



SCOTTISH  
SEAFOOD  
TRAINING  
ASSOCIATION

[www.scottishsta.org](http://www.scottishsta.org)

# Scottish Seafood Training Association

[ssa-tiscali.co.uk](mailto:ssa-tiscali.co.uk)



Winter 2012/13



## FOREWORD BY WILL CLARK, CHAIRMAN SSA

### Scottish Seafood Association Survey Reveals Interesting Results

SSA carried out their second Processors Survey to keep up to date with industry activities and economic outlook. The most interesting findings were in regard to processors engagement with organisations with a remit to support the food and drink industry. There were ten companies with a turnover between £10 and £20m yet only three companies had received assistance from Scottish Enterprise and only six had received advice or support from Seafish.

The survey was handed to Richard Lochhead, MSP, Cabinet Secretary with responsibility for our sector at a meeting held with John Cox, our Chief Executive, and me on Thursday 1<sup>st</sup> November and it was agreed consideration be given to where all the different organisations were providing, or not, support for processors and a plan to address this be done as a priority.

There were both positive and less optimistic signs coming from the SSA survey. Eleven companies have plans to invest in upgrading their premises with ten hoping to increase their work force in contrast to eight indicating they would require less.

The two main Financial Performance issues were irregular supplies and fuel – distribution and transport with twenty-eight companies listing both these as impacting on their businesses.

In contrast Seafish published their 2012 UK Fish Processors Survey, which produced no surprises and lacked in-depth analysis as to why the processing industry was in a poor state, although it is very obvious to those in the industry. One statistic was surprising saying that full time equivalent jobs in Grampian had increased by 11% since 2010. However, this could be explained by assumptions made and different baselines. Considering how many companies are no longer trading a full explanation to this should be provided as this increase is not recognised by the Association, certainly not in primary processing.

No clarity in the actual number of companies actually provided information and recorded accounts would be in some cases several months out of date.

The Association has been carrying out research into the plans of fish processors in and around Union Square, Aberdeen. This area was formerly the hub of fish processing but with only about a dozen or so processors left they are under pressure from other businesses now located in the locality.

Most companies were realistic but wanted to know what were the options. Several have plans to expand and invest so the quicker a plan is put in place the better. A meeting between Aberdeen City and Aberdeenshire Councils and Scottish Enterprise is to take place to look at what, if anything, can be done. Significant capital investment from the public purse will be required as businesses with small turnovers cannot be expected to pick up additional costs to make room for the oil and gas industry. Is this situation a failure of Seafish having not considered the interests of Aberdeen processors with some forward planning whilst concentrating on ensuring more fish are imported from Norway to aid Grimsby and Hull processors but doing very little to ensure processing capacity does not decline further in the North East of Scotland?

Whilst on the subject of Seafish, the promotion of Norwegian and Danish fish companies sponsoring the Fish & Chip shops in the UK is doing Scottish

*contd. overleaf...*



*Will Clark meets Graeme Dey MSP on Peterhead market to discuss the fishing industry*

*Editor's Note: It should be pointed out that contributed articles do not necessarily reflect the views of SSTA.*

processors no favour. Furthermore, it is disappointing that Seafish has abdicated its responsibility in providing training support for the onshore sector. Considering it is my members who fund Seafish it is unforgivable and shows how out of touch they are with the industry they are charged to serve.

The issue of Iceland sanctions is very much to the fore. Although the EU parliament have agreed that sanctions for all fish can be introduced, we are thankfully a long way from them being a reality. What doesn't help is when EU politicians suggest that imports from Norway will fill the gap from Iceland proves political grandstanding gives no

comfort to the industry. Yes! Norway would be delighted to supply all UK markets - in other words who cares about UK fish processors? The same politicians are negotiating the CFP reform. It doesn't give us much hope for the future!

Finally, with almost 20% of some stocks to catch with only a few weeks left until the boats stop for the Christmas break there is going to be a frenzy as quota barons have to release quota before the year ends similar to the last two years. Record landing figures are press headlines but should be "Record returns for Quota Barons but Industry in decline as they take profit before crews and their safety".



*SSA organised supplies of seafood for the recent Seafood weekend at Macduff Aquarium*



*SSA has developed a Logo Family to promote Scottish Seafood*



Office Bearers	In this Issue
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## CHAIRMAN'S MESSAGE

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As I prepare this last message for 2012, I am reminded of Thomas Hood's poem – November. He said "No fruits, no flowers, no leaves – November". Reading some newspaper accounts of our industry and listening to some 'green' campaigners we should add 'no fish'. Fortunately, those of us who have spent a lifetime in the industry have heard all these doom-mongers before and we know that our industry will survive for many years to come, perhaps even beyond oil and gas. The reaction then from some harbour authorities will be interesting! We have a future as promised in scripture when the sea was filled with fish. Yes! We need good conservation and that is being practised by our colleagues in the Scottish catching sector. They are a very responsible body of men who fully understand the need to have enough fish in the sea for future generations. We also need good advice from scientists and politicians but it must be given with the wellbeing of the industry at the forefront of their minds. This means the Scottish industry being represented at the Brussels top table by Scottish personnel in all negotiations.

I recall in the run up to the last election being told that the new Government would have a bonfire of quangos. I'm sorry but I haven't seen any flames nor have I sensed any smoke coming from them. We still have Seafish (funded by our members) and Improve to name but two. Our organisation, which was set up by Seafish many years ago to provide training for the onshore sector, is in receipt of no financial support from any of these bodies. Stuart and I had a positive meeting with a senior member of the Seafish team recently and we left it feeling hopeful of support but it appears that his Board did not share the importance of training in our sector. How can Scottish fish remain at the top of the league (unlike our football team) unless our staffs at all levels are given the training they are entitled to? Thankfully we have Richard Lochhead MSP in charge of fisheries in Scotland; Heather Farquhar (Aberdeen City Council); Derek McDonald (Aberdeenshire Council) and Lorna Duguid (Elle Dee) who understand our role and its importance to the industry. They have been extremely supportive of our cause and their help is much appreciated.

It is pleasing to hear that in the main our processors have had a reasonable trading year. This was due to the catchers managing their landings on a fairly regular and even basis thus removing the peaks and troughs which are extremely difficult to manage. It is felt that quality was good with quantity and prices at an acceptable level. Sales are still increasing with supermarkets reporting good demand. The views of those I have spoken to are fairly optimistic for 2013 provided quotas are not further reduced. It is also believed that MSC approval for North Sea haddock and the likelihood of coley recognition is helpful to the onshore sector.

Our colleagues in the fish frying sector report a good trading year with good supplies of quality fish. However, all is not plain sailing as soaring food costs in general with potatoes in particular subject to massive increases owing to the adverse weather experienced in the summer months. This means that fryers have had to be even more prudent than ever with their running costs. However, I believe that our frying sector are well positioned to be seen as an affordable luxury and as a result remains the nation's number one take-away meal.

I conclude by thanking all of our contributors without whom we wouldn't have been able to produce four Newsletters this year and to wish all of our readers a blessed Christmas and prosperous year in 2013.

Robert Milne

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## SEAFISH MEETS INDUSTRY REPRESENTATIVES

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Lee Cooper from Seafish met with representatives of Scottish Seafood Training Association, Fish Industry Training Association and Seafood Scotland in Aberdeen recently. The purpose of the meeting was to discuss how Seafish and Seafood Scotland could actively support seafood training organisations in Scotland to collaborate more effectively to access funding and deliver training services. The meeting was positive and a proposal to establish a Scottish seafood training hub is expected shortly. An update on this proposal will be available in our next newsletter.



## EMPLOYMENT ISSUES with Adeline Ross

### Training

#### **Induction Training – what should you cover.**

An induction should introduce an employee to all areas of their employment. It should cover the terms and conditions of employment, company policies, procedures, rules and regulations. It should also cover health and safety requirements. Remember an induction is not only for new starts to your business, it may be appropriate if staff move department or start a totally new job within your organisation. It is vital to produce an induction pack and it should explain how the company is made up and how the employee fits in to this organisation, set out the company's vision, values and history. The products, services and markets of the company and planned developments should be explained.

So what should you include in your induction pack? You may want to include information on the holiday entitlement and procedure and how to request annual leave, sick leave policy and payments, sickness reporting procedure, information on health insurance, pensions, expenses policy, mobile phone, internet and social media policies, information about breaks, smoking policy, redundancy and short time working, dress code, clocking in/out and disciplinary and grievance procedures. Many of you will have additional policies which are directly relevant to your company and these should also be included.

It is vital that the employee has a tour of the department and or building and is aware where all the fire exits are, kitchen, toilets, lockers, etc., are. It is important to introduce your new member of staff to their new colleagues, make that person feel welcome.

Ensuring that you have all of the correct documentation is very important. In addition to signed contracts the employee's file should contain records of references, proof of the right to work in the UK, copies of certificates and P45 or P46.

A good induction programme will leave the employee feeling empowered and a full part of the team. It will help them to fit in quickly, and understand the company. By conducting a good induction, you have a new employee who finds their way around faster, and who will feel that they are valued. The purpose of an induction programme is to reinforce the employee's initial feelings of wanting to work there, and to ensure that they become an integrated and productive

team member, who will stay for the long term. By having a good induction programme, you will acquire loyal employees who feel integrated into the culture of the company and who are likely to be more productive and stay with the company longer.



### Seasonal Matters to Consider

**Winter weather - travel disruption** - Few of us will forget the chaos of the 2010 winter when the weather made it difficult to travel, both employers and employees should consider how this could impact on the workplace.

- First and foremost it is not an automatic right that staff are entitled to pay if they cannot get to work because of weather disruption / transport disruption.
- However a flexible approach to matters such as working hours and location may be possible obviously this clearly depends on the job role. In a day and age where so many people have smart phones, laptops, tablets, etc., these wonders of technology can enable some employees to work from home.
- Do you have a policy? It is beneficial to have a Winter Weather policy so that you can put in place clear procedures for staff to follow if they are unable to travel to work and what they would be expected to do. If you have a policy in place there is far less opportunity for staff to be disgruntled or confused as to what they are meant to do and the management benefit as they will be able to deal with such matters fairly and consistently across the workforce.

**The Christmas Knees Up** – Should always be a fun event and an opportunity for you to get together with your staff and colleagues on a social basis. Unfortunately when alcohol is involved, sometimes a year's worth of harboured grudges can come to the fore and acts of misconduct can occur. Be mindful that this is considered a work event and should matters become unsavoury you may find yourself having to instigate disciplinary proceedings later or be at the receiving end of a grievance.

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## NEW CHIEF FOR SEAFOOD SCOTLAND

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Graham Young joined Seafood Scotland on 1<sup>st</sup> November as new head of the organisation. He will lead the operational work and also have responsibility for overseeing regional delivery for Seafish in Scotland as part of their role as a UK wide authority.

Graham comes with a background in the seafood industry, and his experience as a factory manager for Pinneys and Spinks Arbroath, and MD of ScotTrout fish farming operations, ensures he has a thorough understanding of the supply chain and the challenges of dealing with major retail customers.

A four-year term with the Scottish Enterprise Network provides an expertise in funding mechanisms, the development of strategic plans, food and health innovation, and an awareness of the political sensitivities of dealing with public, private and NGO bodies.

Most recently Graham has worked with Matrix, who are well known within the seafood sector, overseeing business development and new product

concept projects.

Graham Young has already been out and about meeting industry, funding partners, and the myriad agencies that Seafood Scotland works with. In the northeast he met up with Nolan Seafoods, Aberdeen Fish Processors Association, Fraserburgh Fish Processors Association, Macduff Shellfish, SWFPA, IFC and North East of Scotland Fishermen's Organisation, to hear of the challenges they face and to discuss ways in which Seafood Scotland can assist the entire seafood industry. Graham also travelled to Oban to meet shellfish farmers, and plans to visit Shetland at the end of November.

He will continue a programme of visits and meetings to bring him up to speed, and is looking forward to meeting new faces and becoming reacquainted with old colleagues. He can be contacted on 0131 557 9344.

[graham@seafoodscotland.org](mailto:graham@seafoodscotland.org)



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## CONGRATULATIONS, GRAHAM

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I was delighted to hear of Graham Young's appointment as CEO of Seafood Scotland. I did think that Libby would be a very difficult act to follow but the Seafood Scotland Board have come up trumps with Graham.

It was my privilege to work closely with Graham and Lorna Duguid on the Fish Processing Action Plan which was put in place by the Scottish Executive. Both managers showed a real interest and support for the onshore sector and the Action Plan would have accomplished a great deal more for the industry had it not been for the then Fisheries Minister bringing it to a premature end. Graham has a wealth of experience in our industry and has never been a supporter of the myth that industry is led by officials but rather by the grass roots.

I have every confidence that Graham will do an excellent job for the industry ashore and afloat with his many skills and may even be able to show his Seafish colleagues how out of touch with industry needs they are when they abdicated responsibility for funding

onshore training with some of the vast sums of cash they receive from processors by way of a compulsory levy. How many processors would contribute to Seafish coffers now if it was voluntary?

Robert Milne



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## CONGRATULATIONS, CALUM

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The Bay, Stonehaven has been recognised again for its commitment to sustainability by achieving the finals in two of the VIBES awards. The famous shop has been announced as a finalist in both the Management and Waste / Resources Award. The purpose of the competitions is to recognise firms that take measures to improve or reduce their impact on the environment.

Calum and Lindsay have already won many awards including, for the second year running, the coveted Scotland's No. 1 Fish & Chip Shop.

We wish The Bay every success at the forthcoming VIBES and UK No. 1 finals.

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## CHAIRMAN'S REPORT TO AGM FOR YEAR TO 31.03.2012

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The year under review was very disappointing. The reasons were exactly the same as last year in that Seafish decided that it would not fund onshore training. Although the Cabinet Secretary responsible for our sector (Richard Lochhead MSP) did everything possible to assist us it was not possible to provide training at a price which could be paid by industry in general. I have said it many times but I will say it again, it was Seafish that encouraged us to set up a training association with the promise of core funding. This was not an over generous deed as it is our sector that funds the organization by means of a levy. I have never forgotten what the late George Middleton, then chairman of the Herring Industry Board (an organization greatly respected by industry, something which cannot be said of Seafish) said to me as a young officer 'never forget, laddie, it is the industry that pays your wages'. Unfortunately the present Seafish seems to think the industry should be run from their Board down to grass roots industry instead of the other way. I should say that during the recent consultation we were strongly advocating an organization to look after Scottish interests as our industry does not appear to be so important to politicians south of the Border. Although we were again successful in securing the promise of EU funding, this has not been forthcoming so it has been well nigh impossible to carry out training in the various disciplines and workplaces. Our final number of trainees achieving certificates was just short of 100 compared to almost 800 in some years when Seafish funding was available. How sad that the present hierarchy cannot see the benefits for our sector when training can be offered at an acceptable price!

Our office bearers met five times during the year and the full committee had two meetings.

There were four issues of the Newsletter which have been well received by industry and we have been heartened by the feedback. This publication would not be possible without our loyal contributors and Rosemary at The Ashvale for her sterling work in the production department.

Although our processing members have again experienced some difficulty during the year with scarce supplies and the resultant high prices it has to be said that our fryers have in general experienced increased sales. It has been shown without doubt that as supplies of raw material decreases there is a greater need to add value and in most instances that requires formal training for all employees. It is gratifying to note that one of our clients (The Bay, Stonehaven) has been recognized as the top take-away in Scotland and we are confident that Calum and his team will do well in the UK Finals. The Ashvale Group has again done extremely well with nominations for the Marketing and Innovation Award and the Contribution to the Local Community Award.

It is a serious injustice that in Scotland we have the largest fishing industry yet our fisheries minister is still not allowed by Westminster to take the lead at EU negotiations. This should be rectified as a matter of urgency.

I conclude my report by thanking all committee members in general for their advice and support and in particular our vice-chairs, Michael and Stuart, and the excellent input provided by Heather from Aberdeen City and Derek from Aberdeenshire Council.

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### JIM GREIG

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We were saddened to hear of the passing of our good friend Jim Greig. Jim was for many years a leading figure in our industry. He was principal of J A Greig Ltd and Abacus Seafoods Ltd but still found time to serve on the board of the Scottish Fish Merchants Federation and was also chairman of our training association for many years. Away from business Jim was a sought after gospel preacher in Aberdeen and beyond. He was also very active in the work at Fernielea Gospel Hall. It was a privilege to know Jim so well and learn so much from him.

We extend our deepest sympathy and best wishes to those who will miss Jim the most, his loving wife Joan and their family Philip and Trish.

Robert Milne

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If we can be of help to your company please do not hesitate to get in touch at [ssta@tiscali.co.uk](mailto:ssta@tiscali.co.uk) or call 07882 022156



## NATIONAL FEDERATION OF FISH FRIERS

### Could you be our Quality Award Champion?

A totally new competition launched on the 1<sup>st</sup> October by the NFFF to find the Quality Award scheme's *Champion of Champions*, the winner of which will be announced at the **2013 National Fish & Chip Awards** celebrations on **24<sup>th</sup> January 2013**.

All shops in the scheme are being asked what they have done to promote their shops since passing their assessment, and we're looking for someone that stands out from the rest. It may be a shop that has been extremely active, or has come up with some really effective ways of using the marketing and promotional items provided, or perhaps they've found a really cost effective way of promoting the scheme in their local area. Whatever it is, and however effective their idea has been, we're waiting to hear.

The **NFFF Quality Award 'Champion' Award** is totally NEW, so the winner this year will be the first ever to win the title. The competition is **ONLY** open to quality award holding fish and chip shops in the scheme at the competition closing date, **30th November 2012**.

The top three finalists will be invited along to the National Fish & Chip Awards in London on the 24<sup>th</sup> January 2013 as guests of the NFFF and the winner will be announced during the ceremony. They will be invited to the stage to be presented with a commemorative trophy and a framed certificate, plus vouchers to the value of **£300** towards any NFFF products or services.

Two other finalists will receive NFFF vouchers to the value of **£100** plus a 'Finalist of the Quality Award 'Champion' Award 2013' framed certificate which will be presented by the NFFF.

NFFF Fish & Chip Quality Award holding shops already through to the finals in another category are still eligible to enter this competition.

Application forms and competition rules are available from the NFFF and must be completed and returned to the NFFF, either electronically or by post, by the entry closing date of **30<sup>th</sup> November 2012**.

Denise Dodd  
General Secretary



## SETTING THE STANDARD IN FIRST AID

St Andrew's First Aid is calling on the Scottish hospitality industry to recognise the potential it has to offer help to its customers and even save lives.

At present the hospitality industry is only required to provide first aid cover based on the number of employees. What St. Andrew's First Aid would like us to do is consider the potential needs of our customers as well.

The hospitality industry is a key part of the Scottish economy and with big events like the Commonwealth Games, Ryder Cup and the Open on the horizon now is the ideal time to prepare for the needs of large numbers of extra customers.

"Setting the Standard in First Aid" has been developed to help Scotland's hotels, restaurants and attractions become more first aid aware by recognising those businesses that have also taken customers into consideration whilst first aid planning.

To achieve your own Setting the Standard in First Aid tick mark to display on your premises, you must have the relevant HSE First Aid Training in place, and have undertaken a risk assessment that covers **both** employees and customers.

Most businesses will probably have sufficient first aid resources in place already, a review of risk assessments may be all that is required.

Show your customers that you really care about them.

For full information go to [www.firstaid.org.uk](http://www.firstaid.org.uk)

Stuart Atkinson  
NFFF Executive Councillor Scotland



If we can be of help to your company please do not hesitate to get in touch at [ssta-@tiscali.co.uk](mailto:ssta-@tiscali.co.uk) or call 07882 022156

**SEAFISH**  
the authority on seafood  
Approved Training Provider



## SKILLS INVESTMENT PLAN

SDS has been working with Scotland Food & Drink the industry leadership group to support businesses in the sector. A Skills Investment Plan has been developed that identifies the priorities to support the industry's growth.

### Our Skillsforce

A new employer website Our Skillsforce has been developed by SDS and partners to support employers. Our Skillsforce provides employers with national and local information on the skills support available from public sector organisations in Scotland, enabling them to quickly access the services they need. For the first time they can find information on recruiting, developing and planning their workforce all in one place, along with up-to-date information on national and local labour markets.

Through a Skills Alert feature, employers can flag their specific skills needs and be assisted to the best package of support available. Each quarter the results of an employer skills survey will be published on the web service.

Our Skillsforce responds to what employers have been asking for - a simplified way to find out about the skills support available and a way to inform future skills services so that they are more effectively linked with the demands of business. [www.ourskillsforce.co.uk](http://www.ourskillsforce.co.uk)

### Flexible Training Opportunities

Flexible Training Opportunities gives Scottish businesses with up to 100 opportunity to apply for up to £5,000 towards employee training costs.

Enhancing employees' skills will bring real benefits to your business including improved productivity and a stronger more confident workforce.

Examples of types and levels of training that are eligible for support are:

- Qualifications, including individual units
- Masterclasses
- Learning based on National Occupational Standards
- Industry recognised qualifications
- Supervisory and management training
- Workshops
- Taster sessions

Funding is available for up to ten employees per business and the money is not a loan so there's no need to pay it back. Skills Development Scotland will refund up to 50% of each episode of employee training up to a maximum of £500 for each employee.

For example, if an episode of training costs £1,200 excluding VAT, we will refund £500. If it costs £300 excluding VAT, we will refund £150.

Further information can be found at:

[www.skillsdevelopmentscotland.co.uk/our-services/services-for-employers/training/flexible-training-opportunities.aspx](http://www.skillsdevelopmentscotland.co.uk/our-services/services-for-employers/training/flexible-training-opportunities.aspx)

If you need assistance please call Skills Development Scotland's free helpline on 0800 783 6000

**Gerry McBride**

Industry Manager – Food & Drink

**Skills Development Scotland**





## SEAFOOD SCOTLAND UPDATE

### Seafood in Schools on the BBC

In September Seafood Scotland kicked off its new 3-year Seafood in Schools programme with a two-day workshop at Brechin High and invited BBC's Landward team to film the event.

The event welcomed Iain Spink cooking Arbroath Smokies in the playground, Nick Nairn in the kitchen, and Stephens fishmongers demonstrating fish filleting skills, alongside a full SFS team. Parents turned up in force after school to join in the fun and an educational time was had by all!



Seafood in Schools is being rolled out nationally with funding from Scottish Government, Scottish Salmon Producers' Organisation, The Scottish Fishermen's Trust and Seafish, and support from the fishing and aquaculture industries.

### Seafood Galore at Barcelona Show

SFS took part in a learning journey to the new Barcelona Seafood Show to see if a stand would be justifiable at next year's event. The visit also took in a guided tour of Mercabarna the main fish market, of the emblematic Boqueria general market on the Ramblas, of Mercadona the largest supermarket group in Spain, and Maresmar - a specialist seafood wholesaler.

The tours were organised by Scottish Development International in conjunction with UK Trade & Investment.

The Seafood Show was a small event in just one hall, and reports from exhibitors about value for money measured against trade potential were mixed. SFS will keep a watching brief at next year's show to see if exhibitors and buyers embrace this new event.



### BBC Good Food Show

Visitors to the BBC Good Food Show in Glasgow had the opportunity to attend a seafood tasting workshop hosted by Seafood Scotland in the Taste of Fife theatre. Around 50 people learned how to dress a brown crab and peel a langoustine, and many tasted these crustaceans for the first time. The good news is that we gained new converts to eating shellfish!



*Congratulations to Adeline and Ian on their recent wedding. All at SSTA wish them many happy years together.*

#### SSTA Office Bearers

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Robert Milne - [rhmilne@talktalk.net](mailto:rhmilne@talktalk.net)

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## SEAFISH TRAINING UPDATE

### Seafood Training Academy Open Day Success

The Seafood Training Academy (STA) held its second annual training conference and open day at the Humber Seafood Institute in Grimsby on 7<sup>th</sup> November 2012. The full day event was well attended and delegates were treated to a very full programme of presentations and demonstrations of training.

The theme of the presentations was the social benefits of training, and presentations from HM Prison Service, Coldwater Seafood and the President of the National Federation of Fishmongers, Gary Hooper, left the audience in no doubt that improvements in quality, waste reduction and efficiency are not the only benefits of a well structured training programme.

Following an early lunch delegates, in five groups, were able to participate in turn in the five skills training demonstrations that made up the rest of the day.

The forty- minute skills demonstrations consisted of:

- Fish quality assessment – delivered by Seafish approved trainer, Paul Neve;
- Smoking fish - using an AFOS mini kiln – delivered by Ivan Jaines White of Grimsby Institute;
- Principles of fish frying – by Tracy Poskitt and Cori Standing of award winning Fish&Chips@149, Beverley;
- Fish and shellfish product knowledge tutorial - by Charlie Casey of the National Federation of Fishmongers;
- Filleting and Hand processing skills demonstration – delivered by Gary Hooper, president of the National Federation of Fishmongers

The purpose of the demonstrations is to show some of the range of skills and knowledge training available from Seafish and the Academy, and to showcase five of the six Level 3 VRQs in fish and shellfish.

For more information on the open day, the academy and the range of qualifications and training available to operatives, supervisors and managers in the seafood industry, please visit [www.seafoodacademy.org](http://www.seafoodacademy.org)

### Social Benefits of Training – reduction of reoffending initiatives by HM Prison Services

A keynote presentation at this year's Academy open day, and the inspiration for the theme *the social benefits of training*, is the work carried out at HMP Haverigg in West Cumbria to reduce reoffending by released prisoners through a structured programme of training and work experience within the prison. While there are a number of schemes in place at the prison, the one of interest to the open day audience was fish smoking training.

Dave Everett (Head of Reducing Re-offending at Haverigg Prison), Morag Hopkins (Technical Manager of Haverigg "Smokery"), and Alistair Bulloch (Tutor with Lakes College West Cumbria) explained how training and work experience in the Prison Smokery was helping to transform the attitudes and potential futures of some inmates. Through this initiative inmates were able to develop a work ethic, skills and knowledge that upon release gave them a real chance to re-join society as a law abiding hard working member. A number of employers, including one at the open day, have expressed their willingness to give such individuals a second chance through employment within their business.

The presentation was a well received, sobering, but also inspiring, look into the important work carried out in this field.



**Product Knowledge demonstration with Charlie Casey, National Federation of Fishmongers**



**Filleting demonstration from Gary Hooper**



**Fish Quality assessment with Paul Neve**



**HMP Haverigg and LCWS Presenters**



### AFOS Micro Kiln Unveiled

AFOS, the well known UK designer and manufacturer of smoking kilns unveiled their newest prototype model at the Seafood Academy Open Day in Grimsby. Following discussions with Seafish and processors, AFOS agreed to develop a Micro Kiln to serve as a new start up, NPD or training kiln for industry. At about half of the production capacity and cost of the smallest AFOS kiln (the Mini), the Micro Kiln presents exciting opportunities for smaller businesses to use one or more Micros for flexible multi product production, while larger businesses can use it for NPD work or niche processing. It is anticipated that even fish mongers and some restaurants will be attracted to the Micro as a fully functional, robust and low footprint food smoking kiln at an affordable price. For more information please contact AFOS in Hull.



### Women & Work Funding

Seafish and the Seafood Training Academy were able recently to secure funding for more than forty women in the UK fish and shellfish industry to undertake training by February 2012. The surprise announcement and competitive nature of the funding secured by the National Skills Academy required a swift response as funding was on a first come first served basis and open to the whole of the food industry.

More funding may become available in due course. If you are interested please view the Women & Work information on the Seafood Academy website.

### National Skills Academy Annual Conference

This took place at BIS in London on 15<sup>th</sup> November. A key theme of the conference was young people - their training, jobs and careers.

### Level 3 Fish and Shellfish Framework announced



Lee Cooper of Seafish announced at the STA Conference that the new Level 3 framework for managers and supervisors in fish and shellfish proficiency skills had been completed. This framework will lead to new qualifications for the industry in early 2013 in England, Wales and Northern Ireland. It is hoped that the framework will also be used to develop a Level 3 fish and shellfish SVQ for Scotland later in 2013. The Level 3 framework will also see the availability of an Advanced Apprenticeship in fish and shellfish.

Mr Cooper also stated that this represented the completion of Seafish's current programme of development and that *the focus of our onshore training efforts for the next few years would be on promoting the take up of all forms of training by our industry.*

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### IAN LAND WRITES...

Seafish will not be continuing with their funding support for SALSA and BRC accreditation activities from 01 October 2012. However, Seafood Scotland will provide funding for Scottish-based seafood businesses through their Maximising Value Programme. This will be available until **31 March 2013** for SALSA and BRC. MSC accreditation activities can also be considered. Please contact Ian Land (Seafood Scotland) on 0787 6035722 and he will discuss your plans with you and, if appropriate, discuss the funding process. The funding is on a first come first served basis and is available to businesses which are going through the process for the first time.

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If we can be of help to your company please do not  
hesitate to get in touch at [ssa-tiscali.co.uk](mailto:ssa-tiscali.co.uk)  
or call 07882 022156

**SEAFISH**  
the authority on seafood  
Approved Training Provider





This is a great new app that is available on all smartphones and can be downloaded through the iTunes store. It lists all the leading fish and chip shops throughout the country but you should pay particular attention to the shops that carry the Quality Award sign as these are the shops that have passed the Quality Award criteria and tend to excel!



### Training Available to Fish Friers

Another busy year for Fish Frying Trainers up and down the country and throughout the UK.

I personally have carried out a few Quality Award Inspections as the numbers of participants throughout the country gradually increases as the operators realise the benefits.

Individual Fish Frying Skills Awards have also been on the increase and this is a particularly good award as it covers a wide range of topics from fish frying, customer service, hygiene and health and safety.

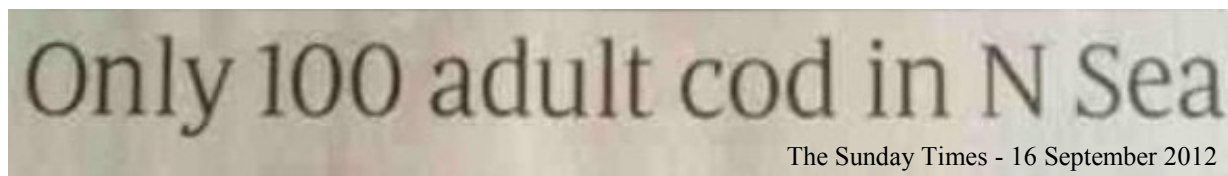
Information on any of the above can be obtained from me or by contacting the NFFF.

Behind the scenes Lee Cooper from Seafish has been working very hard in obtaining recognition by way of an SVQ for Fish Friers. This would be a major breakthrough for our industry and would possibly see our fish frying skills delivered both in house and throughout local colleges. I will report back to you on this one.

Stuart Devine

### SCOTTISH SEAFOOD ASSOCIATION UPDATE

SSA has to counter anti-fishing fraternity with what has been described as the worst headline news story



There is no wonder that relations with the seafood industry and those who sit behind a computer and produce totally worthless reports are at an all time low, it is a death by a thousand cuts as consumers are continually brainwashed into believing there are no fish in the sea.

There are now hundreds of organisations daily attacking the industry and probably most people who work for them have never fished in Scottish waters.

John Cox  
Chief Executive



The majority of retailers are now demanding that suppliers' staff be certificated.

Last year we trained over 700 personnel to certification standard.

Training given in Hygiene, Health & Safety, HACCP, Frying Skills, Customer Service, etc.

**Enquiries to [ssa-@tiscali.co.uk](mailto:ssa-@tiscali.co.uk)  
or call 07882 022156**