectivity.

We also need to help smaller processors and artisan businesses grow because they play an important role in maintaining vibrant coastal economies.

Every job created in seafood has a wider economic impact, but businesses can only grow if the right conditions are in place.

Fish Focus: The seafood industry has often found itself at the centre of political negotiations. What's your message to government?

Jimmy: Scotland's seafood sector is not a bargaining chip. It's a strategic national asset built on sustainable natural resources, highly skilled people and generations of knowledge. Decisions affecting fishing opportunities, market access and

seafood businesses should never be made without proper engagement with the people whose livelihoods depend on them.

The industry deserves to be involved in shaping the policies that affect its future.

Fish Focus: Governments change, priorities change. How important is long-term policy?

Jimmy: That's exactly the issue.

Every election brings renewed interest in coastal communities and plenty of positive words, but too often the momentum disappears as political priorities shift.

What we need is consistency. The seafood sector requires a long-term, cross-party commitment that recognises its importance to economic growth, food security and sustainable coastal communities.

This industry plans investments over decades, not election cycles.

Fish Focus: Finally, if you could leave government with one message, what would it be?

Jimmy: Scotland already has everything it needs to succeed.

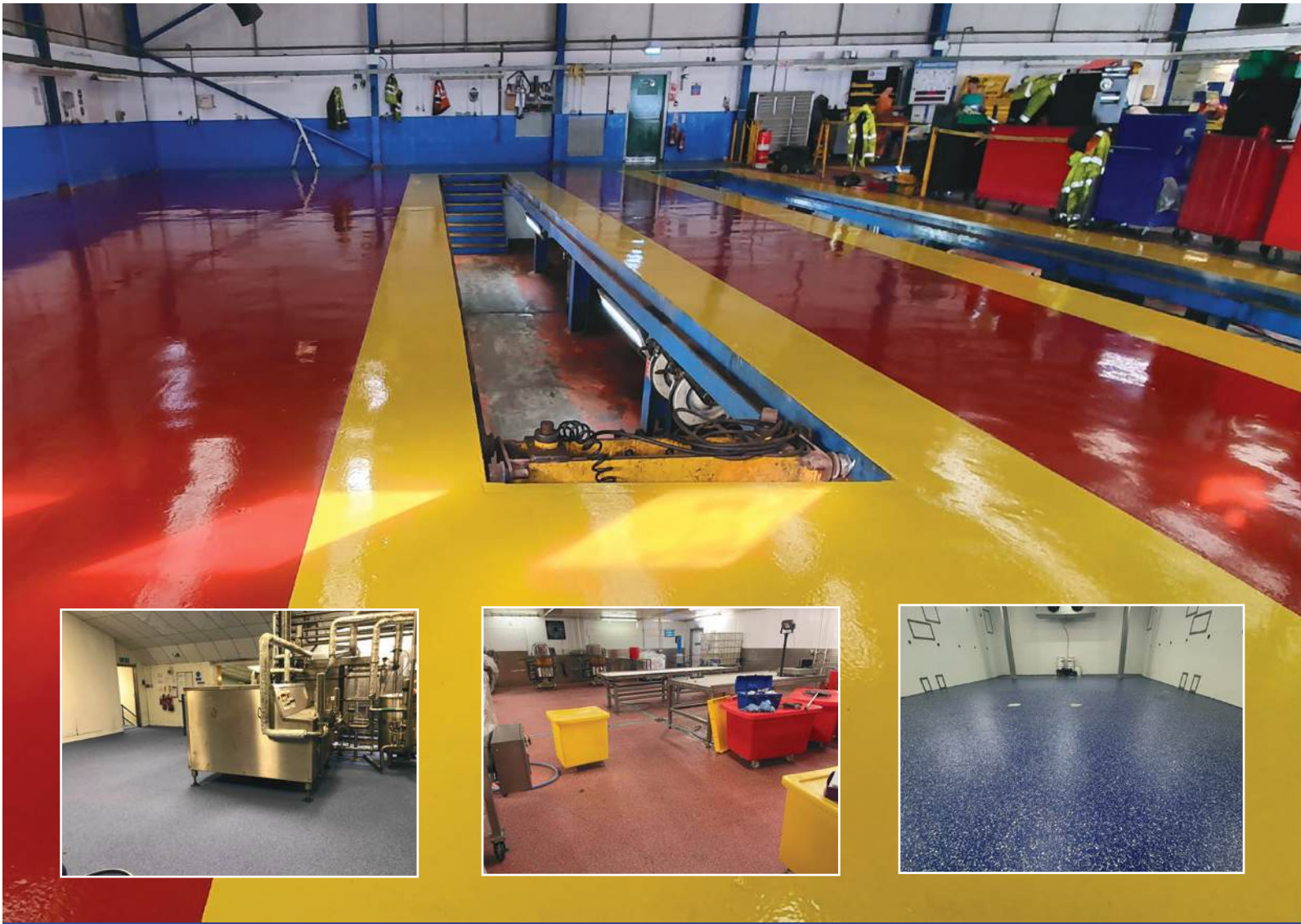
We have a strategic North Atlantic location, sustainable fish stocks, an innovative processing sector, proud fishing communities and businesses that are ready to invest. What we need now is genuine partnership.

Government should work with the sector to create policies that support ambition, encourage investment, strengthen coastal communities and recognise seafood for what it is—a strategic national asset.

The future is there for the taking, but it will only be achieved if decisions are made with the industry, not in its absence.



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UK Seafood Federation builds momentum across the industry

The UK Seafood Federation (UKSF) continues to strengthen its position as the leading voice for the UK seafood processing sector, with its programmes gathering momentum across key strategic areas including Skills & Talent, Ethics & Sustainability, Industry Integrity & Reputation, Smooth & Efficient Trade Flows, and Communication & Engagement.

Fish Focus caught up with UKSF Chief Executive Officer Simon Dwyer to hear about the Federation's latest activities and the growing impact it is making across the industry.

Representing a sector that employs around 16,000 full-time staff, supported by a further 2,500 part-time and seasonal workers, and generates an annual turnover of approximately £5.3 billion, UKSF continues to focus on delivering practical outcomes for its members and the wider seafood industry.

Simon believes the Federation's strength lies not in its size, but in the expertise behind it.

"It's not necessarily about the number of people involved in UKSF – it's about the quality of the output.

"Our delivery team, working alongside members supporting each of our strategic pillars, enables us to deliver tangible outcomes for the UK seafood industry. Across our various sub-groups we have around 30 expert contributors, creating a powerful and unique network that supports our mission to be the voice

of the UK seafood industry, helping make seafood a bigger part of the British diet for the benefit of both people and the planet."

Supporting this work is the UKSF delivery team of Anne Laudage, Julie Waites, Jo Woodhouse, Janet Bellamy, Ivan Bartolo, Valerie Braybrooks and Mike Short. Ocean Fish Group joins UKSF. One of the Federation's newest Tier 2 members is Ocean Fish Group, which Simon recently visited at the company's processing facility in Roche, Cornwall, where he met Commercial Group Director Victoria Townsend. "Having Ocean Fish Group join UKSF demonstrates the growing reach we've developed since January 2025," said Simon.



"Victoria presented at our October Consumption Conference and immediately recognised the value of becoming a member. Their business, supplying wholesale, export and retail markets, is an excellent fit for UKSF. It was fantastic to visit the operation, meet the team and discuss both the opportunities and challenges facing the sector."

Following the visit, Simon facilitated introductions between Ocean Fish Group and the University of Lincoln to explore leadership development, innovation funding and research opportunities already benefiting several UKSF members.

Victoria Townsend welcomed the collaboration.

"We're delighted to be part of UKSF and to contribute to the Consumption Sub-Group," she said. "I was thrilled to play a role in the October Consumption Conference and am now working alongside others to help develop a unified industry message around seafood as a healthy, sustainable source of protein.

"Our time with Simon was both insightful and engaging, and we're looking forward to contributing to the Federation's work."

Masterclass series proves a success

The first UKSF Seafood Masterclass Series has been well received, with more

than 100 delegates taking part in one or more of four online seminars, technical sessions and industry visits.

The programme covered a wide range of topics designed to support professional development across the sector, including:

- Visits to a fish market and Port Health facility.
- Food Defence and VACCP.
- Seafood Quality and Safety.
- Sustainable aquaculture, including plans for the land-based salmon farm in Grimsby.
- A sector-wide approach to measuring carbon emissions.
- Artificial Intelligence in seafood processing.

The sessions featured speakers from UKSF, leading retailers including Asda and Sainsbury's, industry partners and academic specialists from the University of Lincoln.

With membership continuing to grow and an expanding programme of practical initiatives, UKSF is reinforcing its role as a collaborative force, bringing together industry expertise to support innovation, sustainability, skills development and increased seafood consumption across the UK.

The inaugural Masterclass Series attracted representatives from around 15 seafood businesses, including NESI, Hilton Seafoods Seachill, Sofina Foods, Thistle Seafoods, Fastnet Fish, Northcoast Seafoods, Ice Fresh and members of the National Federation of Fishmongers (NFF).

The programme provided apprentices and postgraduate students with a valuable opportunity to learn directly from experienced industry professionals, helping to strengthen links between education and the seafood sector.

UKSF thanked all of the expert speakers and member companies whose support made the first series such a success. Building on the positive response, planning is already underway for Series 2, which is scheduled to launch in September.

Keeping members informed

In the latest edition of the UK Seafood Federation newsletter, Chair Simon Smith highlighted the continuing challenges facing the seafood sector



Pictured L-R: Victoria Townsend, Commercial Group Director, Simon Dwyer CEO UKSF, Nikki Davies, Operations Manager

following renewed geopolitical instability in the Middle East.

He said the conflict had sent shockwaves through global supply chains, creating pressures reminiscent of those experienced during the COVID-19 pandemic.

"UKSF has maintained close dialogue with our members, supply chain stakeholders and DEFRA's Fisheries team on the key issues affecting the industry," Smith wrote. "These include the ability of the global catching fleet to continue fishing, increasing fuel surcharges throughout the supply chain, and rising costs for raw materials, particularly packaging.

"We have made it clear to DEFRA that these challenges are not sustainable if the conflict continues."

Despite these pressures, Smith said the Federation continues to make strong progress across its strategic priorities. One recent highlight has been renewed work on the Seafish Carbon Emissions Tool (SCEPT), with a workshop led in May by Tom Maidment of Hilton Seafoods to help shape the next stage of its development.

Alongside this, UKSF is advancing work on retailer traceability requirements through a dedicated industry group, while its Consumption Sub-Group is now fully established and working to encourage greater seafood consumption across the UK.

The Federation has also welcomed the Provision Trade Federation as an Associate Member, represented by Andrew Kuyk, further strengthening collaboration across the wider food industry.



New Grimsby fish dock CEO unveils fresh brand for port-focused group of companies

A new era has begun with a new figurehead and new brand for a group of Grimsby companies at the heart of two of the town's defining industries.

Andrew Oliver is now chief executive of Grimsby Fish Dock Group, a subtle switch from the name Grimsby Fish Dock Enterprises, and one aimed at unifying the business units it sits behind.

The four distinct operational strands - Grimsby Fish Market, Port of Grimsby East, Grimsby Shipyard Services and Offshore Training Centre Grimsby - are all being refreshed, with a new brand identity and group website delivered by pan-Humber creative communications consultancy, Fred Marketing.

The work has been driven by Mr Oliver, who served as chair of the organisation for four years, as it looks to unlock growth in the port-facing elements of the business.

While Grimsby Fish Market, with its daily fish auction, remains the iconic centrepiece and home of the head office operations, maritime activity and allied training have become significant revenue streams, with property and vessel maintenance provision also at the core.

Mr Oliver, a highly respected maritime lawyer, said: "It is my absolute honour to become chief executive of Grimsby Fish Dock Group, an exciting family of allied companies united by the economy our geography has blessed us with, and our forebears have capitalised on.

"Grimsby remains a leading force in seafood, the UK capital for value-added processing and a gateway to retail and hospitality markets, while proudly regaining a world-leading title in offshore wind operations and maintenance. We're two decades on from Port of Grimsby East first facilitating this burgeoning industry, and as a group we're playing our role in the long-term renaissance it has triggered.

"I look forward to exploring the growth potential we have here."

A team of more than 40 make up GFDG, with a strong sub-contracting base supplying services into the four elements.

Making the most of the realistic training environment in-dock and the vessel lifting facilities at the heart of the wind turbine crew transfer hub are early priorities, with investment in fish market facilities to strengthen

supply relationships also being realised. Marketing of the varied property portfolio is also being advanced.

As reported, Mr Oliver's move into the lead executive role at GFDG has seen Simon Dwyer step up from vice chair to chair at the organisation. David Flear has become vice chair.

Dave Laister, Fred Marketing's PR and media director, has worked with what was GFDE for more than 20 years, having previously served as the Grimsby Telegraph's business editor.

He said: "This has been a project very close to my heart, and it has been a pleasure to be involved in helping deliver a new era for an organisation at the fore of two incredible industries that underpin Grimsby's place in the world.

"Andrew brings a professional approach to an entrepreneurial business that has evolved with the times, and I feel we've captured that spirit at Fred and provided a great team with a platform for growth."

Visit the new website at www.grimsbyfishdockgroup.co.uk

Beyond the Refrigerant Debate: Choosing the Right Cooling Solution for Seafood Processing



From processing and packaging to freezing, cold storage and distribution, refrigeration plays a vital role throughout the seafood supply chain. As processors face rising energy costs, increasing environmental pressures and the need for resilient operations, choosing the right refrigeration technology has become more important than ever.

Much of the industry's discussion centres around two natural refrigerants: ammonia (NH₃) and carbon dioxide (CO₂). While debate often positions them as competing technologies, the reality is more nuanced.

Both refrigerants offer significant environmental advantages compared to traditional synthetic alternatives, with negligible global warming impact and no ozone depletion potential. However, each has distinct strengths depending on the application.

Ammonia has long been the refrigerant of choice for large industrial refrigeration systems due to its high energy efficiency and proven reliability. Many ammonia plants remain in operation after 25 years or more, making them attractive where long-term operating costs are a priority. For energy-intensive seafood facilities, where refrigeration may be used for process cooling, ice production, freezing and temperature-controlled storage, efficiency can have a significant impact on operating expenditure.



CO₂, meanwhile, offers advantages in smaller industrial applications and low-temperature freezing processes. Its compact design and lower upfront capital costs can make it an attractive option, particularly where space is limited.

Rather than asking which refrigerant is "best", seafood processors may benefit more from asking which solution best suits their operational requirements. Factors such as process temperatures, production requirements, facility size, energy costs, expected equipment lifespan and future expansion plans all influence the answer.

The industry is also seeing continued innovation in system design. Low-charge ammonia packages, CO₂ systems and hybrid ammonia-CO₂ solutions are helping businesses balance efficiency, safety and sustainability objectives while supporting long-term resilience.

As the seafood sector works to reduce energy consumption and carbon emissions, the most successful projects are likely to be those that focus less on refrigerant rivalry and more on selecting the right technology for the application.

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Decarbonising Seafood Processing: The Building-Side Wins That Often Get Missed

Written by Freelance Writer - Chloe Miller.

When the seafood industry talks about cutting emissions, the conversation usually gravitates to the supply chain. Vessel fuel, feed for aquaculture, transport, packaging. All of these matter, and they get plenty of attention. The processing facility itself is often treated as a fixed cost of doing business, even as carbon profiling tools make it clearer than ever where the emissions sit. Yet processing plants are some of the most energy-intensive buildings a seafood business runs, and a closer look at how energy moves through them tends to surface savings hiding in plain sight.

The hidden heat source

Refrigeration is the single biggest energy draw on most seafood processing sites, and a meaningful share of the heat it generates is simply thrown away. Waste heat is typically rejected to the outside air through condensers, while a separate gas boiler is fired up to produce hot water for cleaning and wash-down. The Carbon Trust estimates that up to 20% of refrigeration energy use can be cut through low-cost or no-cost measures, with heat recovery extending that further by displacing

gas demand for hot water and space heating. The technology is mature, but it's regularly missed where plants have grown organically and refrigeration sits in a different capital-expenditure conversation from hot water generation.

HVAC zoning, fabric and lighting

Beyond refrigeration, the way HVAC is zoned across processing halls, packing areas, chillers, offices and welfare spaces matters more than most sites realise. Older facilities often run a single heating and ventilation strategy where four or five should sit side by side, heating, cooling or ventilating spaces that don't need it. Insulation gaps, ageing roof lights and poorly sealed loading doors push refrigeration and HVAC plants to work harder than they need to. Switching legacy lighting to LED with daylight and presence controls frees up further electrical capacity, while rooftop solar is increasingly viable for sites with large flat roofs and high daytime demand.

Why a coordinated review matters

The risk with building-side measures

is treating them as isolated upgrades. Replacing a chiller, fitting LEDs and adding solar one project at a time can leave significant savings on the table, because the interactions between fabric, plant sizing and controls don't get looked at together. This is where an integrated energy and sustainability review carries real weight. When specialist M&E consultancies like BSE 3D map these interactions for industrial processors, the sequence matters. Sequencing heat recovery before sizing a new boiler, for example, often changes the demand profile enough that the new plant can be specified smaller, cutting both capex and ongoing gas use.

The wider net-zero picture

Building-side measures don't replace supply chain action. They're a practical lever processors can pull directly, often with payback timescales that justify the spend on commercial grounds alone. Seafish identifies on-site renewables and energy efficiency at processing sites as recognised routes towards the UK's 2050 net-zero target. For processors planning their next capex round, the question is no longer whether to act on the building, but how to sequence it.



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Heatwave puts refrigeration resilience in the spotlight as industry rethinks design for a changing climate

As much of the UK recovers from another spell of exceptionally hot weather, recent comments from the UK Cold Chain Federation and widespread media reports of refrigeration outages have brought renewed attention to the resilience of the nation's cooling infrastructure and the need for refrigeration systems designed for a changing climate.

With industry leaders warning that much of the UK's refrigerated infrastructure was designed for significantly lower summer temperatures, the recent heatwave has reinforced that resilience deserves to sit alongside efficiency as one of the defining measures of refrigeration system performance.

For operators of food manufacturing plants and temperature-controlled distribution facilities, where reliable cooling is becoming increasingly critical as ambient temperatures rise, the challenge extends beyond higher electricity consumption. The greater risk

is that refrigeration systems begin to lose available cooling capacity at precisely the time cooling demand is highest.

From an engineering perspective, resilience in high ambient temperatures is rarely determined by a single piece of equipment or even the refrigerant itself. Instead, it depends on how the entire refrigeration system is engineered, controlled, commissioned and maintained throughout its operational life.

Valgard Bertschinger, Head of Business Development at Star Refrigeration, said: "Heatwaves naturally attract attention when refrigeration systems struggle, but they also show why others continue to operate reliably. Resilience isn't something you add once a heatwave arrives. It needs to be built into the system from the very beginning and maintained throughout the plant's life."

Many refrigeration systems currently operating across the UK were designed around historical weather data and

summer design temperatures that reflected the weather patterns at the time. While many continue to perform reliably within their original design envelope, increasingly frequent periods of extreme heat are reinforcing the need to review the assumptions used when designing new refrigeration systems expected to operate for the next 25 to 30 years.

As temperatures rise, refrigeration systems naturally consume more electricity. However, the more significant challenge is often maintaining sufficient cooling capacity to meet demand.

Valgard Bertschinger said: "People often assume hotter weather is mainly an efficiency issue, but the bigger challenge is maintaining enough cooling capacity when demand is at its highest. A refrigeration system can still be running, consuming more electricity, and yet no longer have enough available cooling capacity to meet the site's demand. Understanding that distinction is becoming increasingly important as ambient temperatures rise."

During June's heatwave, performance data from a number of StarCare maintained sites showed how effective system design for ambient temperatures of up to +40°C, integrated controls, and preventative maintenance helped preserve cooling capacity during the prolonged period of exceptionally high ambient temperatures.

Engineers observed that low-charge ammonia Azanechiller packs continued to meet cooling demand without the equipment operating at its limits. Even during one of the hottest weeks on record, many of the systems required only a single compressor per pack operating at around 70% speed. The analysis of the systems' performance provided engineers with useful data-led insight into the benefits of fully integrated controls in upholding cooling capacity during periods of extreme heat.

Valgard Bertschinger, said, "That's exactly what you want to see during extreme weather. The plants were maintaining temperature comfortably rather than operating at their limits. The use of integrated controls ensured that the compressors, condensers, and evaporators worked together as a single system, making full use of all available heat transfer surface while maintaining relatively high suction pressures. This

allowed the refrigeration systems to meet cooling demand and retain spare cooling capacity."

The recent heatwave has also highlighted how differently refrigeration technologies respond as ambient temperatures increase. Star has worked with both ammonia and CO₂ refrigeration systems for decades and continues to apply each where its engineering characteristics best suit the application. In many cases, the company combines both in cascade systems to take advantage of CO₂'s excellent low-temperature performance for product freezing alongside the robust heat rejection and high-temperature performance associated with ammonia.

As ambient temperatures increase, CO₂ systems experience a more pronounced reduction in available cooling capacity and efficiency, making design margins and operational strategy increasingly important. A 10 degree rise in ambient temperature can reduce cooling capacity by around 33%, compared with 5% for ammonia systems, which generally maintain capacity more effectively under high ambient conditions.

Maintaining refrigeration performance throughout the plant's life is as important as getting the original design

right, particularly as periods of extreme weather become more frequent. Seasonal readiness checks, including cleaning condensers, gas coolers, and evaporators; removing debris and seasonal contaminants; and verifying control performance, can help reduce the risk of unplanned downtime. The location of heat rejection equipment should also ensure air recirculation is avoided and ideally be on a north facing elevation to keep it in the shade in warmer temperatures.

To support plant owners and operators, Star Refrigeration has published guidance on designing refrigeration systems for a hotter world, alongside practical advice on preparing existing refrigeration systems for prolonged periods of high ambient temperatures. The guidance covers considerations including condenser performance, maintenance, controls optimisation and operational planning.

With refrigeration systems installed today expected to remain in operation for decades, resilience will increasingly depend on decisions made long before the next heatwave arrives, from design and equipment selection through to controls, maintenance and long-term optimisation.



Direct Seafoods Uses Podfather Logistics Software to Strengthen Customer Service and Delivery Performance

Direct Seafoods, part of Bidfresh, one of the UK's leading seafood suppliers to the hospitality industry, is using Podfather's logistics software to enhance customer service, improve operational efficiency and provide greater visibility across its nationwide delivery network.

As part of Bidfresh's wider transport operation, Direct Seafoods benefits from Podfather's route planning and optimisation tools alongside electronic Proof of Delivery (ePOD), helping reduce unnecessary mileage, improve delivery transparency and provide real-time reporting across a growing and increasingly complex distribution network.

Bidfresh, which comprises ten specialist foodservice businesses including Direct Seafoods, completes around 750,000 deliveries each year using a fleet of approximately 180 vehicles. The business supplies fresh fish, seafood, produce and dairy products to Michelin-starred restaurants, hotels, pubs, schools, colleges and contract caterers across the UK.

"Since we originally implemented Podfather, Bidfresh and its Direct Seafoods brands have continued to grow in scale, geographic coverage and operational complexity," said James Cartwright, Supply Chain & Logistics Director at Bidfresh.

"Our product ranges have expanded, customer order profiles have become more fragmented with smaller, more frequent deliveries, and expectations around delivery accuracy and real-time information continue to increase. At the same time, we're operating in a more cost-pressured environment where fuel, labour and compliance requirements all have an impact on transport operations.

"As the business continues to grow and respond to these challenges, the



ability to scale without losing control or visibility is critical, and Podfather plays a central role in helping us achieve that."

Across its network of regional depots, Podfather integrates with Bidfresh's order management and ERP systems to automatically receive delivery data, build and optimise delivery routes, and provide drivers with clear, sequenced instructions through the Podfather Driver App.

The system also supports vehicle compliance by guiding drivers through digital pre- and post-use vehicle inspections, allowing any defects or maintenance issues to be reported and addressed promptly.

Once deliveries are underway, customers receive automated ETA notifications together with live vehicle tracking, giving kitchens and purchasing teams greater visibility of incoming deliveries. Drivers capture time, date and GPS-stamped signatures and photographs electronically, along with any delivery exceptions, enabling real-time communication with customers while

supporting invoicing, customer service and issue resolution.

"Using Podfather, we're bringing our FRESH values to life — Focused, Responsive, Enthusiastic, Straightforward and Helpful — all centred around delivering the best possible customer experience," Cartwright continued.

"As our delivery operation continues to evolve, Podfather will remain a key enabler, supporting smarter planning, stronger management information and greater consistency across all our sites, while providing the reliable data needed to drive continuous improvement."

For seafood businesses operating in a market where freshness, delivery accuracy and service reliability are critical, digital logistics tools are becoming increasingly important in maintaining customer satisfaction while controlling operating costs. By combining route optimisation, live delivery tracking and electronic proof of delivery, Direct Seafoods is ensuring it can continue to meet rising customer expectations as its business grows.



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O'Toole Transport: 30 Years of Growth, Innovation and Excellence

2026 marks a significant milestone for O'Toole Transport as the company celebrates 30 years in business.

From humble beginnings with a single refrigerated vehicle, O'Toole Transport has grown into one of the leading names in temperature-controlled logistics, operating a fleet of approximately 200 vehicles and 300 trailers, supported by 60,000 square feet of warehousing and a dedicated team committed to delivering excellence across the UK and Europe.

Over the last three decades, the company has built a reputation based

on trust, reliability and customer service. Remaining a family-run business, O'Toole Transport has continued to evolve alongside the changing needs of the industry, investing in infrastructure, technology and people to provide customers with complete logistics solutions.

Specialising in temperature-controlled transport, O'Toole Transport has become a trusted partner to seafood producers and processors throughout the UK and Ireland.

The company provides tailored solutions

across transport, cold storage, customs support and supply chain management, helping customers navigate increasingly complex trading environments while ensuring products reach markets efficiently and in optimum condition.

In recent years, the industry has experienced significant change, with new regulations and increased documentation requirements creating additional challenges for exporters.

O'Toole Transport has responded by continually strengthening its operations and developing specialist expertise to



support customers trading throughout Europe. This commitment to service and innovation has enabled the business to remain at the forefront of the seafood logistics sector.

Continuing its programme of investment and expansion, O'Toole Transport is pleased to announce the opening of a new depot in Boulogne-sur-Mer, France, during Summer 2026.

As one of Europe's largest seafood hubs, Boulogne-sur-Mer is strategically positioned to support the movement of fresh and frozen products throughout the continent.

The new facility will further enhance the company's European network, providing greater flexibility and improving service for customers operating within key seafood markets.

The investment represents another important step in O'Toole Transport's long-term growth strategy and reinforces the company's commitment to supporting the seafood industry on both sides of the Channel.

Adding to what is already a landmark year, O'Toole Transport was honoured to be named Irish Haulier of the Year 2026.



The award recognises the company's commitment to excellence and reflects the dedication of its team, whose hard work and professionalism continue to drive the business forward.



As O'Toole Transport celebrates 30 years in the industry, the focus remains firmly on the future.

With continued investment, strategic growth and a strong commitment to customer service, the company is well positioned to meet the evolving needs of the seafood sector for many years to come.

Three decades on, the values that have defined O'Toole Transport since day one — trust, reliability and partnership — remain at the heart of everything the company does.

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ULMA Packaging helps Orkney Crab boost efficiency with advanced thermoforming technology

Scottish seafood processor Orkney Crab has strengthened its packaging capabilities following the installation of a ULMA Packaging TFS 500 thermoformer, enabling the company to improve efficiency, reduce waste and maintain the premium presentation expected by customers in the UK and international markets.

Based in Orkney, Orkney Crab specialises in processing high-quality shellfish sourced from local waters, supplying medium to large whole crabs and lobsters renowned for their provenance and quality. As production volumes continued to grow, the business recognised the need for a packaging solution that could keep pace with demand while delivering consistently high standards of presentation and product protection.

Packaging whole crab presents a unique challenge due to the natural variation in size, shape and weight of each animal. Maintaining a uniform, attractive pack while achieving high production

speeds requires equipment capable of adapting to these differences without compromising quality. At the same time, Orkney Crab wanted greater flexibility to run multiple pack formats on a single line, while reducing material waste and improving operational efficiency.

During its search for a new thermoforming solution, Orkney Crab was introduced to ULMA Packaging. A visit to ULMA's demonstration facility proved pivotal, allowing the processor to trial its own products on the TFS 500 under real production conditions.

Running whole crab through the machine demonstrated its ability to consistently handle one of the seafood sector's most demanding packaging applications. Working closely with ULMA's technical specialists during the trials gave the Orkney Crab team confidence that the system would meet both its current production requirements and future growth plans.

Following the successful evaluation, Orkney Crab invested in the ULMA

TFS 500, which was installed at its processing facility in November 2024.

Today, the thermoformer is used primarily for packaging medium to large whole crabs, while also providing the flexibility to process lobsters on the same production line. Quick-change tooling enables rapid switching between pack formats, allowing the business to respond efficiently to changing production requirements. The machine also offers the capability to package two crabs in a single cycle where product size allows, further increasing throughput and productivity.

The installation was completed by ULMA's engineering team with minimal disruption to production. Comprehensive testing and commissioning ensured the equipment was fully operational before handover, while on-site operator training enabled staff to become confident in running the new system from day one.

Since commissioning, the TFS 500 has become an integral part of Orkney Crab's production operation. The

company reports consistently reliable performance while handling high daily production volumes, with improvements in pack consistency helping to reduce waste and minimise rework.

The enhanced clarity and presentation of the finished packs also support Orkney Crab's premium market positioning, ensuring products are displayed to customers at their best.

Beyond the equipment itself, Orkney Crab highlights the value of the partnership established with ULMA Packaging throughout the project. From the initial product trials through to installation and ongoing aftersales support, the company says ULMA has provided a collaborative and responsive service that gives confidence in both the equipment and the long-term relationship.

Commenting on the project, Carla Brown, Office & Dispatch Manager at Orkney Crab, said:

"Seeing our own product running on the TFS 500 at ULMA's demo site gave us complete confidence. Since installation, the machine has been incredibly reliable and delivers a consistently high-quality pack, even with a challenging product like whole crab."



New chapter begins for UK Nephrops Fishery Improvement Project

The UK Nephrops Fishery Improvement Project (FIP) has entered a new phase, with the Shellfish Association of Great Britain (SAGB) taking over responsibility for facilitating the initiative as it continues its journey towards independent sustainability certification.

SAGB assumes the role from Seafish, which has overseen the project since its establishment in 2025. The UK Nephrops FIP builds on the foundations of the

former Project UK FIP and forms part of the Marine Stewardship Council's (MSC) Improvement Program, enabling fisheries to make independently verified progress towards meeting the standard required for third-party MSC certification.

The transition marks an important milestone for the project, with SAGB aiming to bring together every part of the Nephrops supply chain to drive improvements in sustainability and social responsibility.

Commenting on the handover, Seafish Chief Executive Colin Faulkner said: "We were keen to help support the smooth transition of the Nephrops FIP to SAGB and we are very pleased that this process has now been completed. We would like to thank SAGB and wish them well for the future facilitation of the FIP."

Representing the interests of the UK's shellfish industry, SAGB is well placed to support collaboration across the sector, bringing together fishermen, processors, retailers, scientists and other stakeholders to help strengthen the sustainable management of UK Nephrops fisheries.

As facilitator, the association will provide project management and administrative support, coordinate communications between project participants and external stakeholders, and act as an independent organisation responsible for administering project funding.

The organisation says it is looking forward to working closely with partners throughout the supply chain as the improvement project enters its next stage.

Will Davies, Chair of the FIP Working Group, welcomed the appointment,

highlighting the importance of maintaining momentum within the MSC Improvement Program.

"On behalf of the Nephrops FIP group, we are really pleased that SAGB have been able to facilitate our project and help ensure that our actions within the MSC Improvers Program remain on track throughout the transition," he said.

"The group's participants cover all sectors of the industry, from catching through to retail and hospitality, working together with the shared aim of achieving independent fisheries certification and securing the long-term health of Nephrops stocks."

With collaboration across the supply chain at its core, the UK Nephrops FIP aims to deliver measurable improvements that support responsible fisheries management while

strengthening confidence in one of the UK's most valuable shellfish fisheries.

A Fishery Improvement Project (FIP) is a collaborative initiative designed to improve the environmental sustainability and management of a fishery over time. It brings together stakeholders across the seafood supply chain—including fishers, processors, retailers, scientists, NGOs and government agencies—to identify challenges and implement practical solutions.

Rather than certifying a fishery immediately, a FIP provides a structured pathway towards meeting internationally recognised sustainability standards, such as those of the Marine Stewardship Council (MSC).

Typically, a Fishery Improvement Project will:

- Assess the fishery against recognised sustainability standards.

- Develop an action plan to address identified weaknesses.
- Implement improvements in areas such as stock management, bycatch reduction, habitat protection and fisheries governance.
- Monitor and independently verify progress against agreed milestones.
- Work towards a point where the fishery may be ready to apply for third-party sustainability certification.

FIPs are often particularly valuable for fisheries that are not yet ready for certification but are committed to continuous improvement. They provide transparency and accountability, with progress usually reported publicly.

For the UK Nephrops Fishery Improvement Project, the aim is to improve the long-term sustainability of UK Nephrops fisheries while strengthening social responsibility across the fleet. By working collaboratively across the catching sector, processors, retailers and other stakeholders, the project seeks to ensure healthy stocks, responsible management and, ultimately, eligibility for independent MSC certification.



Orkney creel fishery achieves world-first Community Catch certification

The Orkney creel fishery has become the first fishery in the world to achieve certification against the Community Catch Standard for Small-Scale Fisheries, marking a major milestone for responsible, transparent and community-led seafood sourcing.

The achievement was celebrated at a special event in Kirkwall on 10 July, where fishers, seafood businesses, community representatives, policymakers and sustainability leaders gathered to recognise the people and partnerships behind the global first. Speakers highlighted the collaborative effort that led to certification and discussed how the Community Catch model could help strengthen small-scale fisheries in coastal communities around the world.



Community Catch certification recognises fisheries that demonstrate high standards in responsible sourcing, traceability, labour rights, community benefit and environmental stewardship. By securing certification, the Orkney creel fishery has established a new benchmark for how seafood

can be harvested, handled and marketed in a way that delivers benefits for both people and place.

Launched in May 2025, the Community Catch Standard was developed specifically for small-scale fisheries. By recognising sustainable fishing practices, promoting crew welfare and protecting marine ecosystems, the Standard enables fisheries to demonstrate their credentials and access markets that have historically been difficult to reach. Linda Wood, CEO of Community Catch, said:

"As the first small-scale fishery in the world to achieve this certification, the Orkney creel fishery is showing what is possible when environmental responsibility, social responsibility and community benefit go hand in hand.

"We are incredibly proud of what the Orkney creel fishery has achieved and thank everyone involved for their dedication, commitment and determination throughout the certification process. This milestone provides a practical and inspiring example for coastal communities, seafood supply chains and consumers everywhere."

The Orkney creel fishery comprises around 85% of Orkney's fleet of more than 100 vessels, targeting premium shellfish species including brown crab, European lobster and velvet crab. Many of the vessels are members of the Orkney Fisheries Association.

Alistair Buchan, CEO of the Orkney Fisheries Association, said:



"Revamped approaches to marketing and accreditation are central to our plans to rejuvenate the industry in Orkney, and we are already seeing the benefits of those efforts.

"The Association has worked hard to build strong partnerships, and we are delighted to have collaborated closely with Orkney Crab, whose leadership has been instrumental in achieving Community Catch certification. Our skippers have put in a tremendous amount of work to reach this point, so it is particularly satisfying to receive this recognition."

The certification process was led by Orkney Crab, part of the PDK Group, which exports live shellfish from its headquarters in Oban. The company processes much of the fishery's catch, supplying premium UK retailers and international markets. Following its acquisition by Paul Knight in 2023, the business committed to guiding the fishery through the Community Catch certification process.

Paul Knight, Managing Director of Orkney Crab and the PDK Group, said: "I am exceptionally proud that Orkney Crab has played such an important role in helping the Orkney creel fishery become the first in the world to achieve Community Catch certification.



"This recognition is a testament to the hard work and commitment of Orkney's fishermen and everyone involved in the process. It also provides an excellent platform to build on Orkney's outstanding reputation for premium shellfish and to explore new opportunities for the industry."

The certification represents an important step forward for the Orkney shellfish sector and demonstrates how collaboration between harvesters, processors and certification bodies can create new opportunities for sustainable, small-scale fisheries.

Cold-Water Prawns and the New Value Equation: Why 2026 Could Be a Breakthrough Year for UK Foodservice

Cold-water prawns are emerging as one of the most promising growth categories in UK foodservice, combining premium positioning with operational simplicity. A recently released industry report, launched earlier this year, highlights a category that is already firmly embedded in consumer behaviour — yet still has significant headroom for growth.

Produced by the Norwegian Seafood Council under its Seafood from Norway initiative, the study positions cold-water prawns as a high-value ingredient capable of supporting menu innovation, margin growth, and operational efficiency across the UK out-of-home (OOH) sector.

With close to 100 million servings recorded in 2024 and a 9.4% share of all seafood occasions, prawns have moved decisively into the mainstream — while retaining their premium appeal.

As Bjørn-Erik Stabell, UK Director for the Norwegian Seafood Council, explained:

“Our new prawn category report has shown that cold-water prawns from Norway are perfectly aligned with what UK foodservice needs right now. They are easy to adapt with globally inspired flavours and offer consistency, quality and kitchen efficiency.”

A Category with Momentum — and Room to Grow

The UK is now the world's leading market for cooked and peeled cold-water prawns, with 98 million servings sold in 2024 at an average price point of £9.50. Volumes rose by 19% year on year, making prawns one of the few seafood categories to deliver sustained growth across the top OOH segments.

However, the report's key message is that the barrier is not demand — it is utilisation. Quick-service restaurants currently account for the majority of volumes, while full-service restaurants, pubs, and convenience-led formats remain underdeveloped channels.

Market analysis from Lumina Intelligence suggests continued growth in food-to-go, street food, and sandwich-led missions over the next two years. This aligns with consumer behaviour tracked by NIQ, particularly missions such as “treat for today” and “dinner for tonight”.

For operators, this represents a clear opportunity: prawns sit at the intersection of indulgence and convenience, two of the strongest drivers in modern foodservice demand.

Structural Pressures Reshaping the Seafood Landscape

The report also highlights increasing pressures on warm-water prawns, which remain widely used across UK foodservice. These include price volatility, tariff exposure, sustainability scrutiny, and broader supply chain uncertainty.

By contrast, cold-water prawns offer a more stable and predictable proposition. Their core advantages include:

- Strong provenance and traceability
- Consistent texture and flavour performance
- Recognised sustainability credentials
- Operational efficiency through peeled and portioned formats

Together, these characteristics position cold-water prawns as a resilient alternative in a market where operators are increasingly prioritising reliability as much as cost.

From Ingredient to Menu Driver: The Flavour Opportunity

A key theme of the report is the growing role of flavour innovation. Cold-water prawns are proving highly adaptable to global cuisine trends, from Asian and Indian street food to Mediterranean, Turkish, and Southern US-inspired dishes.

Operators are increasingly using infused and pre-marinated formats — citrus, herb, chilli, and spirit-led profiles — to deliver bold flavours while reducing kitchen complexity.

Because prawns retain texture under heat and absorb marinades effectively, they are now featuring across a wide range of applications:

- Street food bowls and wraps
- Premium sandwiches and food-to-go formats
- Pasta, rice, and noodle dishes
- Sharing plates and starters
- Emerging concepts such as prawn burgers

For kitchens facing ongoing labour constraints, the operational consistency of prawns — particularly in pre-prepared formats — is becoming a significant advantage.

As one restaurant manager from a small full-service operation noted:

“Prawn dishes are highly popular amongst consumers, selling around 200 dishes each day. The top prawn-based dishes include skewers, baguettes, and pasta, with pasta leading due to social media popularity and generating around 150 sales per day.”

Continued on page 38



Premium Without Pretension: The Consumer Dynamic

Consumer insights from Circana show that cold-water prawns occupy a distinctive position in the UK market — appealing to both younger diners and more established affluent consumers.

Key findings include:

- 74% of servings purchased by more affluent guests
- Strong over-index among 18–24 and 50–64 age groups
- Balanced gender split
- Strong adult-only dining occasions
- Lunchtime strength in pubs, with dinner occasions leading in restaurants

This combination reinforces prawns' positioning as an "accessible luxury" — premium enough to justify higher price points, yet familiar enough to encourage repeat purchase and menu penetration.

Unlocking the Next Phase of Growth

The report outlines several strategic levers for future category expansion:

- Greater focus on high-growth channels such as convenience and street food
- Menu premiumisation through provenance storytelling and global flavour profiles
- Operational optimisation via smaller pack formats and uncooked options
- Broader family and sharing occasions to increase frequency

For operators, the conclusion is clear: the category fundamentals are already strong — the next phase of growth will be driven by execution rather than demand creation.

As Bjørn-Erik Stabell added:

"What makes Norwegian cold-water prawns particularly exciting in 2026 is their cross-generational appeal. We are seeing strong demand from younger, affluent consumers as well as

established diners who value quality and provenance. With 74% of servings going to more affluent guests, prawns have firmly positioned themselves as an accessible luxury — delivering premium appeal without limiting frequency."

A Defining Ingredient for 2026

As UK foodservice continues to navigate inflationary pressures, evolving consumer expectations, and the need for differentiation, cold-water prawns are emerging as a rare category that delivers across multiple priorities: value, versatility, sustainability, and efficiency.

Rather than functioning as a simple menu component, they are increasingly being viewed as a strategic ingredient — one capable of supporting innovation, profitability, and operational resilience.

If current trends continue, 2026 may mark the point at which cold-water prawns shift decisively from reliable menu staple to genuine growth engine for the UK hospitality sector.



UK seafood exporters invited to join Tokyo trade pavilion at 2026 Japan Seafood Expo

UK seafood exporters are being encouraged to secure a place on the UK pavilion at the 2026 Japan International Seafood & Technology Expo, with applications now open for businesses looking to expand their presence in one of Asia's most important seafood markets.

The 28th Japan International Seafood & Technology Expo will take place at Tokyo Big Sight from 19–21 August 2026, with UK-registered seafood companies now invited to apply for a branded exhibition podium as part of the UK pavilion.

Seafish, working in partnership with the Department for Environment, Food and Rural Affairs (Defra) and Seafood Scotland, will once again lead the UK pavilion, providing exporters with an opportunity to showcase their products and connect with buyers from Japan and across the wider Asia-Pacific region.

The three-day exhibition, now in its 28th year, is one of Asia's leading seafood trade events, attracting seafood producers, processors, importers and distributors from around the world.

The initiative aligns with Seafish's newly launched 2026/27 Annual Plan, which identifies smoother and expanding seafood trade as one of its three strategic priorities.

Seafish CEO Colin Faulkner said supporting UK businesses at international trade events plays an important role in helping exporters develop new commercial opportunities.

"By supporting UK companies at the Japan International Seafood & Technology Expo, we're helping them build valuable commercial relationships, showcase the quality of UK seafood and access new opportunities in an important market.

"As set out in Seafish's Annual Plan, we're committed to delivering smoother and expanding seafood trade by helping businesses navigate the complexities of international markets and reduce barriers to trade.

"Our presence at this year's expo is a practical example of that commitment in action."

UK-registered seafood companies accepted onto the pavilion will receive a free branded podium, providing a dedicated space to engage with visitors and prospective customers throughout the exhibition.

According to Seafish Trade Engagement Manager Andy Gray, previous UK



exhibitors have reported significant commercial success from attending the Tokyo event.

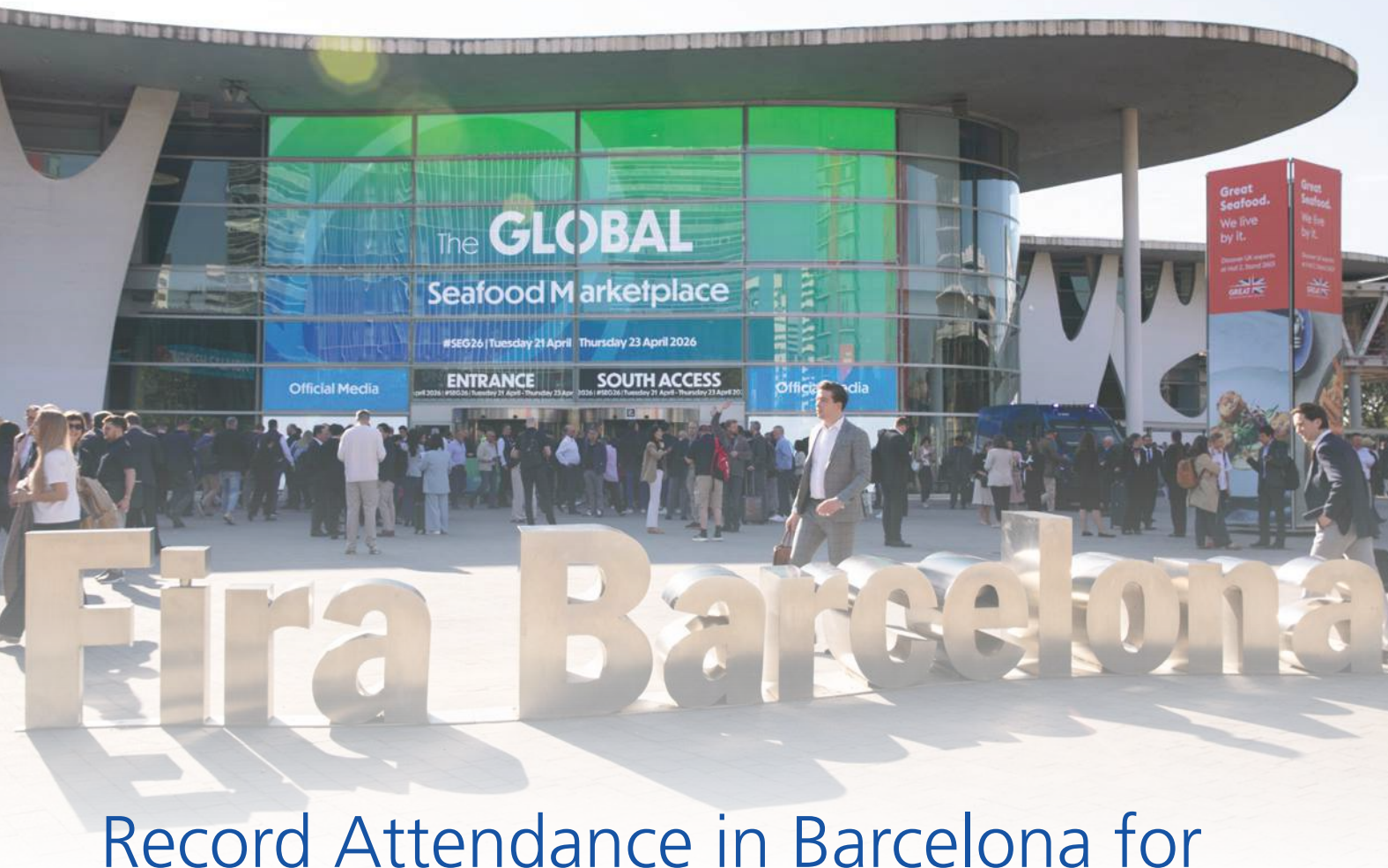
"Feedback from UK companies that have attended recent expos in Tokyo has highlighted significant trade wins and further expectations for growth.

"Exhibitors report that Japanese customers and other expo visitors value the opportunity for face-to-face interactions, helping to build trust and strengthen commercial relationships."

The UK pavilion is being funded through the UK Government's Seafood Exports Package, part of the wider UK Fisheries and Coastal Growth Fund.

In addition to exhibitor podiums, the pavilion will feature a shared meeting lounge, a live demonstration kitchen for recipe sampling and product presentations, and on-site support from Seafish, Seafood Scotland and Defra.

UK Government trade specialists will also be available throughout the exhibition to provide market advice and facilitate commercial introductions, while interpreters will assist exhibitors in both Japanese and English.



Record Attendance in Barcelona for Seafood Expo Global/Seafood Processing Global

Record Attendance at Seafood Expo Global Highlights Industry Strength and Innovation

More than 35,500 seafood professionals gathered in Barcelona for the 32nd edition of Seafood Expo Global/Seafood Processing Global, making it the largest event in the show's history.

Spanning over 52,980 square metres of exhibition space, the event brought together 2,290 exhibiting companies from 85 countries, reinforcing its position as the world's leading seafood trade platform. Over three days, industry stakeholders from across the value chain met face-to-face to build relationships, explore new business opportunities and gain insight into the trends shaping the future of seafood.

Held at Fira de Barcelona's Gran Vía venue from 22–24 April 2026, the expo occupied halls 1 to 5 and is estimated to



have generated more than €161 million for the local economy. The event attracted a strong international presence, with exhibitors and visitors representing key seafood markets including Norway, Japan, the United Kingdom, the United States, China, Vietnam and many more. Government delegations from across

the globe were also in attendance, underlining the sector's economic and strategic importance.

Wynter Courmont, Group Vice President of Seafood at Diversified, highlighted the significance of in-person engagement: "The energy across the exhibition floor demonstrated just how valuable



face-to-face connections remain. Participants used the event to strengthen partnerships, uncover new opportunities and stay ahead in a rapidly evolving industry."

Innovation across the value chain

Exhibitors showcased a diverse range of seafood products—from fresh and frozen to value-added and packaged—while Seafood Processing Global featured the latest in processing technology, logistics, packaging, refrigeration and quality control solutions.

Major international buyers from retail, foodservice and distribution sectors took part in the Key Buyer Programme, including leading companies such as Aldi, Carrefour, Lidl, Sysco and Sodexo.

The conference programme delivered in-depth analysis on critical industry topics, including sustainability, supply chain transparency, aquaculture innovation and workforce engagement. A keynote address by economist Dr Nomi Prins explored global trade dynamics and economic pressures shaping seafood markets in 2026 and beyond. A notable addition this year was the Aquaculture Innovation Zone, which

provided a dedicated space for emerging technologies and solutions. The zone spotlighted advancements in fish health, water monitoring, AI-driven analytics and sustainable production systems, bringing together start-ups, researchers and established companies.

Awards and industry recognition

The Seafood Excellence Global Awards recognised standout products from across the exhibition, with 35 finalists representing 16 countries. Lithuania's Vičiūnai Group won Best Retail Product for its smoked herring slices, while France's Frais Embal took top honours in the HORECA category for its salmon roll.

Networking events, including Connecting Women in Seafood and the Aquaculture Meet-Up, encouraged collaboration and inclusivity across the sector. Attendees also enjoyed culinary demonstrations, product tastings and the ever-popular oyster shucking competition.

Sustainability remained a key focus, with organisers partnering with the Barcelona Food Bank to collect seafood donations from exhibitors.

Looking ahead

The next edition of Seafood Expo Global/Seafood Processing Global will return to Barcelona from 20–22 April 2027.



Seafood Scotland featured in major new book charting the history of royal and parliamentary leadership

Westminster Abbey's College Garden played host to the official book launch of *Monarchy and Democracy: A History of Leadership*, featuring Seafood Scotland, on Tuesday 9 June. Written by a team of prominent academics and bestselling authors, including royal experts Robert Jobson, Russell Myers and Katie Nicholl, the landmark publication explores the evolving roles of Crown and Parliament in the leadership of the UK and the Commonwealth.

Published by St James's House in partnership with the History of Parliament Trust – one of the most authoritative academic research organisations in the UK – the book was unveiled to more than 500 attendees, including leading figures from parliament, industry and the media, as well as a host of special guests.

The event included a panel conversation between book contributors Robert Jobson, Russell Myers and Katie Nicholl, along with speeches and the official presentation of *Monarchy and Democracy: A History of Leadership*.

The fully illustrated, 750-page title spans the centuries, from the medieval origins of parliamentary power to the constitutional monarchy of today. Part of a wider media campaign that includes expertly produced documentary, film and digital content, the book also features examples of achievement and progress from across a range of social, technological, commercial and cultural spheres.

Donna Fordyce, CEO of Seafood Scotland, said, "We're honoured to be part of this prestigious project marking an important milestone. Scotland has long held a special place in the hearts of the Royal Family, and we're proud that our seafood industry – so closely connected to the heritage and culture of our coastal communities – is being recognised in a publication that celebrates leadership and progress."

Dr Jennifer Davey, Director at the History of Parliament Trust, said, "The book not only explores the history and evolution of UK and Commonwealth governance and the shift to a constitutional monarchy, but also profiles a selection of organisations invited to join the project based on their relevance to the themes of leadership, innovation, sustainability and governance."

Stephen van der Merwe, a Group Director at the SJH Group, said, "Through in-depth interviews with the leaders of companies such as Seafood Scotland, Monarchy and Democracy provides a compelling, first-hand perspective on how today's pioneering organisations are shaping the future in a wide range of areas and industries."

The publication's launch was followed by the London Press Club Summer Garden Party, which was attended by more than 600 guests, including senior figures from the UK's leading media organisations. The event featured a tribute to Her late Majesty Queen Elizabeth II, with speakers including Ailsa Anderson, former Press Secretary to the Queen, and Dickie Arbiter, former Assistant Press Secretary to the Queen.

Robert Jobson, deputy chair of the London Press Club, said, "This is a wonderful opportunity to honour Queen Elizabeth II and the historic contribution she made to the nation and the Commonwealth. Hers was a remarkable life, one that continues to inspire generations around the world."

Published in both print and e-book formats, *Monarchy and Democracy* is being made available to key political, institutional and educational audiences in the UK, Europe and the Commonwealth.





Seafood Expo Asia/Seafood Processing Asia Offers Strategic Business Opportunities for the Seafood Supply Chain in Asia's Growing Market

With seafood demand on the rise in Asia, Seafood Expo Asia/Seafood Processing Asia unites the global supply chain in one place, connecting businesses with strategic opportunities in the region. Running from 2 to 4 September 2026 at the Sands Expo and Convention Centre in Singapore, the event offers three days of face-to-face business, product discovery and industry education at the heart of the world's most dynamic seafood market.

The event draws seafood suppliers from around the globe alongside buyers representing airlines, cruise lines, hotels, restaurants, supermarkets, distributors, importers and more. This year's edition

also incorporates Seafood Processing Asia, expanding the show's scope to address the demand across the continent for processing equipment, packaging innovations, aquaculture solutions and cold chain infrastructure, among others.

The exhibitor roster for 2026 reflects the breadth of the global industry. Countries represented include Ecuador, Canada, Chile, China, France, Germany, Italy, Japan, Malaysia, Morocco, Singapore, South Korea, Taiwan, Turkey, the UAE, the United States, Vietnam and Yemen, among others. Confirmed seafood companies include AquaChile, Austral Fisheries, Blumar Asia Ltd, Vinh Hoan Corporation and Omarsa S.A., while the

processing and equipment sector will see participation from BAADER, the FAO Global Seafood Alliance, Guy Cotten and Silikal GmbH and more.

"For UK and European suppliers, breaking into Asian markets has traditionally meant navigating a fragmented landscape with limited visibility on who's buying and what they need," said Brenna Hensley, Vice President of Seafood Events at Diversified. "Our Business Matchmaking Program changes that. Last year it facilitated over 440 pre-arranged meetings with verified high-volume Asian buyers in just three days. That level of direct, qualified access simply doesn't exist anywhere else in the region."



Business Matchmaking, Awards and Conference Program

A key draw for many attendees is the Business Matchmaking Program, designed to connect qualified high-volume seafood importers and retail or foodservice buyers with the suppliers best placed to meet their specific product requirements. These dedicated pre-arranged meetings take much of the guesswork out of the sourcing process and provide a strategic advantage to participating suppliers and buyers

looking to make new connections.

The exhibit hall will also play host to live culinary demonstrations, product samplings and a dedicated product showcase, culminating in the Seafood Excellence Asia Awards reception, where the best new seafood products at the show will be announced and celebrated.

Alongside the trade floor, an educational conference program will bring together



leading voices from across the sector. Topics on the agenda include seafood consumption trends and market outlook across Asia, the role of artificial intelligence in the industry, sustainability certifications, processing innovation, and the latest developments in recirculating aquaculture system (RAS) fish farming.

Seafood industry professionals can find full details on the event at www.seafoodexpo.com/asia.





Scottish Ocean Cluster roundtable at SEG, Barcelona 2026

Scottish Ocean Cluster launches inaugural summit to unlock the future of Scotland's seafood by-products

The Scottish Ocean Cluster has opened registration for its inaugural Summit, bringing together industry leaders, bio processors, researchers, entrepreneurs, government and investors to explore how greater value can be created from Scotland's seafood by-products.

Taking place on Wednesday 9 September at the University of Strathclyde's Technology and Innovation Centre in Glasgow, the event marks a significant milestone in the Cluster's development. It also represents an important step towards establishing a flagship annual gathering focused on accelerating innovation and collaboration across Scotland's seafood and bioeconomy sectors.

Delivered in partnership with the Industrial Biotechnology Innovation Centre (IBiIC), the Summit forms part of a wider programme of Scottish Ocean Cluster engagement events taking place this autumn in Fraserburgh and Fort William. Together, these events aim to strengthen collaboration

between stakeholders across seafood, biotechnology, academia, government and investment.

A diverse mix of cross-sector delegates is expected to attend, creating a unique opportunity to exchange ideas, share expertise, and showcase Scotland's growing leadership in the circular blue economy. The programme will feature keynote presentations, networking opportunities, a product exhibition and a series of two-minute flash presentations, highlighting the untapped potential of Scotland's seafood by-products, with applications spanning textiles, animal feed, nutraceuticals, construction, and chemical manufacturing.

Designed to encourage participation rather than passive attendance, the Summit's interactive format will help attendees identify potential partners, share challenges and explore practical solutions to drive further innovation across Scotland's circular seafood economy.

'We're connecting people who may not traditionally work alongside or meet one another'

Donna Fordyce, chief executive officer of Seafood Scotland, said: "The Scottish Ocean Cluster was created to combine expertise from across industry, academia and government to unlock more value from one of Scotland's greatest natural resources. This Summit represents the next stage in that journey and the beginning of what we hope will become an annual event.

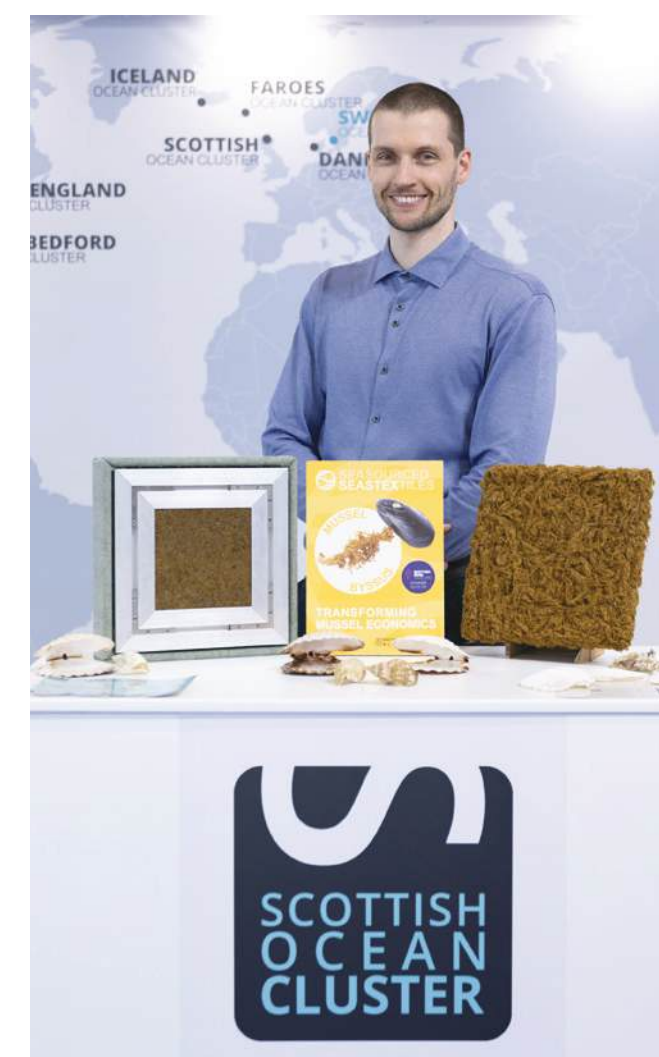
"We're connecting people who may not traditionally work alongside or meet one another, but who all have an important role to play in creating innovative, sustainable and commercially viable solutions from seafood by-products.

"The participation of stakeholders from around the world also gives us a fantastic chance to learn from international success stories while showcasing the exciting work already happening here in Scotland."

Sander Nevejans, chief executive officer of SeasTex, an organisation transforming mussel byssus (mussel beards) into high-performance, bio-based acoustic insulation panels, as well as high-value cosmetic and bio-manufacturing ingredients, said: "The Scottish Ocean Cluster has enabled us to engage directly with seafood producers and organisations from across the sector that share a need to find new value in seafood by-products. This ability to bring together people we might never otherwise meet creates opportunities to exchange ideas, build partnerships and explore new collaborations. I'm sure the Summit will help accelerate those conversations even further."

Insights and connections generated through the Summit will help shape future Scottish Ocean Cluster activity, supporting the development of new projects and identifying new ways to maximise the value of Scotland's seafood by-products.

Tickets for the Scottish Ocean Cluster Summit are now available via Eventbrite.



Sander Nevejans, chief executive officer of SeasTex



L-R - Donna Fordyce, Steve Marr, Keith Whyte and Tracy White



Julie Waites

Master Fishmonger Standard gathers momentum as independent seafood sales grow

Julie Waites, Programme Lead on behalf of the UK Seafood Federation for the Master Fishmonger Standard (MFS), outlines why rising seafood sales are creating new opportunities for skilled fishmongers and the continued development of the profession.

Independent fishmongers are enjoying encouraging growth, with the latest market data pointing to increasing consumer demand for high-quality seafood and specialist retail expertise. According to the NSC UK Retail Report 2026 (Kantar MAT to June 2025), annual seafood sales through independent fishmongers are now worth £50.4 million. The sector has recorded a 1% increase in value, while sales volume has grown by 3%, with seafood penetration rising to 2.6%.

These figures reflect a positive trend for independent retailers, suggesting more consumers are recognising the value of buying seafood from knowledgeable specialists who can offer quality, provenance and expert advice.

For fishmongers, the current market presents an excellent opportunity to build on this momentum by promoting the freshness and quality of their products, expanding their seafood offering and strengthening customer engagement to encourage repeat business.

Supporting professional excellence

The continued growth of the sector also reinforces the importance of the Master Fishmonger Standard (MFS), which

recognises excellence, professionalism and technical expertise across the seafood industry.

As demand for skilled fishmongers continues to increase, the MFS is well placed to support professionals working in independent retail, seafood processing and wholesale businesses, both in the UK and internationally.

The programme continues to assess and accredit candidates while providing ongoing support throughout their professional development. Monthly newsletters keep participants informed of industry developments, emerging trends and best practice, while invitations to specialist webinars, including those hosted by the University of Lincoln, ensure candidates remain connected with the latest technical knowledge and industry thinking.



Close collaboration with training providers also plays an important role, helping to ensure that learning programmes continue to meet the evolving needs of the seafood sector and equip future fishmongers with the skills required by modern businesses.

Investing in the future

The Master Fishmonger Standard is increasingly recognised as an important benchmark for professional competence



and career development within the seafood industry.

By promoting education, accreditation and continuous professional development, the programme is helping to raise standards across the sector while supporting the next generation of highly skilled fishmongers.

With consumer demand for quality seafood continuing to grow, the outlook for both independent fishmongers and

the Master Fishmonger Standard remains positive.

The achievements of successful candidates will once again be celebrated at the annual Master Fishmonger Standard Awards Lunch, held in partnership with the Fishmongers' Company and the National Federation of Fishmongers. This year's event will take place on Monday 30 November, recognising excellence and professionalism across the fishmongering industry.





IceFish 2026 Set to Welcome a Strong International Line-up

The Icelandic Fisheries and Aquaculture Exhibition and Conference, better known as IceFish, combines the best of Iceland's commercial fishing and aquaculture with a growing, strong international presence.

This year the event will feature pavilions from Denmark and the Faroe Islands in addition to exhibitors from fifteen other countries, including Argentina, Canada, Germany, The Netherlands, Norway, Spain, Sweden, Turkey, the United Kingdom and the USA.

The Danish Pavilion is always a vibrant part of IceFish and this year will be no exception. Fifteen Danish companies have already confirmed their attendance. These include Plast Solutions, A-Consult,

Wapro, Gravotech, Beckhoff, Landia, Plast-Line, Atlantic Shipping, Dania Plast, Oxymat, CS Pipe, KD, Randers Reb, Runi and Karstensens.

The Pavilion is hosted by the Danish Export Association which, since 1965, has been assisting companies to expand globally with market insights, advisory support, and new connections. Networking is in the Association's DNA and IceFish is the perfect event for Danish exhibitors to connect with Icelandic partners and the wider audience.

The Faroese Pavilion includes KJ-Hydraulic, a company offering expertise in hydraulics and machinery; supplying and servicing equipment for the fishing and aquaculture industries. As one of

the bigger machinery companies in the Faroe Islands, KJ-Hydraulic also supplies equipment and services to international markets, including Iceland, Scotland, Shetland, Denmark and Norway.

Joining KJ-Hydraulic are Vónin, MEST Shipyard and Fishfacts. Vónin is famed for its Twister trawl doors and is a major developer and manufacturer of high-quality fishing gear and aquaculture equipment. Long established Shipyard, MEST is currently building the largest catamaran in the Faroe Islands for MOWI. Fishfacts provides real-time intelligence on over 14,000 fishing vessels, combining satellite AIS tracking, vessel data, and ocean conditions and connecting service providers directly with decision makers in the global fishing industry.

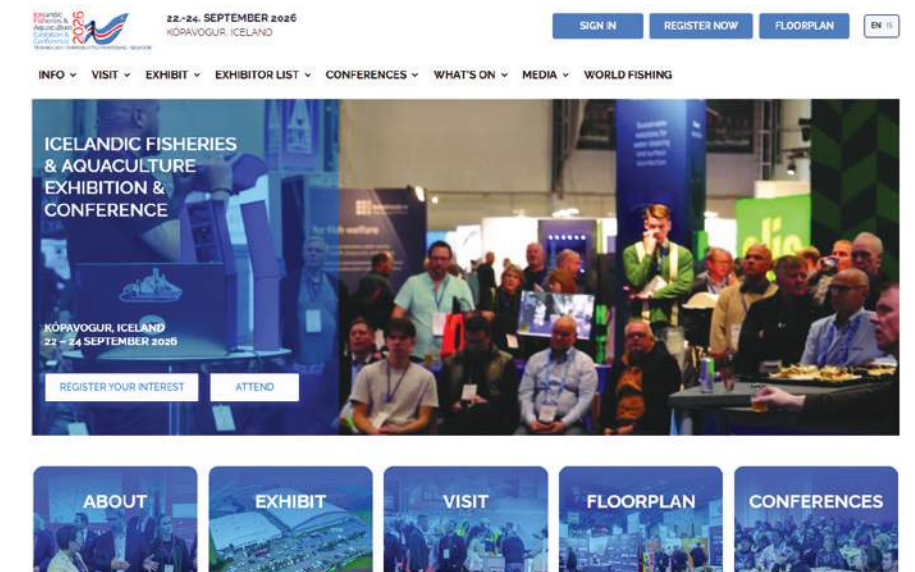
Regular visitors to IceFish will find key familiar names including Hampidjan, Kælsmiðjan Frost, Samhentir and Isfell Aquaculture and Fishery.

In the processing and value-added sector zone IceFish welcomes back JBT Marel, Kapp ehf, Baader and Sæplast with iTUB, Temptra.

In addition to being the event for Iceland's established commercial fishing businesses IceFish has always been valuable for smaller and start up enterprises. The 2026 event features an attractive Small Business zone which is rapidly expanding to accommodate companies from Iceland and further afield.

All attending companies can take advantage of the IceFish B2B Matchmaking feature, organised by Enterprise Europe Network in Iceland and coordinated by The Icelandic Centre for Research – Rannis

It's a popular feature and at the last exhibition, in 2024, there were 98 successful meetings. The focused 20-minute meetings with stakeholders can be selected and confirmed in advance, and offer the opportunity to



establish new cross-border contacts and meet with potential business partners

Registration and participation in the Matchmaking is free and opens in August 2026. More information can be found on the IceFish website, <https://icefish.is/newfront/b2b-matchmaking>.

The new IceFish website is also a valuable tool for finding out more about IceFish and for information on, and booking delegate places for, the IceFish Conferences.

Visitor booking for IceFish opens on the website from 3 July.





New aquaculture conference at IceFish 2026 on course to make a real impact

Aquaculture – Driving Sustainable Growth will offer solutions and connections

Since its launch in 1984, the Icelandic Fisheries & Aquaculture Exhibition & Conference (IceFish) has become a key meeting place for exhibitors and visitors focused on seafood processing, commercial fishing technology, value-added production and aquaculture. The 15th edition takes place in Kópavogur, just outside Reykjavík, from 22–24 September 2026.

A new conference added to the opening day agenda at the already high-profile IceFish 2026 event is showing the potential to make a seismic contribution to the rapidly evolving international aquaculture sector.

The one-day Aquaculture – Driving Sustainable Growth conference, will take place adjacent to, and at the same time as IceFish.

Taking place on 22nd September, it will highlight the island's unique strengths as a global hub for aquaculture, while exploring the technologies, sustainable production practices, and strategies to enable responsible growth and profitability.



Focused on delivering tangible value for attendees via keynote presentations, panel discussions and interactive sessions, delegates will also have access to key industry stakeholders and new connections.

Among the international contingent is Stewart Graham, the owner and CEO of Gael Force Group, a turnkey aquaculture supplier founded in the Hebrides in Scotland 43 years ago. He has been part of many sector development initiatives, sits on the board of Salmon Scotland, and is also the owner and founder of SeaQureFarming Group, which is installing the first SeaQureWell™ at one of their sites this year.

Stewart is passionate about the power of aquaculture to deliver healthy nutritious seafood to the world while benefitting host communities and the global environment. He said: "IceFish 2026 is a great place to have an honest conversation about scaling aquaculture responsibly.



"At Aquaculture – Driving Sustainable Growth, I'll share our perspective on why semi-closed containment plays a key part in our sector's quest for an ever more economic, efficient, sustainable, and environmentally friendly way to farm fish."

Also among the speakers at the must-attend Icelandic gathering is Jan Eric Haagenen, Senior Director of Scandinavia, Moleaer Bio, who will highlight significant improvements in real world aquaculture technology.

Jan Eric said: "I'm looking forward to discussing how Moleaer's data backed nanobubble oxygenation technology is helping operators improve dissolved oxygen control, reduce energy use, and support higher welfare standards across aquaculture operations."

Maintaining optimal dissolved oxygen levels during well-boat transportation

has emerged as one of the most critical welfare challenges, where compromised water quality can lead to significant stress and mortality.

As Jan Eric will point out, the technology's key advantages – no moving parts, low maintenance, inline and submersible options, compatibility with saltwater and freshwater, and seamless integration – has seen industry leaders including Mowi, SalMar, Salmon Evolution, AquaFarm Equipment and Gigante Salmon chose Moleaer as their gas injection solution provider.

The opportunity to harness AI to deliver real-time control of water and production conditions will be highlighted by **Paw Petersen**, CEO of OxyGuard International, who has spent more than 25 years in the development of technologies that support more sustainable, data-driven aquaculture production.

The specialist company takes part in selected research-based development projects in close collaboration with research institutions and industry partners, and Paw will outline one such partnership with DTU, the Technical University of Denmark, which examined if acoustic monitoring with AI could help better understand fish feeding

Paw said: "I'm really looking forward to IceFish and the opportunity to share how we at OxyGuard are working with data in practice. For me, it's not about technology for the sake of it, but about making everyday operations easier and more reliable.

"When we move from monitoring to actually using data for decisions, we give farmers better control, less uncertainty and a stronger foundation for both performance and sustainability."

A further contribution on the nutrition front will come from **Dr. Christian Lückstädt**, ADDCON Green Chemistry's Technical Director for the business unit 'Feed'. He is the sole editor of the books *Acidifiers in Animal Nutrition* and *Standards for acids – Principles for the use of organic acids in animal nutrition*, and has published numerous articles in that field, including book chapter and review papers on the use of organic acids in aquaculture.

In what is clearly a packed day, the Conference will also be hearing from **Nils Rabe**, the Global Sales Director Fish at BAADER. With a strong background in processing and project management, he plays a key role in advancing innovation and efficiency within the global seafood industry by helping partners optimize



the use of BAADER's cutting-edge equipment and solutions.

He was previously CEO of BAADER North America, where he successfully led the regional business and strengthened its market presence.

Meanwhile, **Dr. Bogdan Vornicu** is a highly accomplished Senior Biologist with over 12 years of experience in water quality, environmental monitoring, and regulatory affairs within the aquaculture sector.

He combines deep scientific expertise with a proven track record of operational leadership. Throughout his career, notably as Water Quality Manager at MOWI Canada West where his oversight

of water quality risk factors and biomass production optimization led to savings in operational costs, Bogdan has been at the forefront of driving sustainable growth.

His work directly aligns with the themes of the IceFish 2026 Conferences, particularly in developing R&D methodologies for life support technologies and implementing real-time environmental risk reviews.

This year's 15th edition of IceFish will include the dedicated one-day Aquaculture – Driving Sustainable Growth Conference on 22 September, followed by two full days of 100% Fish for Profit, 23-24 September, alongside the three-day IceFish Exhibition 2026.

Seafish landmark study highlights the strength and resilience of the UK's fish and chip sector

Fish and chips continue to hold a unique place in British food culture. More than simply a takeaway meal, they represent tradition, community and one of the UK's most enduring ways of enjoying seafood.

A landmark new report from Seafish (By Jennifer Robson, Head of Future Readiness) has produced the first comprehensive analysis of the UK's fish and chip sector, estimating that there are approximately 7,210 fish and chip shops operating across the country. Supported by the Frozen at Sea Fillets Association (FASFA) and the National Federation of Fish Friers (NFFF), the research provides one of the most detailed snapshots of the industry's size, diversity and economic importance to date.

Drawing on Food Standards Agency records, Google Maps, food delivery platforms and public online menus, the study explores menu choices, regional preferences, pricing trends, business diversification and the challenges facing operators across England, Scotland, Wales and Northern Ireland. Jennifer Robson, Head of Future Readiness at Seafish and author of the report, said:

"Our report confirms that fish and chips is very much alive and kicking—it remains one of Britain's most iconic meals, enjoyed by millions every year. We carried out this research to better understand a sector that plays a vital role in local economies and communities and provides consumers with easy access to seafood."

A sector rooted in tradition but adapting to change

The research confirms that cod remains the dominant choice across most of England, Wales and Northern Ireland, while haddock is the preferred species in Scotland and in parts of Yorkshire and the Midlands. Regional favourites continue to give the nation's favourite takeaway its own local identity, whether that's curry sauce in many parts of England, gravy in the North, or chip butties—known variously as baps, barms or rolls depending on where you are.

Average prices also reflect regional and market differences. Across the businesses analysed, haddock and chips averaged £10.29, while cod and chips averaged £11.41.



While the traditional fish supper remains central to the sector, menus have evolved considerably. The study found that relatively few shops now sell only fish and chips. Instead, many businesses have diversified by adding burgers, pizzas, kebabs, Southern fried chicken and other takeaway favourites, allowing them to appeal to a broader customer base while responding to changing consumer habits.

Traditional accompaniments remain hugely popular, with mushy peas, curry sauce, gravy, pickled onions and pickled eggs continuing to feature prominently across the country.

Seafood choice extends well beyond cod and haddock

Although cod and haddock dominate, the report highlights an increasingly diverse seafood offering.

Scampi appeared on 484 menus analysed, while fishcakes featured 474 times across England, Scotland and Wales. Yorkshire fishcakes remain popular beyond their traditional heartland, and many shops offer their own recipes using different fish species and coatings.

The study also found growing culinary diversity. Masala fish appeared on menus in 33 businesses, particularly in the Midlands, while fish pakoras were common where fish and chip shops operated alongside Indian, Bangladeshi or Pakistani restaurants. Grilled fish, sometimes seasoned with peri peri spices, also featured regularly.

Other seafood available included plaice, hake, coley, pollock, skate, tuna, sea bass, sea bream, Atlantic salmon, halibut, lobster, crab, prawns, squid, calamari, cockles, mussels, oysters, whitebait and scallops. Many menus also listed simply “fish”, which Seafish

believes is often Alaskan pollock or coley.

Overall, the most widely available seafood items across UK fish and chip shops remain cod, haddock, scampi and fishcakes.

Pressures continue to mount

Despite its enduring popularity, the sector continues to face significant challenges.

Rising costs for fish, potatoes, cooking oil and energy are placing increasing pressure on independent operators, while recruitment remains a persistent concern. Many businesses are adapting by broadening their menus or streamlining operations to remain competitive.

These pressures extend beyond individual businesses. Fish and chip shops provide an important route to market for the UK’s seafood industry, supporting processors, suppliers and coastal communities while introducing millions of consumers to seafood every year.

Andrew Crook, President of the National Federation of Fish Friers, said:

“This is a very welcome report. Its findings let us benchmark the sector and start to measure its true economic value. It also highlights just how resilient and adaptable fish and chip businesses are. While challenges exist, operators continue to evolve to meet changing demands—all while preserving a tradition that sits at the heart of British culture.”

Julie Waites, Executive Director of the Frozen at Sea Fillets Association, added:

“We supported Seafish in producing this independent analysis to help the industry, government and wider society recognise the sector’s contribution. The report provides evidence of its current standing and supports greater awareness of its value. Ultimately, it aims to help businesses stay viable while continuing to offer consumers an accessible, nutritious and high-quality source of protein.”

At a glance

The Seafish study found:

- Approximately 7,210 independent fish and chip shops are operating across the UK.
- Cod, haddock, scampi and fishcakes are the most widely available seafood products.
- Haddock dominates in Scotland, Yorkshire and parts of the Midlands, while cod is preferred across most of England, Wales and Northern Ireland.

- Average prices were £10.29 for haddock and chips and £11.41 for cod and chips.
- Diversification into burgers, pizzas, kebabs and other takeaway foods has become commonplace.
- Rising operating costs and recruitment challenges remain the biggest concerns for businesses.

The report demonstrates that while fish and chips remain one of Britain’s best-loved meals, the sector continues to evolve in response to changing consumer tastes and economic pressures. It also underlines the vital role fish and chip shops play in supporting local economies, sustaining seafood consumption and keeping one of the UK’s most iconic food traditions firmly on the menu.



Photo: Hannah Maule-finch, MSC



National Fish & Chip Awards 2027 Launch Celebrates Industry Excellence and Future Growth

The National Fish & Chip Awards 2027 were officially launched at Trenchers of Whitby, bringing together industry leaders, sponsors, former winners and finalists to celebrate one of the sector's most prestigious competitions and highlight the vital role the awards play in supporting Britain's fish and chip industry.

Opening the event at Trenchers, which was named Restaurant of the Year in February, National Federation of Fish Friers (NFFF) President, Andrew Crook, welcomed guests and emphasised the significance of the awards.

"These awards don't just celebrate outstanding fish and chip businesses – they help drive sales across the industry and promote fish and chips nationwide."

Andrew thanked Trenchers for hosting the event, along with Collin's Seafood,

Dennis Crooks and Wilson's for supplying the fish and potatoes served during the launch. He also stressed that the awards belong to the industry as a whole.

"We're simply custodians of the awards," he said. "They belong to the industry, and we're committed to ensuring they continue to deliver the greatest possible impact."

He also highlighted the educational opportunities available to finalists, including industry visits to Iceland and Norway, which provide first-hand insight into the seafood supply chain.

A partnership that goes beyond sponsorship

Representing one of the awards' principal partners, Bjørn-Erik Stabell of the Norwegian Seafood Council described the relationship between the

Council and the UK fish and chip sector as far more than a sponsorship.

"It is a real privilege to be here with you today," he said. "We are incredibly proud to stand among friends, partners and people who care deeply about both the current state and the future of fish and chips."

According to Bjørn-Erik, the partnership has evolved into a year-round collaboration that enables both industries to learn from one another. "The awards have become much more than sponsorship. They have become a genuine partnership."

Throughout the year, the Norwegian seafood industry meets with UK fish and chip operators at a series of events, culminating in educational visits to Norway and to Iceland, where finalists see first-hand how premium seafood is caught, processed and supplied.

"These meetings aren't about telling each other what to do," Bjørn-Erik explained. "They're about inspiring one another to develop our businesses. There are no simple answers, but together we can continue moving the industry forward."

He also praised the next generation of fish friers, saying the future of the industry is in safe hands.

"I'm incredibly optimistic about the future because you have a fantastic combination of experienced professionals and talented young people who will shape the industry's future. We are better together, and we are stronger together."

Supporting seafaring families

The launch also highlighted the awards' charitable partnership, with representatives from the Sailor's Children's Society, thanking the industry for its continued generosity.

Rio Beeson, Head of Fundraising and Marketing at Sailors' Children's Society, said:

"We're incredibly grateful to Smales and everyone involved for their ongoing support. Raising more than £1,200 from a single lunchtime event is a fantastic achievement and every penny will help us continue supporting children and families from seafaring backgrounds who are facing crisis."

Following last year's awards ceremony, more than £17,000 was raised to support families of seafarers facing hardship.

The charity, which has supported seafaring families for more than 200 years, provides grants for families experiencing bereavement, injury, financial hardship and family breakdown, as well as funding school uniforms, clothing and respite support.

"Thanks to the money raised by the industry, we have been able to support 24 families," attendees heard.

Seeing the supply chain first-hand

Previous award winners spoke passionately about the educational trips to Norway and to Iceland, describing



them as one of the most valuable aspects of the competition.

Aman Dhesi, co-owner with his brother Gavin, of The Scrap Box, which won the takeaway prize earlier this year, explained that seeing every stage of the seafood supply chain had transformed the way they communicate with customers.

"Being able to understand the supply chain and then share that story with customers is invaluable. The provenance of our fish is something we should all champion, and these trips give us the knowledge and confidence to do exactly that."

The opportunity to develop closer relationships with suppliers was also highlighted as a major benefit.

Life-changing opportunities

For several former winners, the impact of the awards has extended well beyond industry recognition.

James Ellams from Fish & Chips @ Weston Grove, winner of the prestigious Drywite Young Fish Frier of the Year trophy, described winning as "life-changing."

Gavin Dhesi from Scrap Box, said: "winning has genuinely changed our lives, not just because of what it's done for the business, but because of the confidence it's given us to keep progressing and pursuing our ambitions."

"Since winning, business has almost doubled, with many new customers discovering the shop for the first time before becoming regular visitors."

"Our location had always been busy, but we needed something to encourage people to come in and try the food. The awards gave people that confidence, and they've kept coming back."

business to consider ambitious expansion plans.

"We've always looked at London as somewhere we'd like to open another shop. Winning the award has given us the confidence to seriously pursue that goal."

Growing businesses through the awards

Andrew Wilkinson, general manager at Trenchers, explained how the awards had played a central role in the growth of their business.

"While we'd always been relatively busy, the awards gave us opportunities to learn from our peers, build relationships across the industry and develop our team. That knowledge helped us expand and open two additional sites."

He added that the learning gained throughout the competition had been just as valuable as winning itself.

Advice for future entrants

Asked what advice they would offer businesses considering entering, every former winner delivered the same message: simply enter.

"I'd say just go for it," said James. "Whether you're 16, 17 or 18, or further into your career, you've got nothing to lose. It's completely changed my life, given me confidence and introduced me to some incredible people."

Gavin Dhesi echoed that sentiment.

"The barriers to entry are low, especially in the early rounds. You don't need a perfect shop or the latest equipment. What really matters is passion, pride in what you do and believing you run a great business."

Others admitted they had delayed entering because they believed their businesses weren't good enough.

"We waited a few years because we thought we weren't perfect," Aman Dhesi admitted. "But the learning process alone is worth it. We reached the top 40 one year and the top 10 the next, and everything we learned along the way has improved our business enormously."

As the event concluded, Andrew Crook thanked everyone involved in making the launch possible and congratulated the previous winners in attendance.

With entries now open for the National Fish & Chip Awards 2027, the message from organisers, sponsors and former champions was unanimous: the competition offers far more than trophies. It provides businesses with education, confidence, industry connections and opportunities that can transform both careers and businesses for years to come.



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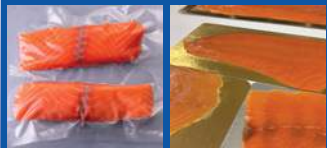
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