

Newsletter 4

August 2005



Vessel quality award scheme

The Seafood Cornwall vessel quality award scheme has been established to give recognition to those vessels who can demonstrate that they can consistently land good quality fish. In many cases the quality award also serves as a target and the majority of skippers have responded positively to try and achieve this.

Since January we have conducted over 500 quality assessments and have produced score sheets which go back to the skipper to advise where quality can be improved. The scoring system we use has been specifically designed to recognise good handling procedures leading to extended shelf-life rather than purely the appearance, which is often affected by factors outside the control of skippers (e.g. tide, bottom type and bad weather). To date 18 vessels have consistently achieved quality scores of 85% or over and in recognition of this these vessels can now put Seafood Cornwall tallies on their fish when presented on the auction. We will continue to conduct quality assessments of all vessels to ensure standards are maintained and to help more vessels to consistently achieve qualifying scores.

Cornwall Fisheries Resource Centre

Seafood Cornwall has now moved into new offices at the **Cornwall Fisheries Resource Centre, 78b The Strand, Newlyn, Cornwall, TR18 5HW**. The Centre aims to be a 'one-stop-shop' for all sectors of the Cornish industry by providing information, access to IT / internet, advice and proactively co-ordinating training. For more information on what we can offer call Jon Lansley on 01736 364324 or pop in and see us.

Merchants – Promote and sell your products at the Cornwall Food and Drink Festival in Truro, Sept 30 & 1,2 October

After a successful event last year, Seafood Cornwall is again supporting the Cornwall Food and Drink Festival at Truro's Lemon Quay on Sept 30 & 1,2 October. The event is co-sponsored by 'Taste of the West' and attracts both trade and consumer buyers. The 3-day event is also supported throughout by cooking demos by some of Cornwall's finest chefs.

It therefore offers a good opportunity to meet new customers whether you sell to trade or retail. Within our allocated space we have room to host several smaller stalls at a subsidised rate of £75 each. If you are interested in taking a stall please contact us asap and no later than 19 August. As space is limited it will be allocated on a strictly first come first served basis.

See us on the Web...

www.seafoodcornwall.org.uk

The Seafood Cornwall website will go live on 1st August at www.seafoodcornwall.org.uk. At this stage the website is aimed at consumers, providing information on the quality, diversity and abundance of Seafood. The trade and media areas of the site will be developed later this year so if there is anything else you would like to see on the site then please let us know.

FREE Promotional material

To support its exhibitions and promotional work Seafood Cornwall has commissioned a range of leaflets for the general public. These leaflets highlight the quality, diversity and abundance of fish and shellfish around the County. There are four leaflets in total, including recipe cards for megrim, sardine and spider crab. If you would like copies for your shop or to send to customers please contact the Seafood Cornwall office.

Insulated tubs 40% grant available

Seafood Cornwall has conducted a number of trials using ice and slush ice in insulated plastic tubs on a range of under 10m boats. The results of this work clearly demonstrate that higher quality can be achieved by keeping your catch cool. SW PESCA have advised that grants of 40% are available to purchase these tubs. Grants may also be available for the purchase of fish boxes and again advice can be given on this by SW PESCA. For further information contact the Seafood Cornwall office or SW PESCA on 01872 270333.

Mackerel shelf-life trials

Seafood Cornwall are undertaking trials to help demonstrate the link between good quality and extended shelf-life. Initially, this work has focussed on mackerel from St Ives and Hayle to underline the importance of taking ice to sea. We hope to publish the results of this work shortly, but for more information please contact us on 01736 874304.

DFQC Calendar 2006

This year Seafood Cornwall has joined forces with the Duchy Fish Quota Company to produce a Fish Recipe calendar for 2006, featuring recipes from Cornwall's top chefs. The Calendar goes on sale at Newlyn Fish Festival with all proceeds going towards buying quota to help 'Keep Cornwall Fishing'. We ask everybody involved in the Fish trade to promote or sell the Calendar wherever possible. For more details contact 01872 270333.

Landing information - Call in!

While many vessels are now calling-in before landing a number of vessels are still not calling-in prior to landing. Advance information on landings is needed by fish merchants as it allows them to forward plan markets, staff and transport. Seafood Cornwall encourages all vessels to call-in 24 to 48hr before landing giving approximate quantities of fish to be landed. Skippers can either call their agent or the CFPO office on 01736 351050. The CFPO will then circulate this information by e-mail to all buyers. Seafood Cornwall is also making provision to display this information on the fishmarket.



Forthcoming events

Seafood Cornwall will be exhibiting at the following events, please come and see us:

- Looe Trawler Race, 13 August
- Newlyn Fish Festival, 29 August
- Newquay Fish Festival, 16-18 September
- Cornwall Food & Drink Festival, 30 Sept & 1,2 October
- Falmouth Oyster Festival, 20-23 October