

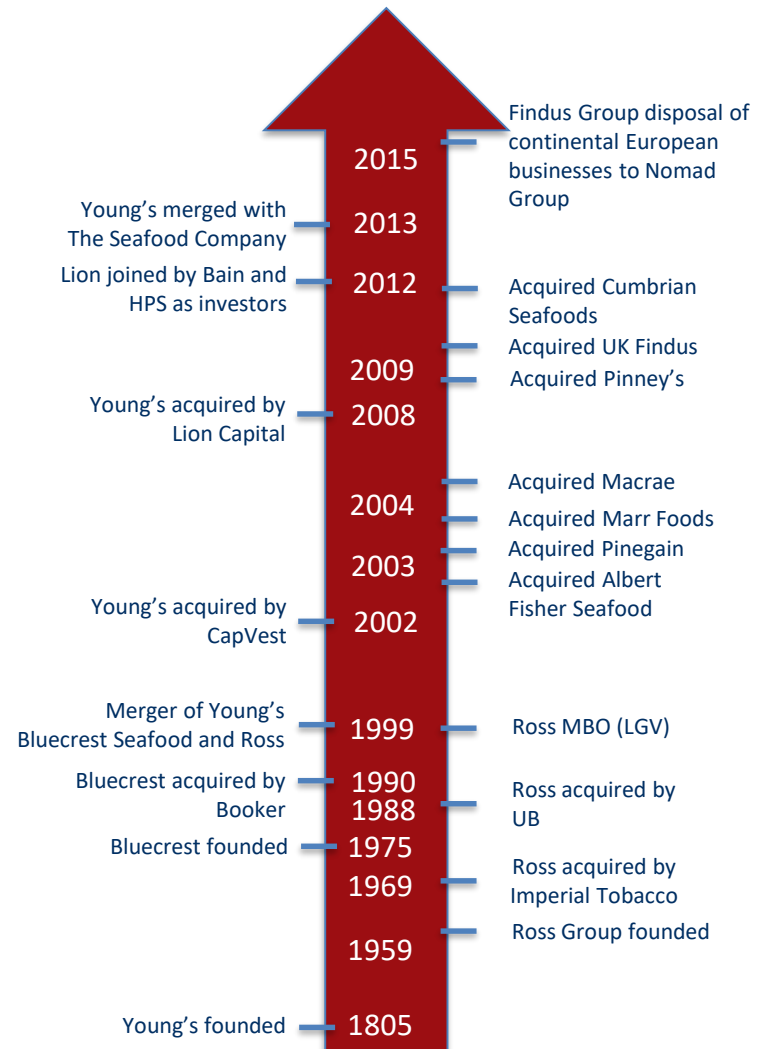


Business of Fishing: Markets and Access



The longest-standing major brand in the industry

Elizabeth Young started selling seafood in London in 1805





South Quay ★ <i>Centre of excellence for coated fish, ready meals and recipe fish</i>	 Frozen capabilities
Marsden Road ★ <i>Centre of excellence for whitefish</i>	 Chilled capabilities
Humberstone Road ★ <i>Multi capability centre of excellence (coated, fingers, RTE and natural)</i>	 Frozen & chilled capabilities
Fraserburgh ★ <i>Centre of excellence for smoked fish</i>	 Chilled capabilities
Livingston <i>Dedicated production site with smoked salmon and value added capabilities</i>	 Chilled capabilities
Annan & Kilkeel <i>Fish reception and scampi frozen and chiller sites</i>	

We've a long history of innovation



We've a history of innovation, including the invention of scampi and the marketing of the first frozen prawns



1946 Invented Potted Shrimp and Scampi



1949 Introduced Frozen Prawns



1948 Pioneering early frozen food techniques

DID YOU KNOW?
YOUNG'S INVENTED
SCAMPI BACK IN 1946



In Britain you can't
be more than 70
miles from the coast.
Yet incredibly we
consume 4x more
meat than fish per
person every year



Why's that?
Well we don't like
handling it, we don't
know what
to do with it, it's
expensive and we
might mess it up



We know it's good
for us, we like it, in
fact we choose it a
lot in restaurants,
but we just don't
trust ourselves with
it at home



What we do



Great British
fish dishes



Restaurant
quality fish



Authentic
taste of the
British
Chippy



A crispier,
perfectly
seasoned
breadcrumb



Long
standing
heritage in
shellfish



The Nation's
favourite
scampi

M&S
EST 1884

Supplying
M&S

Waitrose

Supplying
Waitrose



Supplying
major
multiples



Leading
supplier to
the catering
industry



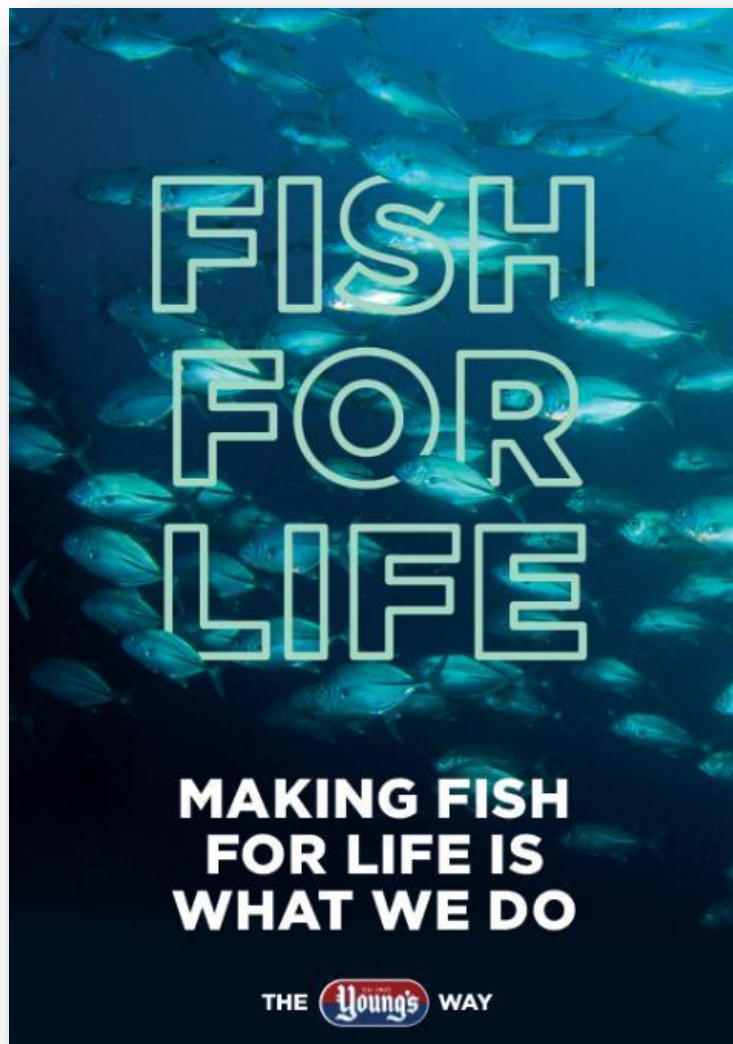
Global
supplier



How we do it: Fish for Life



Making Fish for Life is what we do



- Everyone in our business shares a passion for bringing delicious seafood to our customers.
- And we're dedicated to doing this in a responsible, sustainable manner that protects our industry and the environment. We should be good at it, we've been specialising in seafood for over 200 years.
- Put simply, we believe in doing the right thing for our people, planet and partners, now and for generations to come.
- That's what Fish for Life means.



Making Fish for Life is what we do



'FISH FOR LIFE' IS ABOUT CARING FOR OUR PEOPLE, PLANET AND PARTNERS.

IT'S MADE UP OF THE FOLLOWING PRINCIPLES...



BY MAKING FISH FOR ALL

We're passionate about bringing the tasty virtues of fish to more people and making it easier to enjoy two portions a week.



BY HAVING A SENSE OF COMMUNITY

Our operations touch lives across the globe. So it's our responsibility to treat everyone fairly wherever they work.



Making Fish for Life is what we do



BY SOURCING SEAFOOD RESPONSIBLY

The marine environment is fragile. If we don't source responsibly, we'll harm our planet permanently.



BY LOOKING AFTER THE ENVIRONMENT

As well as fishing as sustainably as possible, there's a lot we can do to reduce our impact on the environment.



BY BEING HONEST ABOUT WHAT WE DO AND WHY

Building trust is crucial. We want everyone to be confident that everything we do has been done for the right reasons.



The UK Seafood Market



UK Chilled & Frozen Seafood is worth almost **£2.9bn** and accounts for over **303k** tonnes
Total Seafood is growing by +2.9% (faster than the UK grocery market)



Value Sales	52wk £	52wks	12wks	4wks
Frozen Fish	955,131	0.4%	-3.2%	-1.1%
Chilled Seafood	1,919,117	4.2%	2.7%	1.6%
Fish Counter	302,542	0.2%	1.5%	-3.9%
Pre-Packed Seafood	1,616,574	5.0%	2.9%	2.6%
Total Seafood	2,874,248	2.9%	0.6%	0.6%

£2.9bn



Volume Sales	52wk £	52wks	12wks	4wks
Frozen Fish	142,204	-2.7%	-6.0%	-4.3%
Chilled Seafood	160,866	3.3%	3.3%	2.1%
Fish Counter	25,595	0.7%	3.8%	2.5%
Pre-Packed Seafood	135,271	3.8%	3.2%	2.1%
Total Seafood	303,070	0.4%	-1.3%	-1.0%

303kt



The UK loves to eat Salmon, Cod, Haddock, Prawns and Mackerel, while Pollock is often eaten as a cheaper alternative to Cod & Haddock. The top 5 species in both chilled & frozen have a significant share of total volumes.

#	Chilled Specie	Volume (t)	% +/- (t)	% Share
1	Salmon	45,286	+6.6%	66%
2	Cod	22,135	+4.9%	
3	Haddock	16,365	-5.1%	
4	WW Prawns	14,380	+3.4%	
5	Mackerel	7,017	-2.1%	
6	CW Prawns	4,322	+1.1%	17%
7	Pollock	4,090	+30.9%	
8	Herring	3,425	+2.8%	
9	Tuna	3,241	+13.2%	
10	Mussels	2,950	-18.4%	
11	Sea Bass	2,473	+9.2%	
12	Trout	2,050	-17.6%	
13	Plaice	2,000	-21.7%	
14	Sole	1,396	-10.1%	
15	Basa	1,013	+4.9%	

#	Frozen Specie	Volume (t)	% +/- (t)	% Share
1	Pollock	40,287	+6.0%	78%
2	Cod	38,822	-5.9%	
3	WW Prawns	12,887	+1.0%	
4	Haddock	12,004	-12.1%	
5	Salmon	7,674	-10.8%	
6	Basa	6,173	-15.2%	17%
7	Scampi	5,915	-2.5%	
8	CW Prawns	5,734	-3.7%	
9	Tuna	1,277	-7.4%	
10	Sole	1,101	-9.4%	
11	Plaice	860	-30.9%	
12	Squid	777	+30.8%	
13	Mussels	655	-6.6%	
14	Sea Bass	454	+19.2%	
15	Kippers	384	-1.8%	

Natural Fish, (of which Salmon is the most important) remains the most popular seafood format, closely followed by **Coated Fish**. Ready to Eat, Shellfish & Ready Meals are also really important sectors.

Natural Fish



£937m

Coated Fish



£839m

Ready to Eat



£397m

Shellfish



£355m

Ready Meals



£337m

Salmon
Raw Unsmoked
Raw Smoked

Battered
Breaded
Lightly Dusted
Fish Fingers
Fishcakes

Smoked Salmon
Poached Salmon
Smoked Mackerel
Surimi

King Prawns
Atlantic Prawns
Crab
Mussels
Scallops

Fish Pies
Ready Meals
Fish in Sauce or
Marinade



Tesco is the No.1 retailer in Chilled & Frozen Seafood

The Discounters (Aldi, Lidl and Farm Foods) are much bigger players in grocery and now have a 14% share of Chilled Seafood and 18% share of Frozen Seafood

Retailer	Chilled	Frozen
Tesco	20%	23%
Sainsbury's	15%	12%
Asda	7%	11%
Morrisons	10%	8%
Marks & Spencer	14%	2%
Waitrose	11%	4%
Aldi	8%	8%
Lidl	6%	5%
Farm Foods	-	4%
Iceland	-	15%
Co-op	4%	2%
Ocado	2%	1%



The UK Seafood Consumer





Who is consuming seafood?

Seafood continues to be something that is more likely to be enjoyed by the older generation

We must therefore ensure that we continue develop products that appeal to the younger generation to ensure that we have a long term industry

Almost 70% of households do not have kids

10% are younger, pre-family

60% are where the children have left home

We rely heavily on the older generation

75% are over 45 years old...

...and almost 40% are over 65 / Retired

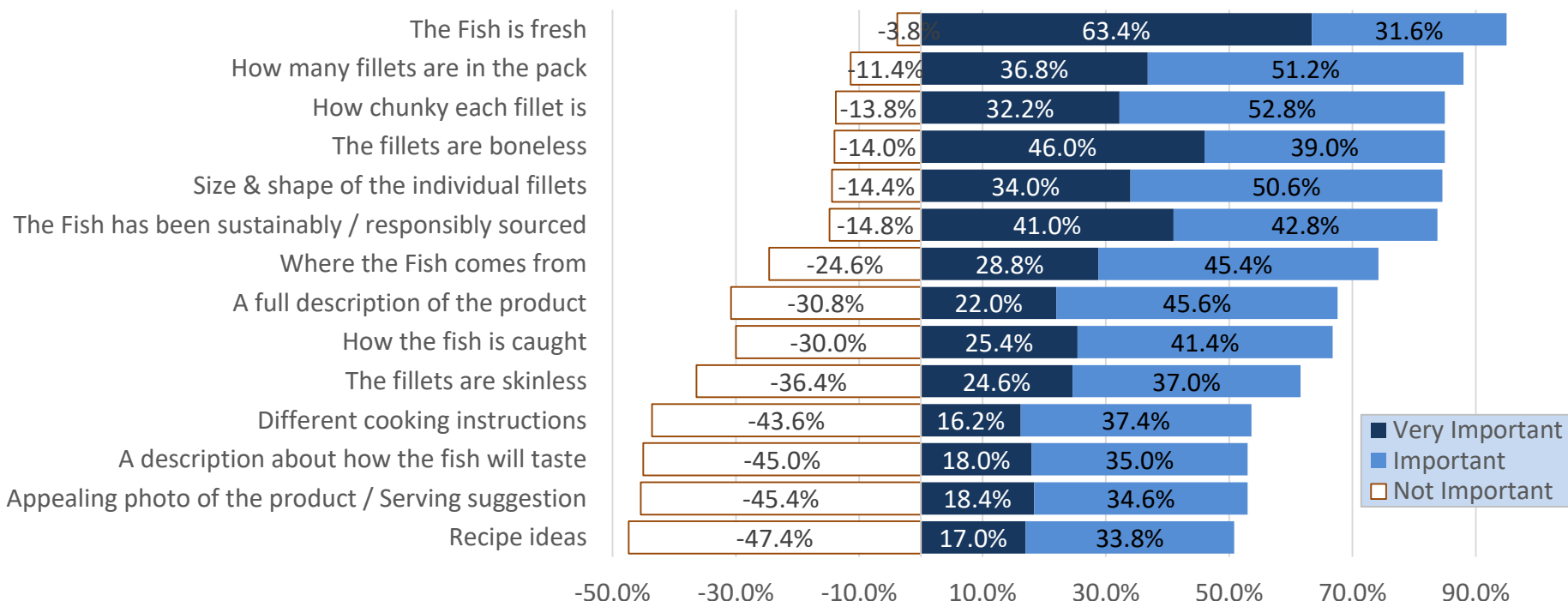
Seafood shoppers are generally **better off than most**





Being Fresh (shelf Life), Boneless and Sustainably Sourced are the most important factors for existing consumers when buying Natural Fish – Recipes, Serving Suggestions and Cooking Instructions are less important

What are the most important factors when buying Natural Fish?



Major Consumer & Food Trends



1 **7 Major Consumer & Food Trends** Looking after the people & the planet properly

- Instead of cutting corners for commercial gain, we are seeing a continued rise in global respect for all that is provided by our planet
- Consumers are increasingly prepared to pay more for products that demonstrate their nurturing values as it gives a greater sense of doing the right thing
- Looking after nature's ingredients and treating them with respect by using artisan, traditional and 'proper' preparation methods



7 Major Consumer & Food Themes

2

PLASTIC

The modern day taboo for our contemporary age, and is becoming socially unacceptable in the same way as drink driving or smoking. Recent bans on plastic straws is just the tip of the plastic iceberg.



3

UNDER THE SEA

Our fishy friends tick the ethical box of being considered more sustainable, & having a lower carbon footprint than meat. Along with plant based foods, Fish is at the forefront of the 2019/20 food mega trends.



4

WAR ON WASTE

This no longer just 'waste not, want not', recycling and using up leftovers, but more about preventing waste in the first place. Waste will always be a challenge, we are now ready to do something about.



5

VEGANISM

Once considered a diet, Veganism is now a lifestyle choice, with 7% now claiming to be Vegan. Veganism is now creeping into all areas of the food industry as this movement more and more mainstream.



6

FOOD PRODUCTION REVOLUTION

Attitudes towards farming, dairy and trust are shifting. Pressures on agriculture and typical farming practices are rife, due to environmental & ethical reasons.



7

QUESTION EVERYTHING

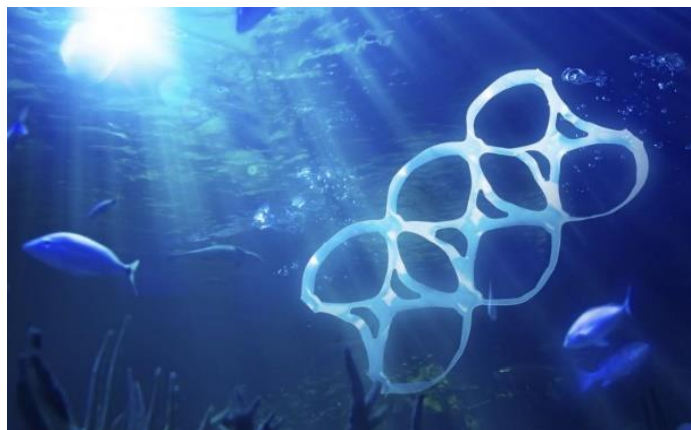
Exposure of the once revered celebrity as a perpetrator of abuse harassment & scandal has cast doubt in the minds of consumers. Every comment or claim is meticulously scrutinised.



Seafood has a major role to play in these latest consumer & food trends



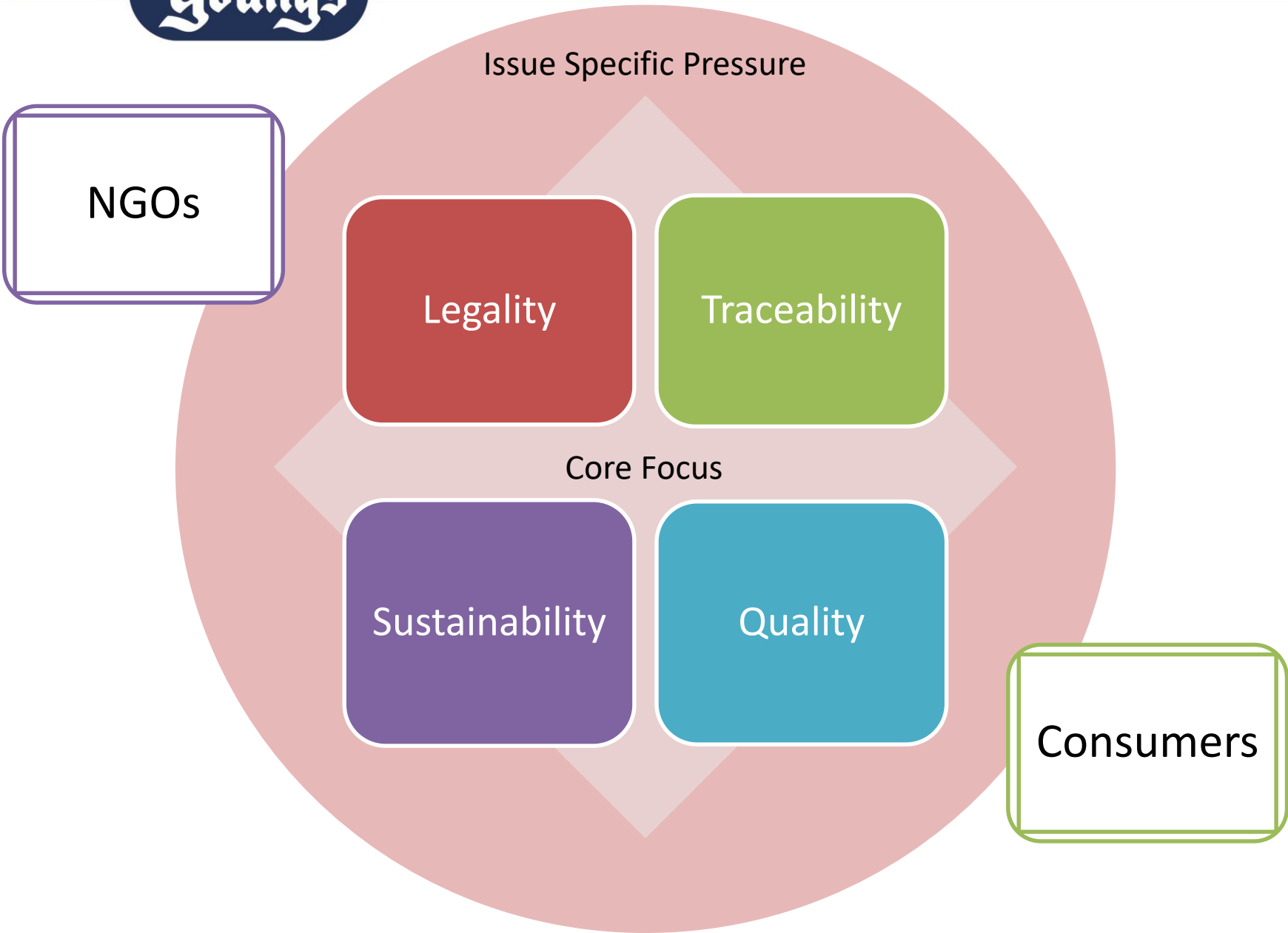
- Seafood & the oceans has never been as close to the heart of the major trends as they are now
- There is now a significant desire to reduce meat consumption and a much greater appreciation of the inherent healthy benefits of seafood
- However, there is a much greater awareness of what we are all doing to our oceans



- Consumers are torn between eating more seafood and recognising the impact that our actions are having on the sustainability of the oceans
- Whilst these two factors are not intrinsically linked, the daily news of plastics & waste could have a negative impact on seafood consumption.
- Eating seafood however is still considered to be more sustainable than the greenhouse gases produced from intensive farming and eating meat.
- Only 9% of all plastic is being recycled each year – and single use plastic is now enemy No.1.
- Single use carrier bags have now reduced by around 80%, and using a plastic straw is almost as anti-social as smoking a cigarette.
- Consumers will start to make decisions not only on the product that is on the inside, but the packaging that is on the outside.
- Its all about making informed choices.



Retail Expectations and Market Access





Relative importance scores



Legal and Ethical Compliance



- Illegal, unreported, and unregulated (IUU) fishing remains one of the greatest threats to marine ecosystems.
- 26 million tonnes of fish caught annually, valued at USD 10 to USD 23 billion
- In the UK the Landing obligations represents are real and current risk factor for brands and retail in relation to legal compliance
- We understand this is a wider issue and need to develop a pathway to compliance aiming for Fully Documented Fisheries (FDFs)



Home > What We Do > Solutions > Fully Documented Fisheries And Remote Electronic Monitoring

Fully Documented Fisheries and Remote Electronic Monitoring



- Illegal, Unreported, and Unregulated (IUU) fishing is often a breeding ground for modern slavery and other forms of human rights abuse
- reliance on non-EEA workers remains high within the UK Fleet
- Several working groups and initiatives set up to tackle the issue
- RFS v2.0 is shaping up to be the most likely tool for the UK industry to independently certify labour standards

Seafood Ethics Action Alliance

The Seafood Ethics Action Alliance (SEA Alliance) has been established by the seafood industry to provide a platform for collective engagement, to share information on emerging issues, agree best practice solutions, and provide a forum for collective pre-competitive action where it is not better fulfilled by an existing organisation.



WILBERFORCE
INSTITUTE

Traceable Supply Chains



- Seafood is a complex and ever changing supply chain dealing with the last commercial hunted protein
- Key Data Elements (KDEs) carried from boat to plate will become ever more essential in ensuring traceable supply chains
- Consumers are becoming far more conscious of where their products are coming from.
- Blockchain style solutions still have some way to come.



Sustainable/Responsible Procurement





1. To promote responsible and sustainable fish and seafood consumption.
2. To support a wide range of responsibly sourced seafood in the UK market.
3. To commit to the SSC voluntary code of conduct on environmentally responsible fish and seafood sourcing.
4. To commit to the SSC voluntary code of conduct on environmental claims.
5. To influence changes in policy relevant to seafood sustainability at UK, EU and international level, where deemed appropriate by members.
6. To build national and global alliances.
7. To inform the public debate on seafood.

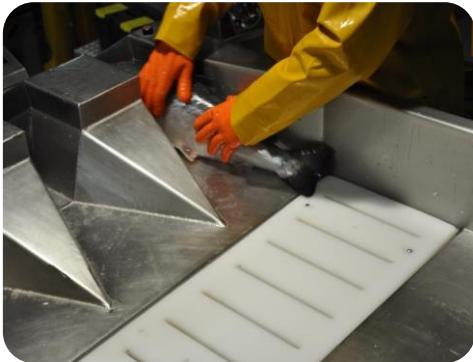


We are united in a vision for sustainable seafood

1. North Sea plaice & lemon sole, mixed gear FIP
2. North Sea, West of Scotland and Irish Sea Nephrops, mixed gear FIP
3. North Sea, West of Scotland and Irish Sea scallop dredge FIP
4. Scottish mixed gear monkfish FIP (Prospective)



Humane slaughter



Gear technology

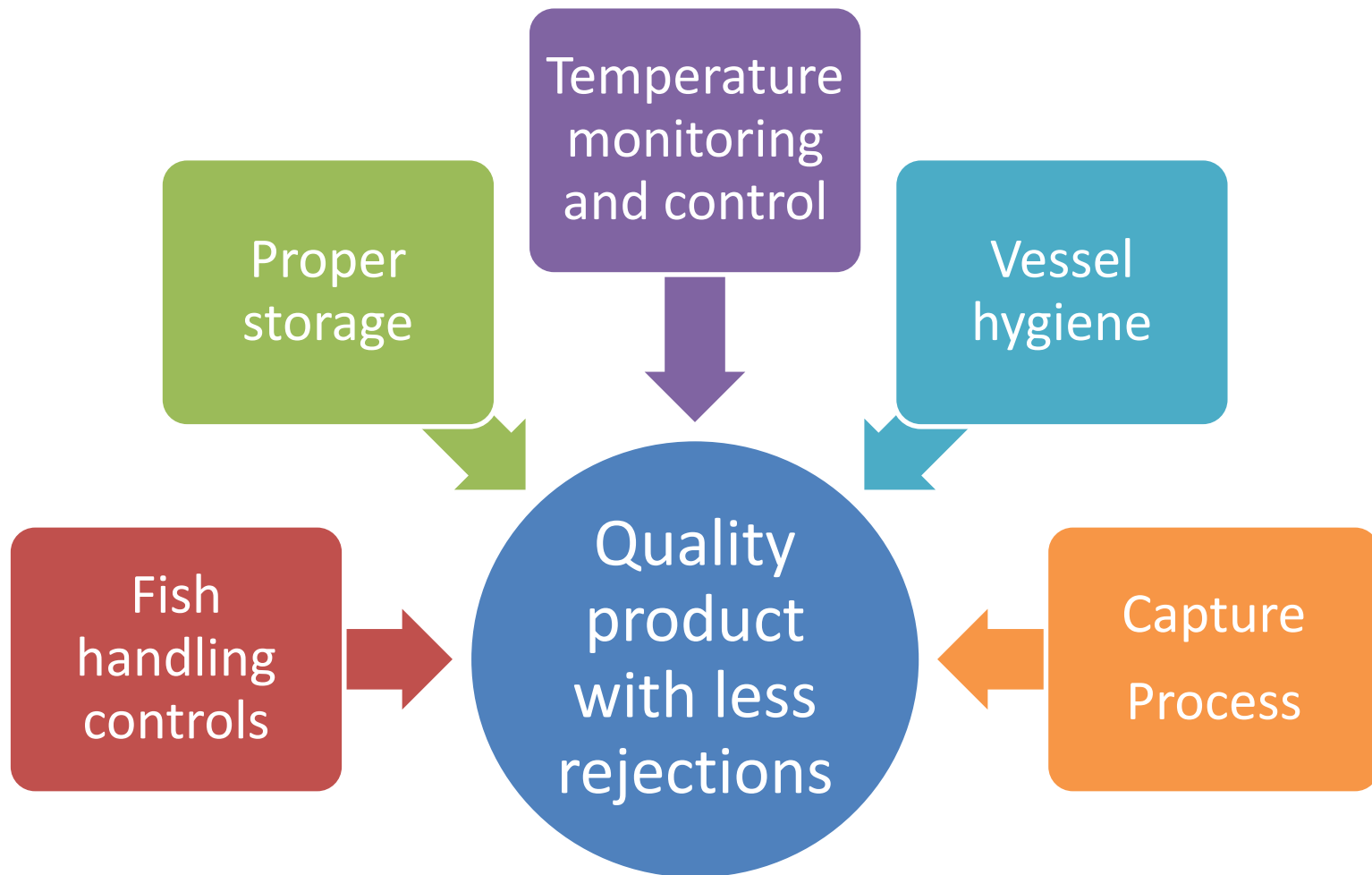


Discard reduction



Quality Products





Microplastics in our mussels: the sea is feeding human garbage back to us

A new report found the seafood contains an alarming amount of plastic - and in fact no sea creature is immune. It's as if the ocean is wreaking its revenge



Technology & Science

Microplastics found in supermarket fish, shellfish



Researchers say it's too soon to say what impact this has on food safety

Brandie Weikle - CBC News - Posted: Jan 28, 2017 5:00 AM ET | Last Updated: January 28, 2017



ENVIRONMENT

From Fish to Humans, A Microplastic Invasion May Be Taking a Toll

Tiny bits of plastic have seeped into soil, fish and air, posing a threat to animal and human health

By Andrea Thompson on September 4, 2018

10 May 2013

MICROPLASTICS AND THE THREAT TO OUR SEAFOOD



Written by Dr. Hideshige Takada, Environmental Organic Geochemist, Tokyo University of Agriculture and Technology and Founder of International Pellet Watch (IPW)

TRACING POLLUTANTS THROUGH A PELLETT

Old plastic never dies, it just fades away...Into tiny pieces called "microplastics." Microplastics are fragments of plastic that measure less than 5 mm (as defined by NOAA). The abundance of microplastics in the oceans has grown steadily over the last few decades, as plastic use continues to rise. While a major portion of microplastics comes from the degradation of plastic products into smaller fragments, I have focused on the small resin pellet that is the industrial feedstock of plastic products. Since the pellets are durable and accumulate persistent organic pollutants (POPs) in the environment, they are a good vehicle to track these pollutants and how they enter the food web.

- Global Ghost Gear Initiative's (GGGI) Best practice framework for the management of fishing gear.
- Engaging with Fishing For Litter scheme
- Having the appropriate management systems onboard to meet RFS standard requirements for gears



Thank You!

Please don't hesitate to get in touch
Come to us with ideas, questions, problems and solutions:

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