Fishing into the Future:
charting a course to sustainable UK fisheries

14th - 16th July 2013

Workshop Summary and Outcomes

Contents

Executive Summary

The Fishing into the Future (FITF) workshop that took place in Brixham, Devon, from July 14th – July 16th 2013, bought together representatives from across the diversity of the UK fishing and seafood industry. Half of all participants were active skippers and vessel owners, representing a range of gear types and vessel sizes. Other participants were drawn from government, scientific bodies, management organisations, NGO's and retail and processing sectors. The FITF workshop was the first time that the UK fishing industry had been brought together in this way.

Fishing into the Future is an industry-led initiative, supported by The UK Seafish Industry Authority (Seafish), The Prince's Charities International Sustainability Unit and The Gulf of Maine Research Institute. The workshop agenda was designed by an industry Steering Group, based upon four themes that the group considered to be most critical to helping ensure a sustainable future for the UK fishing industry. These four themes were: science, management, business development and the consumer. The workshop aimed to build participants' knowledge on these key issues through presentations, knowledge sharing, facilitated discussion and by identifying best practice in order to help generate ideas and activities aimed at helping to ensure a more sustainable future for the UK fishing industry.

The workshop led to a number of proposed actions that can be taken forward by participants and the FITF Steering Group and Secretariat. These activities relate to fisher-science partnerships, data collection innovation, consumer engagement, marketing, business development, training and management opportunities.

The participants at the workshop suggested that the FITF format, its neutrality and the fact that it is industry-led made it a valuable resource to the UK fishing industry. Participants were keen to see it continue as a platform for industry knowledge sharing, consensus building and collaboration around activity that will strengthen the social, environmental and economic sustainability of the UK fishing industry.

HRH The Prince of Wales joined the workshop to hear outcomes on the final day of the FITF workshop

Introduction

Setting the Agenda

Fishing into the Future (FITF) was a three day workshop that brought together 120 representatives from across the UK fishing and seafood industry to share ideas, knowledge and experiences and to promote collaboration around activity that will help to ensure a sustainable and profitable future for the UK fishing industry. FITF was initiated through collaboration between The Prince's Charities International Sustainability Unit (ISU), Seafish and The Gulf of Maine Research Institute (GMRI).

The workshop was designed by a Steering Group, comprised of fourteen fishermen, as well as scientists, a retailer, an economist and government representatives from Scotland and England. In setting the agenda for the workshop, the Steering Group addressed the question '*What do we want and need to know more about in order to secure a sustainable and profitable future for the UK fishing industry'*. The group identified four themes that it considered to be most critical to the future of the industry. The agenda for the Fishing into the Future workshop programme was then designed to address these four key themes:

1. Science and Industry collaboration
2. Fisheries management and innovation
3. Sustainability and profitability through training and business management
4. Rewarding best practice and engaging the consumer

The workshop participants

Participants represented the diversity of the UK fishing and seafood industry and the issues that were identified reflected this. Many participants found it valuable to hear issues described from perspectives that differed from their own and were able to gain new insights into other aspects or sectors of the industry. However, of surprise to many was the commonality that underpinned much of the discussion, as many participants, despite representing distinct sectors and aspects of the industry, found common ground on numerous shared concerns and issues. It was also reaffirming to note that the vast majority of issues identified by participants closely correlated with the issues that the Steering Group had initially identified when designing the workshop agenda.

The workshop model

The Fishing into the Future workshop was modeled on a process used by the Gulf of Maine Research Institute (GMRI) and GMRI facilitators were invited to lend their skills to the workshop. Through a focus on facilitated discussion and information sharing, the GMRI model encourages participants to first identify their concerns for the future of the industry and then share knowledge and experiences to generate ideas and design activity to address these concerns.

Workshop format

Day One

The workshop began by inviting participants to work in small groups and to share the issues they identified as being of most importance to the long term profitability and sustainability of the UK fishing industry. This process was designed to enable participants to gain a clearer understanding of the factors that underpin their concerns so as to understand what action might be taken, or what information might be needed to address these concerns.

This was followed by a series of presentations aimed at sharing perspectives and experiences. This included 'Seeing is Believing' examples of fisheries that have transitioned to more sustainable management systems. Presentations from British Colombia in Canada, Denmark and The Netherlands shared regional or national experiences of creating change and outlined the opportunities and challenges of catch-share or Individual Transferable Quota (ITQ) systems. The perspective of the supply chain was provided by presentations from retailer Sainsbury's and two processors, who shared with participants their experience in sourcing, pricing and selling fish to consumers. Local examples of innovation from Brixham were also presented, showcasing projects working at a fisheries level to address specific challenges, such as reduction of by-catch in beam trawl fisheries.

Day Two

The second part of the workshop used the previous day's issues identification as a basis from which to explore certain processes, systems or regulations and to challenge thinking, identify facts and hear 'evidence' of how certain actions and ideas can achieve positive results for the industry. It sought to achieve this through the sharing of knowledge, experiences and ideas, both through presentations and facilitated discussion around the four key themes identified by the Steering Group as being most critical to the future of the industry.

Participants split in to four groups for the day, and presentations based on the four themes of science, management, business development and the consumer were made to each group. After each of the presentations considerable discussion was had which was captured by rapporteurs that accompanied each group of presenters. Such discussion and presentations sought to inspire participants through concrete examples, build knowledge and generate ideas that could lead to individual and collective action that might help to address some of the issues that participant had identified at the beginning of the workshop.

Extensive details of the outcomes can be found later in this report, and copies of presentations made are available on line and in this report.

The presentations given within each theme sought to achieve a number of aims. Theme one on **Science and industry collaboration** sought to discuss ways in which the UK fishing industry can be most effectively involved in collaborative research projects and data collection. It also aimed to enable knowledge-exchange between scientists and

fishermen and promote greater awareness and understanding of the challenges faced by each group.

Speakers presented on the role of science in fisheries management and policy decision-making, provided a fishermen's perspective on the incentives and experience of getting actively involved in science and data collection and shared a case study of a project to 'demystify' science for fishermen in order to make collaboration more successful.

Theme two on **Efficiency and Innovation in Fisheries** sought to discuss the partnerships required to realize the benefits of stock recovery and sustainable fisheries management. Presentations on what is meant by Efficiency and Profitability in fisheries, and two case studies from fishers that had help designed management systems to improve the efficiency and profitability of their fisheries helped inform the discussion.

Theme three on **Improving Sustainability and Profitability**; capacity building and business decision-making for profitable and sustainable fisheries looked at how the UK fishing industry can improve profitability and sustainability through science, business management and the supply chain. They began by looking at different business models for fisheries, and then heard about a case study from The Netherlands where skipper training helps achieve increased awareness and capacity building in the fishing industry. A presentation was also made by an integrated fishing/processing company on what sustainability means to a profitable business.

Theme four on **Awareness Raising and Communicating with Consumers** sought to discuss how the UK fishing industry can increase awareness about sustainable fishing, fishing communities and promote a positive message to the consumer. The results of recent consumer research was presented, and experience of achieving consumer recognition through traceability and quality assurance was discussed, along with the role of standards in communicating best practice.

Day Three

The final stage of the workshop sought to capture the discussion outcomes and ideas that participants had generated over the course of the workshop and articulate these into next steps and concrete actions.

Participants self selected the theme they wanted to focus on for the final stage of the workshop and worked in small groups to identify actions to take forward on the relevant theme. An important outcome in this respect was the suggestion by participants that Fishing into the Future could play a valuable ongoing role in providing an industry-led platform, or forum, for the sharing of information, ideas, contacts and examples, between industry stakeholders

His Royal Highness The Prince of Wales then joined the workshop in order to hear the proposed activity that participants had designed around each theme. He also took the time to give a short speech to participants, reiterating his personal passion and commitment to help enable sustainable fisheries in the UK.

A full summary of the issues identified, facts and evidence shared and next steps generated follows. As encouraged by the thematic format of the workshop these are

analyzed by the four themes around which the workshop was framed: 1. Science and industry collaboration, 2. Efficiency and innovation in fisheries, 3. Improving sustainability and profitability and 4. Awareness raising and communicating with consumers.

Dr Paul Williams, Chief Executive of Seafish, spoke on the final day of the FITF workshop

Summary of Issues, Evidence and Outcomes

(1) Science and Industry collaboration

Collaboration between fisheries scientists and the fishing industry proved to be a popular theme at the workshop as many participants wanted to understand how fishermen could be more involved in the scientific process that underpins fisheries management decisions. This theme aimed to enable participants to discuss ways in which the UK fishing industry could be most effectively involved in collaborative research projects and data collection, enable knowledge-exchange between scientists and fishermen and promote greater awareness and understanding of the challenges faced by each group. It also sought to encourage participants to discuss ideas for collaborative partnerships which could achieve optimal fisheries management.

Break out group on day two of the workshop

Presentations and discussion around science and industry collaboration indicated that fishermen are currently more engaged with fisheries data collection and stock assessments than ever before. There proved to be a vast range of examples of partnerships between fishermen and scientists, both in the UK and Europe, as well as international examples from New Zealand and the USA. Whilst those fishermen and scientists at the workshop who had been involved in fisher-science partnerships, indicated that they considered them to be important to the long-term future of fish stocks, it was suggested that a lack of clarity exists about the impact of such partnerships on decision-making in fisheries management.

This was perceived to be a barrier to scaling up the fishing industry's involvement in data collection as the absence of a commitment by management bodies to make use of this data reduces incentives for further collaboration. It was felt that the absence of such commitment may also exacerbate existing frustration within the fishing industry toward fisheries management and regulation. Indeed, those fishermen who were sceptical of partnerships with scientists said that they felt that scientists and management decision-makers do not react fast enough to changes or improvements in the size of fish stocks and this has a negative impact on agreed TACs and discarding. There was a call, therefore, for evidence gathered by fishermen to be incorporated more *effectively* into the stock assessment analysis that underpins fisheries management.

To better facilitate fishermen's engagement in the scientific process, it was also suggested that the process of collecting data could be simplified, through new and existing technologies. Finding ways of funding to develop such technologies was, however, perceived by some as difficult. It was suggested that investments in better

technology to capture information, and better utilisation of existing technology, such as that which currently exists to grade fish, offered an additional opportunity to improve the efficiency and accuracy of data collection by fishermen.

However, there was concern that even where technology exists, there is a need for further awareness amongst fishermen, about marine biology and the data collection process. Many participants felt that fishermen were isolated from fisheries science by technical language barriers and jargon. Examples from Scotland, the Netherlands and the USA provided throughout the workshop, indicated how training fishermen in marine biology and stock assessment could lead to greater engagement in science by fishermen and more accurate data collection.

Such training may also help to overcome an additional barrier that was noted at the workshop. It was suggested that in some cases there is a lack of trust between scientists and fishermen. It was also felt that some stereotypes exist around scientists and their ability to have undue influence on policy makers. Conversely, however, other participants said that they felt that data collected by or from fishermen is not always seen as 'acceptable' or trustworthy by scientific organizations or advisory councils that process data and advise governments.

Many scientists also felt this to be a frustrating issue. They spoke about a decline in resources yet increase in demand for data. Whilst there is demand within the scientific community for more data on certain fish stocks and gear impacts, resources to fund data collection and analysis are dwindling. The fishing industry could, they felt, play a hugely valuable role in helping to obtain this data and knowledge.

To help resolve the issue of mistrust, a suggestion was made that some form of standard, to define what constitutes acceptable and useable data, would be of great value to both fishermen and the scientists working with them. There was a feeling that this would also make better use of the resources available for data collection and analysis.

Another concern raised at the workshop was a perception that engagement with scientists can lead to information about fish stocks that always works in the fishing industries favour and it was agreed that information needs to flow in both directions. As well as receiving and gathering information from fishermen; scientists must share the analysis that has resulted from such collaboration back to the fishing industry. Furthermore, transparency, and understanding how science is instigated, was felt to be important; whether demand driven by the industry itself (bottom up) or by policy makers (top down). It was suggested that demand driven science is more likely to lead to effective engagement with the fishing industry.

These discussions drew upon issues that were raised at the beginning of the workshop and the knowledge that was presented and shared in facilitated discussions on the second day. Participants were then asked to build on these initial discussions and ideas to come up with next steps and actions to help address some of the key concerns and issues that had previously been articulated.

Outcomes:

1. Scaling up fisher-science partnerships
The evident consensus around the importance of engaging fishermen in science led to a number of aims and outcomes focused on better communicating science/research results to industry and discussing how these results can be taken forward into fisheries management.

Individuals committed themselves to widening up data collection opportunities such as self-sampling programmes and gear trails. It was recognised that funding would be needed to support new gear trails and new technologies to collect data. Fishing into the Future could support interested parties in finding sources of funding for innovative technologies that could increase engagement of fishermen in science.

Workshop participants also felt that it is necessary to commit more resources to improving our understanding of data deficient fisheries. This may involve increasing capacity for stock assessments or developing new assessment methodologies, and therefore approaching government to see if more funds could be committed to such resources. In addition, training fishermen to collect data was considered to be a good next step in involving fishermen in the scientific process in addition to maximising resources and speeding up data collection.

2. Ensuring that data is trusted and used
Further work needs to be done to create guidelines that data collected by fishermen should meet in order to be acceptable to and used by management organisations and policy makers. This will be advanced by the Fishing into the Future Steering Group, who will work with other interested parties to further this goal.

3. Collation of evidence to promote fisher-science partnerships
Fishing into the Future offers a forum to collate and communicate current good practice in fisher-science partnerships. This may lead to a more formal collation of such examples and their consequences into a publication that could be used to engage with policy makers and others interested in supporting and engaging in such partnerships.

4. Training
Removing language and knowledge barriers to science was considered to be of great importance in engaging more fishermen in science. Equally, it was noted that scientists need to learn more about the practicalities of the fishing industry. Further workshops or training programmes to share knowledge, would provide fishermen with the skills to better collect data and could also facilitate innovation in data collection technology. Should it prove successful, such training could even be introduced into the existing skipper training curriculum.

(2) Efficiency and innovation in fisheries

Discussion and presentations on this theme aimed to facilitate the sharing of knowledge and ideas on the partnerships, choices and actions required to maximize the benefits of stock recovery and sustainable fisheries management.

In the presentations that were given on this theme and the consequent discussions, quota and allocation/access rights were a recurrent topic. Participants shared concerns on this topic that ranged from dissatisfaction with access to quota, unsuitability of quota, insecurity of allocation and property rights associated with quota, frustration around leasing costs and the perceived role of 'slipper skippers' in exacerbating these costs. It was also noted that the allocation of quota units or shares and management regulation associated with this was perceived to have been divisive for the industry, and many felt that the divide between the over and under 10 metre fleet was in part a consequence of this management and that this divide had limited the opportunity for the industry to work together to promote itself.

Break out group on day two of the workshop

There were a number of suggestions as to why quota had become such a contentious issue. One suggestion was that because fishing quota units are in essence a 'use' right, with no defined length of tenure, and not a property right, the UK government has ultimate control over quota and can therefore retract or redistribute quota if deemed appropriate. Some fishermen pointed out that they have invested a lot of money buying quota units (essentially, buying the right to have quota units held against their vessel licence) and are worried about the possibility of the government reclaiming these quota units. They also noted that banks also do not see quota units as an 'asset' because it is not private property and therefore banks often do not lend against it.

Other fishermen felt frustrated that they were left out of the initial distribution of Fixed Quota Allocation (FQA) units and as a consequence feel that they now do not have enough quota to fish profitably. Should they want to catch more fish, leasing (or buying) quota is necessary but, they noted that the price of quota is extremely high, largely because supply is in low ratio to demand. This was also perceived to limit opportunities for new entrants who are unable to meet these high costs. Concerns around this particular issue were considered to be further exacerbated by 'slipper skippers' who "own" or hold quota units but do not go fishing and make large amounts of money leasing it out. Participants noted that the absence of transparency around who holds quota units makes this issue even more contentious.

Lack of transparency, perceptions of quota allocation inequity and the effects of market forces, were considered to have occurred in part because the quota system has evolved in an ad-hoc fashion and is therefore full of complexities and unintended outcomes. Some participants expressed a concern about the nature of EU and UK management

decision-making. It was suggested by some that the UK and EU government departments involved in fisheries management had a high turnover of staff, and that, coupled with short-termism and lack of interdepartmental communication, posed a barrier to effective policy making.

However, to address these management issues in the present day, many recognised that it was necessary to move beyond industry divisions in order to approach government with a united voice and be more proactive rather than reactive to management decision-making.

'Seeing is Believing' examples from Denmark, Canada and Shetland also indicated that some of the key concerns around quota rights or other rights-based management systems can be mitigated by a community designed schemes. Catch share and user-right systems can be designed according to community priorities. In fact, it was highlighted that fisheries management should be a societal decision. Management decisions, especially allocation of fishing rights, affect a community's economy, employment, social cohesion, sense of identify and natural environment and should therefore be designed according to each community's needs. As an example of this, it was suggested that a sustainable fishery (i.e. harvesting from a well-managed fish stock) which is highly efficient and profitable often tends to have fewer boats. This tends to result in more individual wealth and resilient businesses but fewer, albeit possibly better-paid jobs. However, some communities may prefer to have more employment and therefore more boats, but each catching less fish and making less profit.

In the examples from elsewhere, the community had made choices and built these into the design of their management system. Quota was reserved for new entrants, and caps put on the amount of quota any one individual can own. But it was noted that the 'community' needs to be defined in the first place and designing such schemes is often contentious. Where there are many different views and interests within a community, it was suggested by one presenter that neutral facilitation can play a critical role in reaching consensus.

One further option that was highlighted which enables communities to take greater ownership over their resources is the co-operative model. Again, co-operatives can be designed to reflect community preferences and ensure that everyone has a stake in, and profits from the resource. This way companies can come together and enter a co-operative agreement that ensures collective action for sustainable and profitable fisheries.

A number of participants shared additional concerns around the ongoing security, or lack of security of access to their resource. In particular, a number of participants expressed concern about the practical implications of the Common Fisheries Policy discard ban. Some fishermen were concerned that, owing to the nature of their fisheries, they would not be able to fish as selectively as would be required. It was recognised that locally relevant solutions, in management and gear innovation would need to be a priority for such fisheries.

In addition, given that many of the participants were from the shellfish industry, there was specific concern amongst participants around the specific management of shellfish and the need to ensure future management that is both sustainable and profitable in the

face of a growing pressure on shellfish stocks. It was noted that much could be learnt from Territorial User Right Systems such as the example that was shared at the workshop from Shetland as well as agreements such as the South Devon Inshore Potting Area and that collaboration with scientists to better understand these stocks, would help alleviate these concerns.

Further to this, in discussions around UK inshore fisheries, participants suggested that there is a need for a more dynamic and diverse management of the 0-6 nautical miles fisheries. This management must consider spatial planning to take into account fisheries improvement zones – e.g. seasonal breeding ground closures. Whilst it was agreed that the Inshore Fisheries Conservation Authorities (IFCA) were well placed to regulate the 0-6nm fisheries, pressure of executing the management strategy for the EU Habitats Directive often means that they do not have enough time to devise dynamic fisheries management strategies. It was also suggested that IFCAs are under-funded, and have received no additional funding to support their conservation objectives.

Whilst recognising the limitation to time and funds, it was suggested that it would be helpful if the IFCAs could spend more 'at-sea' time than time in the office. This would offer greater visibility of at-sea enforcement. Enforcement was also seen to be a problem because the breach of by-laws does not incur a heavy enough penalty, whether financial or related to access to fish. It was recognised, however, that the introduction of the Inshore Vessel Monitoring System was a useful technology to help improve some of the 0-6nm by-law management.

Outcomes:

1. Seeing is believing

Many participants were inspired by some of the examples they heard at the workshop. Through the Fishing into the Future website they can ask further questions and seek advice as well as learn of further examples of innovation and management change.

2. Fishermen's training

Fisheries management, including systems of allocating the right to fish, could be included in specific training courses for skippers, and even in the training curriculum for skippers' tickets. IFCA involvement in some of this training could also be an effective means of building collaboration between 'managers' and skippers.

Break out group on day two of the workshop

(3) Improving sustainability and profitability: capacity building and business decision-making for profitable and sustainable fisheries

This theme aimed to encourage discussion and ideas around how the UK fishing industry might improve profitability and sustainability through building capacity in regards to science and business management and through opportunities to add value throughout the supply chain.

A common theme that resonated throughout discussions within this theme, and indeed throughout the workshop, was a concern around the lack of young people in the fishing industry. Participants discussed how this has a knock on effect on crew retention and therefore business stability and profitability.

It was felt that there is a lack of training opportunities, as well as a lack of incentives to go into fishing, coupled with the high costs associated within owning a vessel, and obtaining a license and access to quota. Some commented that fishing was not always a rational business decision, and was driven by a passion for the activity itself and way of life of fishing. Some participants felt that as it became harder (owing to safety regulations) for children to experience this way of life at a young age, fewer young people would gain this passion. A further issue expressed by some fishermen was that they did not feel that schools considered fishing a serious career path. Therefore, these fishermen felt that they had not been adequately supported in school, or they had not perceived school to be relevant to their fishing career and the case had not adequately been proven otherwise.

However, presentations from a range of organisations from the Netherlands and USA that were given during the workshop suggested that skipper training and schooling of some kind can actually help fishing businesses be more sustainable and profitable by increasing skipper awareness about environmental, social and economic issues. It was also noted that training schemes can help encourage young people to take up fishing by providing an opportunity to gain experience on a boat and learn more about the realities of this way of life.

As well as concerns about crew and new entrants to the industry, many smaller fishing business owners expressed real anxiety about their profitability and resilience to cope with bad years when less fish would be caught owing to quota reductions, bad weather or other factors. Rising fuel costs and lack of harbour infrastructure, such as ice plants, were also cited as concerns that can have an impact on fishing businesses. Some participants indicated that there was a lack of recourse to business advice for such moments and many felt that fisheries did not receive sufficient levels of financial aid, particularly, it was perceived, in comparison to the farming community. One participant posed the direct question: *‘how can we create a resilient business model for fishing?’*

It was noted that fishermen’s spouses and family members often take on the role of business partner and undertake a lot of the day to day management of the fishing business. The implementation of additional support systems or resources would be of value to these individuals, who are often the silent partner in debates around the fishing industry

One example of how businesses might become more resilient was offered in a presentation on Co-operatives. It was suggested that co-operatives can offer a successful model for business resilience and reducing individual risk. They also offer a model for community collaboration and a way of encouraging communities to benefit from the fishing resource. By working together, fishermen can also often achieve greater bargaining power and price transparency. Co-operatives often incorporate value-added business models such as processing and marketing or landing direct to the consumer.

It was also shown that environmental sustainability and business resilience can be driven and facilitated by the supply chain. For example, processors can demand minimum landing sizes and through long term contracts and reward for consistency and quality, offer fishermen protection against harder times.

Outcomes:

1. Co-operative opportunities

Many participants were eager to find out more about co-operatives and explore the option of establishing one in their fishery or community. Some smaller fishermen recognised that they could secure better market access by coming together to provide greater volume to access larger retailers. FITF will offer additional sources of advice and contacts to participants who are interested in exploring this further.

2. Training Programme

Participants were inspired by examples from The Netherlands and the USA that offered various levels and types of training to active skippers on topics from marine science, gear innovation and business management, and were keen to replicate this in the UK. Various ideas for how this could be implemented include establishing a summer school training program, using facilities at existing marine training institutes such as Warsash, Plymouth and Fleetwood. To reduce costs to trainees, vessel owners could sponsor young fishermen through the process and take them to sea. Shore side modules could also be included to cover topics such as innovation in fishing gear, lowering environmental impact of fishing practices, an introduction to CFP and EU fisheries legislation, and introduction to fisheries science.

The FITF Secretariat and Steering Group could co-ordinate this work via Prosea and the Gulf of Maine Research Institute and existing training organisations within the UK, such as The Prince's Trusts 'Get into Fishing' Scheme. Participants are invited to become involved in this work through contacting the FITF secretariat and updates on progress will be reported via the FITF website and social media channels.

Feedback session on final day of the workshop

(4) Awareness raising and communicating with consumers

This theme sought to focus discussion on better understanding how the UK fishing and seafood industry might increase awareness about sustainable fishing, fishing communities and promote a positive message about fish to the consumer.

Many participants in this discussion were concerned by what they perceived to be a significant lack of interest from UK consumers in British seafood, as well as a lack of understanding about the variety of species caught around the UK, or how to prepare and cook them. This was commonly associated with a frustration that so much fish caught around the UK is exported, particularly shellfish, to Spain, France and increasingly, China. One of the explanations for this which came up during discussions, was that the British public does not like many of the species caught around the UK, whereas foreign consumers do, and are prepared to pay higher prices.

Discussion and presentations suggested that successfully interesting consumers in a greater variety of UK fish species requires a long-term commitment to education and raising awareness through simple key messages. Current messaging around sustainability is confusing for consumers but also for restaurants and chefs, who are bombarded with mixed messages. However, it was suggested that better training of staff who serve food, whether in restaurants or at supermarket fish counters, could also help ensure that consumers are able to ask questions and understand more about fish species.

The point was also made that some customers *are* interested in the provenance of the food they eat, and in many parts of the UK marketing products as 'local' has proven successful, for example Cornish Sardines. However it should be recognised that 'local' does not always mean sustainably harvested. To reduce pressure on certain fish stocks and make more of the species caught around the UK, supermarkets such as Sainsbury's are promoting alternative, underutilised species. There is concern, however, about the lack of data on these stocks, meaning that their harvesting may also not be truly considered 'sustainable.'

Furthermore, consumers appear reluctant to buy unfamiliar fish. Discussions highlighted that behaviour change is very difficult and requires incentives, and price is often the best incentive to encourage alternative purchasing behaviour.

However, for many fishermen at the workshop, the lack of domestic market for UK catch felt like a missed opportunity and they perceived an increase in fish consumption to be a way of increasing their access to markets to sustain their businesses. It was also felt that engaging UK consumers in fish caught in UK waters would also improve the catching sector's reputation amongst the British public.

Reputation and the image of fishing and fishermen proved to be a common concern amongst participants. Many felt frustrated by negative media, and retailers in the room also noted that this appears to have confused consumers further about whether – and which – fish they should buy. Again the apparent division between small-scale and large-scale fishing within the industry was suggested to be a barrier preventing the industry from taking a more proactive stance against such bad press. Many participants from across the industry, including scientists, government, retailers and NGO's as well as fishermen, felt a shared frustration about the lack of positive press, acknowledgement

Presentation from Young's Seafood on first day of the workshop

and support, for the good work that the industry was undertaking to improve and protect the long term sustainability of their fishing grounds.

However, it was also noted that that there had been some very positive press for the industry, in programmes such as 'Trawlermen' and Monty Halls' 'Fisherman's Apprentice'. The observation was made that people seemed to care about people and communities, but did not connect this to the sea and the fishing industry.

Some felt it was the role of the fishermen to address this by being more willing to engage with NGO's and media and therefore become more 'media savvy' in order to counterbalance bad press. One participant noted that "*Industry needs to be proactive and not waste opportunities arguing amongst itself*". A willingness to build relationships and to find areas of common ground on which collaboration can be built, was identified as being vital to addressing media and public negativity and to better promote the reputation of fisheries. A further suggestion made during discussions on this issue, was that the industry might benefit from working with trusted and respected scientists and NGO's who could advocate key industry messages as well as be a source of advice.

It was also noted that as in many sectors when new ideas are introduced they are often rejected or people feel uncomfortable about them. If they have merit and are well positioned then, over time, such ideas can become more accepted. However, it was suggested that much more can be achieved when fishermen are proactive and engaged early. By definition, most of the fishermen at the workshop were proactive, engaged individuals and agreed with this observation having witnessed it themselves.

Some examples were presented that sought to show how innovative approaches can improve image and give greater access to markets. Catch Box is one such scheme; it provides the fishermen involved with a means of directly engaging with consumers, ensuring a market for more of their catch – including less popular species – and provides greater security and opportunity for business planning.

Participants also discussed the need to ensure education on fish and fishing is included on UK school curricula. It was felt this would engage younger generations of consumers and encourage greater awareness and recognition of British fish species. Two activities currently targeting younger people or consumers directly were noted; one in Scotland seeking to get more seafood served in schools and one run by Billingsgate Fish Market, which has a Seafood Training School and offers courses in the preparation of fish and shellfish.

Ultimately, however, it was indicated in various presentations that consumers trust retailers to supply them with responsibly sourced, quality produce and take it as a given that the food sold is safe to eat – both for their own health and that of the environment. This, therefore, puts the onus on retailers who are increasingly looking to standards such as Marine Stewardship Council (MSC) and schemes such as Responsible Fishing Scheme (RFS) to help guide their purchasing decisions to meet this expectation. Retailers may also be willing to support Fisheries Improvement Projects via funding where this will ensure their fish supply is demonstrably sustainable.

Discussions about the MSC recognised that in many cases MSC certification has become a pre-requisite for market access and is seen by many consumers and buyers as a robust standard. However, it has limitations and at individual vessel-level, RFS may offer a complementary recognition of individual fishermen's efforts to fish responsibly. It was recognised that whilst both help fishermen to demonstrate good practice, the two schemes are very different. The MSC standard is focussed on the health of the fishery whereas RFS looks at the practice on the vessel.

Quayside prices for fish versus retail sale prices was an additional issue to many participants involved in the catching sector. They took the opportunity to explore this apparent discrepancy with those present from retail sectors. One point that was raised, that had perhaps not been previously considered by all present, is that waste is a significant concern to retailers, particularly when it comes to fresh fish counters. Waste is often very high and this must be factored into price margins. It was also pointed out that processors and retailers have their own operating costs to cover.

The opportunity of fish processing was also stressed by participants from this sector, who also noted that value can be added by presenting fish in ways that make it easier to prepare and cook, and therefore more accessible to the consumer. It was also pointed out, however, that wastage of fish in processing, in order to turn whole fish into something that consumers are not afraid to cook, is also not sustainable and more needs to be made of the whole fish.

Outcomes:

1. Education

Participants set out the objective of getting more information about seafood and fishing onto school curriculums across the UK. To help achieve this, participants will prepare teaching material aligned to the national curriculums of all parts of the UK, showing that fish is a healthy food and a vital part of a healthy marine environment. Education can show that through supporting sustainable fishing, consumers can support healthy seas and ensure a long term supply of healthy food. Participants hope that they can establish a generation that recognises fish as food and thereby secure a demand for sustainable seafood.

This work will be led by interested participants and, if required, co-ordinated by the Fishing into the Future Steering Group. A significant amount of work with schools is already being undertaken by Seafish and participants will receive support from the Fishing into the Future secretariat to identify opportunities to engage with Seafish as well as other relevant education leaders at national and regional level. Some participants suggested that they would also like to meet with relevant government departments on health and education. Fishing into the Future can also encourage industry to access local

schools and youth groups. Examples from within the Steering Group have shown that working with Wildlife Trusts can be one means of achieving this.

2. Communications

Participants suggested that Fishing into the Future (FITF) could act as an industry-led platform to communicate about best practice and innovation in fisheries to the wider public. As a neutral entity, with no agenda of its own, it could also play a cohesive role, by bringing all of the industry together with one, positive, voice.

Through the support of the Steering Group and secretariat, Fishing into the Future can advance a positive and united image of the industry which not only includes the catching sector but also NGOs, retailers, processors, buyers and scientists so that more people can understand the existing collaborations and relationships, as well as the complexity of roles and inter-related activity, that is at the heart of the fishing industry.

It was requested that this communications role extends to a promotion of wild-caught British fish to address the current consumer apathy. FITF unites the industry, and through the Steering Group, this can be harnessed to better celebrate and market UK fish as well as provide information about which species are caught around the UK, which are seasonal and suggest recipes. Because FITF brings together fishermen, retailers, NGO's and policy makers it has an opportunity to build real momentum and action on such issues.

3. Engagement and advice

Fishing into the Future also offers a forum for bringing NGOs and scientists into the same room and into discussions with fishermen. It also offers the opportunity for inter-industry and fleet co-operation and unity. This provides a valuable role in fostering engagement and understanding but also provides a way in which various individuals and organisations can share information and ask for advice and support, funding or training. Participants also suggested that Fishing into the Future should offer a forum by which to peer review fishermen's data, or ask scientists questions or for advice. Similarly, it offers NGOs and others a means to learn more about the realities of the catching sector and thereby share knowledge and improve understanding.

Participants enjoy BBQ dinner and get to know each other better after the first day of the FITF workshop

Conclusion

Break out group to discuss next steps on final day of the workshop

The above summary outlines the main issues, ideas and outcomes that were shared and generated during the Fishing into the Future workshop. The workshop brought together a great diversity of interests and experiences into a neutral forum to share concerns, knowledge, and ideas. Thanks to the commitment, enthusiasm and engagement of the participants at the FITF workshop, it was able to facilitate collaboration and partnerships which, it is hoped, will go on to undertake activity that will enhance the profitability and sustainability of the UK fishing industry.

His Royal Highness The Prince of Wales, through his I.S.U. has been an advocate for the work of FITF since its inception. HRH joined the workshop on the final day and heard from participants about the outcomes they proposed. In the summaries that were provided to His Royal Highness a broad range of ongoing activity was outlined. For example, workshop participants requested that Fishing into the Future continue as a neutral, industry-led resource. They also invited HRH to remain involved in the initiative. Participants called for the development of guidelines for the use of data collected by fishermen to ensure it can be more effectively utilised. They also suggested that supporting the development of new data collection technologies could enable fishermen to more effectively and efficiently collect data and recognised that a training programme for skippers on topics such as marine science, fisheries management and business management could improve understanding and could also support new entrants. A number of participants committed to working together, and via FITF, to get more information about seafood onto the school curriculum and to encourage schools around the coast to engage with local fisheries and fishing communities.

The next steps that emerged from the workshop, therefore, include individual action and collaboration as well as larger thematic areas of work which will continue to evolve through FITF. FITF will seek to help participants advance these objectives and achieve the next steps that were designed at the workshop. To do this, it will offer support, information and a network of advisors to participants that would like to look in more detail at various innovations, from co-operative structures and quota sharing schemes to fisher-science partnership and skipper training programmes.

Through social media and a dynamic website, Fishing into the Future will also be an industry resource and forum for communication and idea sharing, providing a framework for making contacts, initiating collaboration and reporting positive case

HRH The Prince of Wales met with participants after the workshop

studies from all areas of the industry. Fishing into the Future could also be involved in helping to market British fish and engage consumers. In addition, Fishing into the Future will seek to continue to bring together people from all parts of the industry, from under 10m crabber to large national supermarket, to restaurant owner, scientist, fish processor, large trawler, policy maker, through out and across the great diversity of the UK seafood industry.

However such activity will rely on the continuing interest and engagement of the participants who attended the workshop and their willingness to work with the Steering Group (and even join the Steering Group) in developing and implementing next steps. The role of the Steering Group will be to continue to lead the strategic direction of FITF and it will be supported by a secretariat provided by Seafish. The Gulf of Maine Research Institute will continue to play an advisory and capacity building role, and will lend its expertise and facilitation skills to the Steering Group where required. The International Sustainability Unit will remain on the FITF organising team until January 2014, when it will formally pass the FITF secretariat to Seafish. However, in light of the request that was made by participants at the workshop that His Royal Highness remain engaged in FITF, HRH will continue to take a keen interest in Fishing into the Future and how it progresses in achieving the next steps set out at the workshop.

Participants presenting workshop outcomes and next steps to His Royal Highness

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To get involved with Fishing into the Future and the activities it is supporting please visit the Fishing into the Future workshop: www.fishingintothefuture.co.uk or the FITF Facebook page: https://www.facebook.com/FishingintotheFuture. You can also access FITF via twitter @fishing_future .

The organising team comprises the following people:

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At Seafish: Hazel Curtis, Chris Middleton and Michaela Archer
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