



Seafood

from Scotland



Overview of Seafood Scotland

Seafood Scotland is a non political organisation that was set up “by the industry for the industry” in 1999 to increase the value of return to the Scottish seafood sector.

The board is chaired by Iain MacSween , Head of Seafood Scotland Patrick Hughes, and consists of representatives from the Scottish catching, seafood processing and fish farming sectors, with board meetings joined by observers from the Scottish Government, Scottish Enterprise and Highlands & Islands Enterprise.

Dealing with all seafood species, Seafood Scotland works closely with all sectors of the Scottish seafood supply chain, from catching, farming and processing, through to retail, food service and consumption, and encourages and facilitates those sectors to cooperate together. As an industry – led organisation it has high credibility within all sectors of the seafood industry and acts in an advisory capacity to Scottish Government and holds a seat on the Scotland Food and Drink Executive.

Who we are



Patrick Hughes Head of Seafood Scotland



Donna Fordyce Industry Engagement Specialist



Clare MacDougall Trade Marketing Manager – North America & Canada.
Project Manager for Seafood Scotland



Natalie Bell Trade Marketing Manager – Asia, Europe, Middle East.
Project Manger for Seafood Scotland



Stephanie Mander Marketing Executive
Social media and communications and project support



Valerie McDonald Marketing Administrator
Industry Directory

Where we are?

- Scottish Seafood is exported to over 100 countries.
- Two- thirds of the world's langoustine is sourced in Scotland.
- Looking at food exports alone, £8 in every £10 of revenue comes from just 10 markets and half of that is Salmon and Seafood.
- Scottish food and drink exports to Europe grew by £119 million in the first half of 2017 when compared to the same period last year – of which Fish and seafood exports are up 38% to £459 million

Market Development

Seafood Scotland's Market Development work aims to raise awareness of Scottish seafood, educate buyers and maximise opportunities for Scottish seafood within UK and international markets.

Our work particularly focuses on six key target geographies: UK, Asia, Canada, Europe, Middle East and North America. The focus here is to the high end food service and premium retail markets.

This market development work is underpinned by The Scotland Food and Drink export strategy where Seafood has been outlined as one of Scotland's key food and drink export categories.

In-Market Specialists – we are part of Scotland export partnership that funds 12 food & drink specialists through the world.

Seafood Expo Global

SEG is the world's largest show solely dedicated to fish and seafood products, attracting over 30,000 international trade customers and buyers from 144 countries. The 3 day show is the most important event in the global seafood industry's calendar and has grown year on year since its inception.

AIM

- Encouraging more seafood companies to trade internationally.
- Encouraging existing exporters to enter new emerging markets.
- Raising global awareness of the capabilities and offering of the Scottish seafood sector
- Maintain demand for Scottish seafood within a changing global market place

ACTIVITIES

- Serving of approximately 305 lunches to Scottish companies and their guests
- Showcasing of 15 different seafood species covering the whitefish, pelagic, shellfish and aquaculture sectors;
- Sample of approximately 2,500 portions of Cullen Skink to visitors at the show
- Evening reception held on the stand for Scottish companies/buyers/guests
- Social media campaign highlighting Scotland's presence at the event
- Range of educational material developed and utilised on the Seafood bar to support the industry



Seafood Expo North America

Seafood Expo North America is a leading trade event for seafood buyers with over 20,680 seafood professionals attending. The expo features over 1,000 exhibiting companies from more than 40 countries

Japan Seafood Show, Tokyo

The Japan Seafood Show is Japans largest three day domestic trade focused seafood exhibition. 31,000 visitors attend the show and only a small number of foreign country stands. Scotland took a 72²m tasting kitchen and showcasing stand.

World Gourmet Summit

The World Gourmet Summit (WGS) is Asia's premier gastronomic event showcasing the talents of Michelin-starred master chefs and internationally-acclaimed vintners, as well as intimate dinners and special events held throughout April

Food and Hotel Asia

Held every two years, Food and Hotel Asia (FHA) in Singapore is the largest international food tradeshow in Asia. FHA attracts buyer groups from countries throughout Asia with 47,630 trade visitors.

Showcasing Scotland

- The main ingredients of this successful Meet the Buyer and networking event are:
- One-to-one 'Meet the buyer' sessions between pre-agreed producers and buyers to build new trading relationships
- A showcase displaying the finest Scottish food and drink products
- Networking dinner at Gleneagles Hotel
- Buyer drinks reception and visits arranged with local producers
- In 2015 Over £35m of new business was negotiated by companies from artisan start-ups to larger manufacturers from a range of sectors.
- In 2017 150 global buyers from eighteen countries engage with 145 food and drink producers

Partners in Project

**CONNECT
LOCAL**



SCOTLAND
OF FOOD & DRINK



Scottish Government

Advisory Service for
Local Food
& **Drink Marketing**

Services

- We offer advice and guidance to:
- Local food and drink businesses and organisations
- Entrepreneurs
- Start-ups
- Micro-businesses
- SMEs
- Common interest groups
- Foodservice
- Retailers
- We can work with you on a one to one basis, in a small group of people with similar challenges, or provide larger events to reach a much wider audience.

Our Aims



- Change behaviour in food and drink production, promotion, procurement and ultimately consumer purchasing towards local choices.
- Develop the quality, nutritional content and added value propositions of food and drink producers to meet the demands of consumers, retail, foodservice, and hospitality customers.
- Strengthen the local food and drink economy including the seafood supply chain (diversifying and improving access to local markets).

Year 1



1. 1:1 direct company support
2. The Staff Canteen Networking Events Live
3. The Staff Canteen 6 month Seasonal Update Campaign
4. Catering in Scotland Year Book report and Excellence Awards Sponsorship
5. Showcase Buyer Visit
6. Chef and Media Study Trip
7. Regional showcasing event, Taste of Grampian
8. Skills for Chefs Conference

Regional Showcasing Scotland



A range of 6 regional one day meet the buyer events will bring together suppliers and buyers in an easy “Speed-dating” style format.

AIM: Build Scottish local, regional or national sales to Scottish supplier and buyers

Showcasing Regional Scotland provides a cost efficient and easy way to reach a range of local products and to fulfil growing consumer demand for quality, authentic, locally produced Scottish products

Company Capability Workshops

- Routes to market, logistical challenges
- Sustainable growth and thinking ahead
- Profitability
- Innovation and future proofing
- First series starting in 15 November 2017

Showcasing Dates

- WEST:** Glasgow – February 2018
- TAYSIDE:** Dundee – May 2018
- H&I** - September 2018
- EAST:** Edinburgh - February 2019
- NORTH EAST:** Aberdeen – May 2019
- H&I** – September 2019

Industry Engagement Dinners

- Scotland Food & Drink recently launched Ambition 2030 which sets the targets to be achieved by 2030. In order for the seafood sector to play its part Seafood Scotland alongside Scottish Government are rolling out a series of engagement sessions across the country to fully understand what needs to be implemented and would very much value your opinion at this time.
- The purpose of these sessions is to gather the thoughts of the processing sector and to have a collective discussion around the range of issues and opportunities facing the sector and to create an **action plan to success**.
- Dinners will take place in November in Orkney, Shetland, Fort William, Inverness, Scrabster and Aberdeen

Thank You



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