

Newsletter 8

April 2006



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Slow uptake on New Product Development grants

Seafood Cornwall's New Product Development Initiative is designed to encourage innovation in the Cornish seafood industry and to help sales of seafood dishes to continue to grow. Through this scheme, we award grants to seafood companies throughout Cornwall to develop new and innovative seafood products. Any company looking to develop new products can apply for the funding for a whole project or for any part of a project, for example market research, recipe development, process development, technical development or packaging development. Companies are not limited to the amount of applications they submit and will receive 50% towards the cost of their project(s) up to a **maximum of £3,000**. The initiative funds companies based in Cornwall, but does not support:

- new products that include salmon, (migratory) trout or any freshwater species whether wild caught or farmed; or
- the purchase of any capital equipment.

For an application form, guidance notes or further information please contact the Seafood Cornwall office on 01736 874304 or download from the Resource Centre website at www.cfrc.org.uk

Industry response to Greenpeace and Marine Conservation Society reports

As many of you be aware the processing sector of the industry has been very much on the back foot since the Greenpeace report last November into the UK supermarkets fish sourcing policies and their subsequent actions (i.e. jumping up and down on the roof of Asda and more recently Morrisons) has caused tremors felt back through the supply chain. The Marine Conservation Society's (MCS) revised 'Fish to avoid' list and 'Top 10 of UK supermarkets' has also fuelled the fire further. All of the fish merchants in the SW have been badly affected by the knee-jerk reaction of these supermarkets to 'de-list' species currently being sourced from the SW even though in most cases the reports concerned are broad and not scientific or are referring to different species.

Seafood Cornwall / Resource Centre for its part have worked closely with the Food Editor of the Western Morning News, Carol Trewin and has secured some very good balanced coverage in the media which may help stem the tide in public opinion. However, what is really needed is a thorough independent scientific assessment of the top 20 SW stocks which SW processors could use (or a key facts summary of it) with 'trade' buyers in an attempt to retain existing contracts with supermarkets and food service companies. Seafood Cornwall is now working with CFPO, NFMA and SWRDA to try and commission such a paper in the very near future - please contact us for further details.

NEW - Line caught Pollack Tags

Following the success of the 'line-caught' Bass tags and website (www.linecaught.org.uk) introduced last year, Seafood Cornwall is working with the SWHFA to bring out 'line-caught' Pollack tags in May. Each tag will be individually numbered giving complete 'hook to plate' traceability. If you are interested in joining the scheme please contact the Seafood Cornwall office.

Merchant / Retailers: Diary dates Events & Shows in 2006

31 March / 2 April - Exeter Festival of SW
Food & Drink, Exeter
9-11 May - Brussels Euro Seafood Expo
9-11 June - Royal Cornwall
June - Mevagissey festival
August - Looe Trawler race
28 August - Newlyn Fish Festival
3/5 Sept - Speciality & Fine Food Fair,
Olympia, London
8-10 - Newquay Fish Festival
29 Sept / 1 Oct - Cornwall Food & Drink
Festival, Lemon Quay, Truro
19-22 Oct - Falmouth Oyster Festival

For further details on any of these events
please contact the Seafood Cornwall of-
fice.

Food & Drink Expo 19-22 March Seafood Cornwall stand at NEC F&D Expo



Seafood Cornwall recently took part in the
National Food & Drink Expo at the NEC in
Birmingham (19-22 March) and although
not well known as a fish show we received
a steady stream of trade enquiries. Next
year's event - International Food Expo
(IFE) will be held in London.

Food From Britain (FFB) - Supplying Food Service Companies overseas

Seafood Cornwall will be attending the
forthcoming FFB seminar in London on the
changing face of the Food Service sector
in European Countries. We are attending
on a fact-finding basis so if you would like
a summary of the event then please con-
tact Nathan at Seafood Cornwall on 01736

Seafish Responsible Fishing Scheme – Don't miss the boat!

Does your boat want the 'edge' and be able to
demonstrate to consumer that the fish that you
land has been caught responsibly and handled
correctly?

If so, Seafish will be formally launching its Re-
sponsible Fishing Vessel Scheme at the Glas-
gow Fishing show in May. The aim of the
scheme is to recognise and ultimately support
the 'best of the best' in the catching sector with
the focus being very much on responsibility and
sustainability.

Increasingly pressures from the environmental
lobby are impacting upon the catching sectors
ability to both retain and market its catch. By
fishing in a way that embraces the principles of
the scheme vessels can go some way to control-
ling these pressures as many of the organisa-
tions expressing concern helped develop the
scheme (e.g. MCS). Vessels from the South
West have already "piloted" the scheme and at
least two have passed independent audits and
can now market themselves and their catch as
accredited. (Something supermarkets are ex-
tremely interested in!)

The scheme is not sector specific (1 Beamer and
1 Crabber in the SW so far) and qualification can
be achieved with a minimum of effort. As long as
vessels can show that they are aware of their
potential impact on the environment and work in
a way to reduce it, they are halfway there! Dem-
onstrating how they fish responsibly can be as
simple as taking out scientists and observers or
having documents that state that they recognise
the importance of, for example dolphins and por-
poises. (Seafish will write these for the boat).
Obviously boats need to be clean and tidy as hy-
giene and fish quality also have their place in the
scheme.

To undergo a **free** practice audit or for further
information call Micky Bacon on 01736 732759
or 07976 222 936.

SEAFOOD CORNWALL RECEIVES FUNDING FROM THE SEA FISH INDUSTRY AUTHORITY (SEAFISH) AND FIGG OBJECTIVE ONE

