



SCOTTISH
SEAFOOD
TRAINING
ASSOCIATION

www.scottishsta.org

Scottish Seafood Training Association

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Summer 2012

FOREWORD BY THE

CABINET SECRETARY FOR RURAL AFFAIRS AND ENVIRONMENT

RICHARD LOCHHEAD MSP

Here we are approaching the summer and it hardly feels that spring has sprung. Scotland may have experienced a cold and damp start to 2012 so far but the future of our Seafood sector looks very sunny indeed.

Although it's all doom and gloom in the press about the UK's economic climate, Scotland's food and drink industry is holding its own. Back in 2009 Scotland's Food and Drink industry set itself a target of reaching a turnover of £12.5 billion by 2017 and this looks set to be reached five years early. What a remarkable achievement. Last year was a record breaking year for our industry as we saw food exports break the £1 billion barrier for the first time, with seafood contributing almost £650 million, making fish and shellfish our top food export. The good news is that demand continues to grow, cemented by our reputation for providing quality produce and we want to help you make the most of that. The Scottish Government and its agencies are working in partnership with you to deliver further opportunities for growth.

Scottish Development International is working diligently to open up new opportunities for export. I had the pleasure of representing Scotland at this year's Gulfood in Dubai and I am proud to say that Scottish products were at the forefront of this prestigious international food trade show. More recently, in April, I attended the European Seafood Expo in Brussels and our Scotland stand was by far the most impressive national stand there. The Scottish seafood bar, provided by Seafood Scotland, showcased our quality seafood offerings and had the international attendees queuing up for a taste, not surprising as the food was delicious. Scottish companies that attended the Seafood Expo last year reported £30 million in follow up sales. And, there is every reason to believe that this year we will do even better.

On the home market consumer demand for Scottish produce remains strong even in the face of the challenging economic conditions we are all enduring. Between 2007 and 2011 retail sales of Scottish brands in Great Britain increased by £453 million. Evidence also shows that our people, and our visitors from around the world, still like to treat themselves to a slap up meal. That comes as no surprise to me, after all there is nothing quite as satisfying as a good old fashioned Scottish fish supper.

Scotland also hosted the 6th World Fisheries Congress in May. The Edinburgh International Conference Centre saw around 1,500 delegates from over 65 countries attend to address the key theme of 'Sustainable Fisheries in a Changing World'. The Congress was an unparalleled opportunity for learning and debate, and topics included fisheries management, science to underpin sustainable fisheries and sustainability from net to plate; issues that Scotland takes very seriously, we are leading the way within Europe. Scotland's food and drink took centre-stage at events throughout the week. Delegates enjoyed delicious Scottish canapés and drinks at Edinburgh Castle, and the closing gala dinner focussed firmly on our world-class seafood, including MSC-accredited North Sea haddock and Shetland crab.

Whether it be conserving our valuable stocks of fish and shellfish to providing outstanding high quality seafood, Scotland relies on a well skilled workforce. We rely on a skilled workforce to drive industry forward so that we can achieve even more in the years to come. To support this a Skills Investment Plan has been developed that identifies the key priorities for the food and drink industry. This will be launched in June. One of the key priorities of this Plan is to attract new entrants into the industry and Modern Apprenticeships will play a pivotal role. We also held the second Scottish Apprenticeship Week, which ran from May 21 – 25. This event was a great success with many employers coming to better appreciate the benefits of talking on a Modern Apprentice.

I for one am excited about the future opportunities that our reputation for quality and sustainability can bring and I'm sure, working together, the future will be bright for all, even if our summer isn't.



CHAIRMAN'S MESSAGE

We are privileged to have so many high standard fish fryers in our area. A few weeks ago the owners of Hornblower's Restaurant in Gourdon were surprised when top chef Marco Pierre White came in and ordered a jumbo fish supper. After enjoying his meal in the restaurant he said it was the best fish supper he had eaten since he was a child in Leeds. The leading chef visited Gourdon as part of a national competition to find the country's best couple run restaurant. This competition will be featured on Channel 5 sometime this month. Apart from the excellent fare on offer the restaurant boasts a fantastic view overlooking the local harbour. Hornblower's is run by husband and wife, Alex and Ruth Grahame. On a personal note I always enjoy my visits to Gourdon harbour as it takes me down memory lane; as a young boy my grandfather took me to Gourdon every summer to show me his first boat (The Mascot) which he had sold to a Gourdon fisherman. Another top fryer is The Bay, Stonehaven owned by husband and wife, Calum and Lindsay Richardson. To add to their impressive list of awards they have been recognised for outstanding eco-friendly operations in this year's Climate Week Awards. The Bay is one of only four Scottish businesses to reach the finals of the award and already has a three star rating from the Sustainable Restaurant Association placing them in the top five in the UK. Recently Calum had a visit from TV chef Phil Vickery and was featured on his programme; this was followed by a visit from Richard Lochhead, MSP, Cabinet Secretary for the Environment. I must mention the ever popular Ashvale chain which serves over 30,000 satisfied customers every week. The Ashvale management state that much of their success is due to their highly trained staff, in fact 140 employees achieved certificated training in the last twelve months. The Ashvale puts a great deal of effort into supporting local charities and in the year again raised over £100,000. The Carron Fish & Chip shop in Stonehaven has been taken over by yet another husband and wife team, Charles and Lorraine Watson. We wish them every success in their new venture.



Our colleagues in the National Fish Friers' Federation met HRH the Prince of Wales recently when practical ways in which the fish and chip sector can help to ensure sustainably sourced fish stays at the top of menu and in the mind of the consumer. We are privileged to have a full report of the meeting in this issue from Denise Dodds, General Secretary, NFFF.

I am sure that like me you were appalled at the price increase imposed by the Royal Mail particularly as the service is worse now than at any time I have experienced before. My delivery arrived at 3.00 p.m. today which is unacceptable. However, I suppose with a largely captive audience the Canadian Chief Executive can do as she wishes. Nevertheless we have a choice as to whether or not we use the service and this brings me to my point. We send 150 copies of the Newsletter by post and 50 are sent electronically. It would, therefore, be much appreciated if you could let me have your e-mail address and I will ensure that you get your copy electronically even quicker than by Royal Mail. Kindly let me have your e-mail address on rhmilne@talktalk.net.

It was with much sadness that I heard of the passing of Ian Smith of Noble Brothers, Fraserburgh. Ian served on the Board of the Scottish Fish Merchants Federation and was for some years an office bearer in our Training Association. An industry colleague said that he would remember Ian for two qualities: namely his great passion to ensure that the industry always acted professionally and his selfless contribution for the greater good of all industry participants. We extend our deepest sympathy to his widow Margaret and son Malcolm in their sad loss.

We were very disappointed when Adeline announced she could no longer continue in her Secretarial role. She is getting married later this year and along with her full time job felt that it was getting harder to give the position the full commitment necessary. Fortunately, Adeline has agreed to continue serving on our committee and will still provide the excellent articles for the Newsletter. We extend our sincere thanks to Adeline for her invaluable contribution to the work of SSTA and wish her well in the future.

Robert Milne

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



Employment Dilemmas - What Do I Do?

Question - You have an employee who has been absent from work now for four months and you are approaching the end of your holiday year and this employee still has ten days holiday entitlement left to take and is still off sick. The Company Policy is that you do not allow any carry over of annual leave. The employee has asked if he can get these ten days holidays paid to him so he does not lose these days and to help him financially. Is this allowed?

Answer - The first point to note is that a payment cannot be made in lieu of statutory holiday entitlement unless it is upon termination of employment. There was a recent ECJ decision that stated employees who are absent due to sickness should continue to accrue holidays during this period of sickness. Where an employee is prevented from taking holidays due to sickness then these must be carried forward to the following holiday year, irrespective of what the company policy is. In the same vein employers should be very careful to allow employees to take holidays when they are off sick as they are meant to be sick and recovering, not holidaying and making use of the holiday for its true purpose. The safest advice would be to allow the employee to continue to accrue their holidays and let it be taken as paid leave once the employee is fit to return to work.

Question – One of my employees is soon to become a father and he wishes to share his wife's maternity / paternity leave, what is he entitled to?

Answer – To be eligible he must have been employed by you for 26 weeks continuously by the time it is 15 weeks before the baby is due. He must be the biological father of the child or husband or long term partner of the mother and have part responsibility for the upbringing of the child. Also, the mother must be entitled to statutory maternity leave, statutory maternity pay or statutory maternity allowance also she must have returned to her job and have taken at least two weeks of maternity leave. Therefore, eligible parents can take up to six months paternity leave if the child's mother returns to work before she has used her full twelve months of maternity leave. Your employee has to take the leave in complete weeks and in one continuous period and he can take it as early as 20 weeks but no later than one year after the birth. There are certain forms that must be completed by the employee to request this

leave and the request must be in writing at least eight weeks before the start date of the leave.

The majority of employees will be entitled to Additional Statutory Paternity Pay from employers and employers can recover 92% of this and smaller business even more.

Mini Workshop – How to

Step by step basic instruction in how to handle a grievance. When an employee complains about something that has happened in the workplace, as a Manager you must take this seriously, ignore at your peril. Every Manager should know what appropriate action they should take.

Arrange a meeting – do not delay! The employee's complaint to you must be made in writing. You must then organise a formal meeting, in writing, with the employee, remember to allow them to have representation at the meeting. Give them sufficient time to arrange for representation and to prepare themselves, ideally no later than 48 hours after you have received the written grievance.

Explain the purpose of the meeting to the employee. Ask the employee what outcome they hope to achieve from the grievance procedure.

Make sure you are fully aware of all of the facts and request evidence. Make sure that you have all of the names, dates and times of incidences and information about any witnesses. At the end of the meeting clarify and summarise all of the points and get the employee's confirmation that what you have summarised is correct. Advise the employee of the next step of the process and the timescales involved

Once you have made a decision, you must advise the employee in writing. If the grievance has been upheld state what will now happen to resolve the problem originally raised; if the grievance is unsupported, explain then the Appeals process.

Points to note – ensure you take accurate notes of all conversations with the victim and witnesses. These may be extremely important at a later date if you were to land in an Employment Tribunal situation

SCOTTISH SEAFOOD ASSOCIATION UPDATE

Although landings have been reasonable so far this year processors have many concerns looking forward over the next few months. The Olympics may have quite an impact on the industry with potential impact on the price and demand for fish.

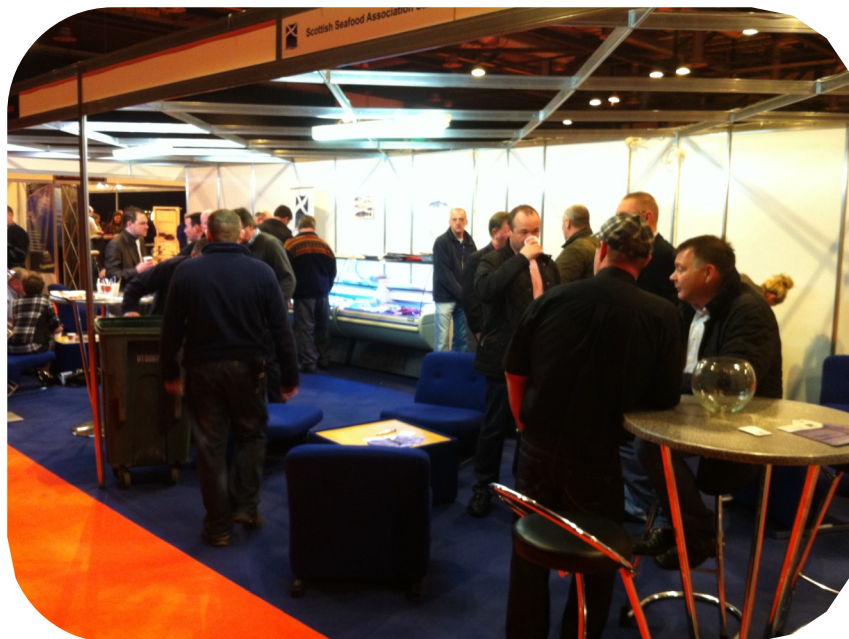
The proposed curfew in transporting fish into Billingsgate before the authority new deadline will necessitate lorries leaving the North East at least two hours earlier. Consultation is underway to establish if fish sales should start earlier than 7.00 a.m. Concern has also been expressed that boats may not go to sea if there is a possibility of transport impacting on market prices.

The association facilitated a meeting with two transport companies to discuss fuel surcharges. SSA had approached Aberdeenshire Council Economic Development officers and they were very helpful in providing advice. Although the meetings were amicable transport costs are one of the highest overheads and members will be keeping a much closer look at rates.

A number of other issues are currently being discussed such as box charges, changes at Seafish and clarification on the roles of Seafood Scotland and the new Seafood Partnership. So far processors have not been considered when meetings have been arranged making it almost impossible for our Chairman to attend. He consistently asks for meetings to be held in Aberdeen or Peterhead in the afternoon not Edinburgh at the same time fish is being auctioned or traded.

The association is due to meet with Aberdeen City council at the end of the month to discuss various matters to support Aberdeen processors. The association will also have a stand at the Skipper Expo in Aberdeen.

John Cox
Chief Executive
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www.scottishseafoodassociation.com



Scottish Seafood Association Stand at FASEXPO Glasgow

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

This leaflet is sponsored by The Ashvale Fish Restaurant Limited

TRAINING AVAILABLE TO FISH AND CHIP SHOPS - STUART DEVINE

I get many enquiries about what is available to fish and chip shop owners to train members of their staff. There is so much available and some excellent and affordable courses.

1. NFFF Fish and Chip Quality Award
£350 plus VAT, but £300 plus VAT to NFFF members, valid for two years.
This is a great all round award given to outlets following an in depth inspection. If you have this you are running your shop to a very high standard.
2. Fish Frying Skills and Customer Service
£270 plus VAT
This is a qualification for life - a wonderful Open Learning Course for an individual keen to succeed in our industry. This course can be broken up but by doing the combined course you also bring in Food Hygiene and Health & Safety.
3. Basic Food Hygiene Course - Open Learning with exam to finish. £35 per person.
4. Health and Safety Course - Open Learning with exam to finish. £35 per person.



GOVERNMENT FUNDED TRAINING

The government is making money available for training and I was lucky enough to receive some to allow five members of staff to undertake SVQs in Kitchen Services and Supervision and Leadership.

I was made aware of the scheme by a local company - Hospitality Training - and would strongly suggest you make an approach to your local training providers to ascertain the eligibility for these places. Age restrictions may apply but it is certainly worth a telephone call.

FLEXIBLE TRAINING OPPORTUNITIES

Flexible Training Opportunities gives Scottish businesses with up to 100 employees the 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.

For example, if an episode of training costs £1200 excluding VAT, we will refund £500. If it costs £300 excluding VAT, we will refund £150.

Further information can be found at:

<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
Telephone : 0141 285 6008
Mobile : 07827 831218



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

SEAFOOD ONSHORE TRAINING - SEAFISH UPDATE



The last few months have seen a great deal of activity in onshore training in the fish and shellfish industry.

2011 saw a surge in the take-up of Seafish approved onshore training programmes with 2,321 qualifications awarded, well above the target of 2,000 qualifications for the year.

Food safety courses remain the most common Seafish programme undertaken by employers, but other more advanced programmes are also well supported.

New SVQs in Fish and Shellfish

Proposals to replace the existing seafood processing SVQ with a broader fish and shellfish SVQ were well received at a meeting in Edinburgh on the 9th May 2012.

As the old seafood processing qualification comes to an end it will be replaced by a new SVQ that meets the needs of processors and manufacturers, retailers and fish friers. The Level 2 SVQ will be joined by a Level 3 qualification that is being developed by Seafish and Improve Ltd for UK employers.

This more advanced qualifications framework is aimed at supervisors and managers and may be available in England as soon as October 2012.

Employers who would like to know more or wish to comment on the emerging qualifications are urged to visit the Seafood Academy website.

Seafood Smoking Training

The delayed development of an advanced seafood smoking practical training course is scheduled to get underway again as Seafish consults with a number of potential training providers including Grimsby Institute and Lakes College West Cumbria.

The proposed week long practical course will complement the online advanced theory eLearning course developed by Seafish and available on the Seafood Academy website.

EHO Training

Shellfish Hygiene in Depuration Centres is a two day training programme for EHOs sponsored by the Food Standards Agency and delivered by Seafish and Seafish approved training providers. Following on from the pilot course in London in March, courses are planned for SW England, South Wales, Eastern England and North Wales/NW England by November 2012.

Several courses are likely to be delivered in Scotland later in 2012, with the possibility of a course for Northern Ireland is requested.

The purpose of the training is to enable EHOs to carry out more proportionate and balanced inspections of bivalve purification and despatch centres.

Apprenticeships

Interest in the new Intermediate apprenticeship in Fish and Shellfish Industry Skills is strong, particularly with independent fishmongers. Seafish's support for the South West Apprenticeship Group (Devon and Cornwall) is starting to show results with several employers in the region in discussions with Duchy College and Seafood Cornwall Training about implementing apprenticeships.

Strategic Approach

Seafish's longer term strategy to support the fish and shellfish industry is based around continued support for our network of approved training providers, along with a focus on apprenticeships, a new qualifications framework and working closely with employers to address specific training needs.

To find out more about approved training programmes or to access guidance and information on training and development please email L_Cooper@seafish.co.uk



EHO's tour a bivalve purification centre as part of their shellfish hygiene training course.



BUSY TIMES AT THE EUROPEAN SEAFOOD EXPOSITION!

Seafood Scotland's annual Seafood Bar at ESE 2012 in Brussels in April, proved to be a hit with standholders and visitors alike. We welcomed you, Scottish industry onto the stand for meetings, providing seafood lunches to impress your guests and business associates, took many enquiries for supply which are in the process of being passed on to industry, and provided around 10,000 samples of top quality seafood for visitors from around the globe. They all left our sampling point suitably impressed and educated about the quality and range of seafood available from Scotland.

Scottish standholders were particularly appreciative of our new 'lunch to your stand' service, which provided hot and cold seafood snacks to order. This enabled them to continue business on-stand without interruption and is a service we intend to repeat next year.

We hosted plenty of events at the Seafood Bar, all of which drew visitors to the stand and helped to increase the profile of Scottish seafood. In fact, the Scottish Pavilion seemed to be the only area of the whole show that was consistently busy!

Guests at the annual Ministerial

reception, attended by the Fisheries Minister Richard Lochhead, were appreciative of the tasty seafood canapés prepared by our team of chefs, led by Maureen and Tony Jackson from the Buchan Braes at Boddam. They did a great job!

A reception was held at which EU Commissioner Maria Damanaki presented the SPSG (Scottish Pelagic Sustainability Group) with their MSC certificate for West of Scotland herring, and a reception was also held to celebrate the start of a new EFF-funded project in emerging markets, which guests from Southeast Asia attended.

We also organised seafood tasting sessions for SSMO (Shetland Shellfish Management Organisation), and set up and attended high level meetings with representatives from Scottish Government and the EU.

Seafood Scotland hosted two journalists at ESE; Nigel Duncan, a freelance, and Colin Donald, business editor of the Sunday Herald. Both produced some excellent copy and we received generous coverage from them and from the many European journalists who visited our stand. Copies of all the freelancer's

articles are available on the SFS website.

Colin is now keen to learn more about the industry and we will shortly

organise a visit for him to the north-east to look at the fishing, fishselling and processing sectors.

In preparation for ESE, we undertook research in collaboration with SDI, into the perceptions of European buyers about Scottish seafood. If you would like to see the results from this, please contact clare@seafoodscotland.org.

ESE is always a busy time for us and its annual success is down to days if not weeks of preparation. If you have never experienced the world's largest seafood trade show, then it is something to seriously consider in 2013. It puts seafood supply into a global context and opens one's eyes to wider possibilities for trade.

Nicki Holmyard
Seafood Scotland
Communications Consultant



If we can be of help to your company please do not
hesitate to get in touch at
ssta-@tiscali.co.uk or call 07882 22156.

TOO OLD TO LEARN? THINK AGAIN

I am sure most of us have found ourselves asking the question "I am too old for this?" I certainly did recently when completing a 10K run around Balmoral Estate, but are we ever too old to learn something new?

I recently read an article in a Sunday newspaper that told me babies born this year are not likely to receive state pension until they are 77 years old. We are living in a time where people are living and working longer. The National Office of Statistics shows that in 1995 there were 2.3 million people in the UK over 80 years old; this is likely to increase to 4.8m in 2040. Last year the Default Retirement Age was phased out, this allows employees to work beyond the traditional retirement age.

So what does this mean to employers? Previously we may have focused training activities on young people and new entrants but can we still continue to do this, probably not. The Equality Act 2010 makes it illegal to offer preferential treatment to individuals or groups

of employees and this covers training opportunities.

We find ourselves in a situation where we have an ageing population and workforce. To remain competitive we must continue to train all our people and increase their skill levels. Make sure that employees of all ages are offered training and actively encourage older workers to volunteer for training opportunities. Recent research shows that older people receiving training actually increase their levels of brain activity to levels usually found in younger people, so training older workers will benefit them directly as well as your business.

We need to make sure that all of our employees are kept up to date with new legislation, changing customer requirements and advances in technology and communications. These are all important areas in business. All employees need to be kept up to date and need to understand that there is no cut off point at which you are permitted to stop learning and training.



And, finally, do not forget about yourself. What learning and training do you need to update? I know myself I need to update my computing skills. My mother who is over 70 has recently taken to e-mailing me beautifully edited photographs, usually on a Friday morning when she is at college. I cannot do what she can so time for a training course I think!

Lorna Duguid

Elle Dee Projects

THE NATIONAL FISH & CHIP AWARDS 2013 A SILVER ANNIVERSARY

This year sees a milestone mark reached for the annual National Fish and Chip Awards, as they celebrate their silver anniversary.

Celebrating that most iconic of British foods, the Fish and Chip Shop of the Year Competition as it was originally titled, started life back in 1988 as a means of rewarding individual shops and generating some publicity for the independent fish and chip takeaway sector. Over the subsequent years the competition grew in size and now encompasses a wide variety of business sectors involved in fish and chips.

Renamed the National Fish and Chip Awards in 2010, the competition now covers a range of award categories, ranging from the Best Newcomer Award to Best Independent Fish and Chip Restaurant

Award through to separate award categories rewarding excellence for community involvement, staff development and training, and marketing and innovation.

While continuing to reward individual excellence, the awards also act as a platform for helping to raise quality standards and importantly provide a channel for the creation of fantastic publicity for all things fish and chips; helping to keep that most iconic of British foods number one in the minds of the consumer.

Across the various award categories, businesses are appraised on a wide range of criteria ranging from sustainable sourcing practices, customer service, hygiene and staff training, and most importantly, the quality of fish and chips.

There are no big money prizes for successful entrants however the accolade of being judged one of the best fish and chip businesses in the UK can have an enormous impact on business, with previous award winners seeing their sales increase by up to 100% within weeks of winning.

There are great media opportunities to be gained by businesses by just participating. The awards also provide a benchmark for business development, and can be a strong motivational tool for a business's staff.

Development of the awards is overseen by an Industry Steering Group comprising representation from the National Federation of Fish Friers (NFFF), the National Edible Oils Distributors Association (NEODA), past national winners and a number of other prominent sector representatives. The continued success of the awards is also down to the

fantastic sponsorship support provided by a wide variety of leading industry players.

New Awards Event

Bigger and better than ever, the 2013 Awards are now up and running and following various judging stages throughout the remainder of the year, will culminate in a glittering black tie evening awards ceremony with entertainment, to be held in London in January 2013 at a new larger venue.

Don't miss out!

Visit www.fishandchipawards.com for full details of all the various award categories and rules/eligibility criteria. Entries can be submitted via e-mail, post or uploaded directly at www.fishandchipawards.com.

The closing date for entries in all award categories is 14 July 2012.

Categories for 2013 (*new categories for this year)

Independent Takeaway – The National Fish & Chip Shop of the Year Award

All independent fish and chip businesses with no more than two outlets

Multiple operators with three outlets or more may enter only one of their outlets in this category or enter all of their shops in the Multiple Operator award but not both

Independent Fish & Chip Restaurant Award

All independent fish and chip restaurants. Multiple Operators may enter this category but with only one of their restaurant outlets

Best Multiple Fish & Chip Operator Award

Multiple operators with three outlets or more may enter their group in this category or enter only one of their outlets in the Multiple Operator award but not both.

Best Foodservice Outlets serving Fish & Chips Award (Multiple Outlets)

Open to pubs, restaurants, department stores, retailers, cafes, hotels, travel, and leisure

Best Newcomer Award

New to the industry and in operation for 18 months or less from 01 September 2010

Working Smarter – Staff Training and Development Award

Open to all bona fide fish and chip shop operators

Contribution to the Local Community Award

Recognition for those businesses that support their local community

The Good Catch Award

Promotion and knowledge of sustainable practices

Young Fish Frier of the Year Award

Open to applicants who are 25 or under

***The Marketing and Innovation Award**

Open to all bona fide fish and chip shop operators

***Best Foodservice Outlet serving Fish & Chips Award (Independent Outlet)**

Open to pubs, restaurants, department stores, retailers, cafes, hotels, travel, and leisure

*** From Field to Frier Award**

Knowledge, care and promotion of potato produce

***The Outstanding Achievement Award**

To be voted for by an industry panel

Sponsorship Packages and Awards Ceremony Tables and Tickets

All enquiries please contact Nikki Hawkins on 01889 271604 or email n_hawkins@seafish.co.uk for full details.

THE NFFF ANNOUNCES SUSTAINABILITY PLEDGE FOLLOWING MEETING WITH HRH THE PRINCE OF WALES

On Tuesday 8th May 2012 His Royal Highness The Prince of Wales met with representatives from the National Federation of Fish Friers (NFFF), past and present Fish and Chip industry award winners of both the Good Catch Sustainability award and Young Fish Frier of the Year competition, along with senior representatives of the sector's leading fish suppliers.

Meeting aboard the Marine Scotland research vessel FRV Scotia, moored at Leith Harbour, Edinburgh during the World Fisheries Congress, The Prince of Wales discussed practical ways in which the Fish and Chip sector can help to ensure sustainably sourced fish stays at the top of menu and in the mind of the consumer. He heard from fish and chip shop owners, from suppliers and Young Fish Friers of the Year, Zohaib Hussain and Carlyn Johnson, presented their vision for the future of the sector.

In conclusion Gregg Howard, President of the NFFF, presented a pledge to ensure sustainably



sourced fish in the nation's Fish and Chip shops, realising this will mean working with suppliers, supporting well managed fisheries, educating shop owners and consumers alike.

Initially a Responsible Sourcing Code will be drawn up by the NFFF in conjunction with the Young Fish Friers group and Good Catch Award winners. Fish and chip shops throughout

the UK will then be urged to share the good practices in fish sourcing, to help ensure that the fish they are serving has come from well managed sustainable fisheries.

Another great achievement for today's modern fish and chip industry would be the ability to serve 'conscience free' cod or haddock to their customers. The NFFF has agreed to work with the Marine Stewardship Council and Good Catch to support fish and chip shops wanting to gain the MSC Chain of Custody certification, and to provide a simplified process that allows more shops to become involved.

The NFFF also joined over one hundred other signatories from around the world, in signing up to the Prince's International Sustainability Unit's global declaration on good fisheries.



Fish and Chip Shops Committed to Keep Cod and Haddock on the Menu for Generations to Come

Following the meeting in Edinburgh, The National Federation of Fish Friers announced that a Responsible Sourcing Code will be drawn up to help fish and chip shops to make the right choices when buying their fish, to ensure their customers enjoy 'conscience free' cod or haddock for many years to come.

NFFF President Gregg Howard commented, "The NFFF has been working with fish and chip shops over the last few years educating

them to buy their fish from sustainable waters. We can eat cod if it has been caught in carefully managed fisheries.

90% of fish and chip shops use wild-caught, frozen at sea fish that has been caught in the icy, clear Arctic waters of the Barents Sea and North Atlantic. Stringent, science-based and strictly enforced regulations have ensured good management of cod and haddock stocks in these waters and the fish is in plentiful supply."

The NFFF will now work closely with one of the key worldwide organisations responsible for ensuring the management of future fish stocks, the Marine Stewardship Council (MSC), on a scheme to make it easier for fish and chip shops to become certified in selling sustainable fish.

Mr Howard added: "Also we have been working with Marine Stewardship Council (MSC) to find a way to help more fish and chip shops to join the MSC

Chain of Custody certification scheme, to show their customers that the fish they are eating has been responsibly sourced. That is the vision of the NFFF to ensure that fish and chips continue as the UK's No. 1 takeaway for many more years to come."

The Nation's Favourite

Fish and chips are not only a valuable source of protein, fibre and iron, but they also provide a third of the daily recommended daily allowance of vitamins for a man and nearly half for a woman. Fish and chips contain 36% less calories than a chicken korma

and pilau rice, and 42% less fat than a doner kebab with pitta and salad.

For further information on any of the stakeholders involved in the delivery of these initiatives please see the notes below.

The NFFF has been established since 1913 and works to promote and protect the interests of some 10,000 fish and chip proprietors throughout the UK, as well as offering training to those wishing to enter the trade and an industry standard quality award scheme.

Meeting Attendees from the Fish and Chip shop sector:

- Gregg Howard - President, National Fish Friers Federation
- Denise Dodd - General Secretary, National Fish Friers Federation
- Peter Fraser – Winner Good Catch Award 2012 - Owner, Harbour Lights Fish and Chip Shop, Falmouth
- Zohaib Hussain, Winner, 2012 Young Fish Frier of the Year Award - Zero Plus, Cardiff
- Carlyn Johnson, runner-up, 2012 Young Fish Frier of the Year Award - Frankies, Shetland (also runners up to Good Catch 2012)
- Richard Ord - Winner Good Catch Award 2010, Owner, Colmans Fish and Chip Shop
- Ronnie McCulloch - Winner Good Catch Award 2011, Owner, The Chip Box Fish and Chip Shop
- Andrew Weightman - Managing Director, Fastnet Fish
- Simon Smales - Sales Director, Smales Fish Merchants Ltd.

Established by His Royal Highness The Prince of Wales in January 2010, The Prince's International Sustainability Unit (ISU) is working to facilitate consensus on how to resolve some of the key environmental challenges facing the world, specifically those concerning food security, ecosystem resilience and the depletion of natural capital. The ISU currently has three work programmes covering tropical rainforests, agriculture and marine fisheries. <http://www.pcfisu.org/marine-programme>

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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 or call 07882 022156

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