



Seafood Scotland

Ambition 2030 and the Seafood Processing Sector

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WHY

A non political organisation set up “**by the industry for the industry**” in 1999

“To increase the value of return to the
Scottish seafood sector”

- Work with all seafood species, wild and aquaculture, across the entire supply chain from boat to final consumer in various ways.
- Projects focus on raising awareness of Scottish Seafood to the industries priority markets though a wide variety of activities both domestic and International.
- Work with all and any sized seafood business

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HOW

WE ARE NOT A MEMBERSHIP ORGANISATION, NOR DO WE BENEFIT FROM ANY LEVY FROM THE INDUSTRY

Funded on a Project to Project Basis by:

1. European Maritime Fisheries Fund
2. Central and local Scottish government authorities
3. Scottish Enterprise & Highlands and Islands

Match Funding Industry Partners (financial or in-kind) e.g. Scottish Salmon Producers, Organisation, SSA, Scottish Development International, SAOS, Skills Development Scotland

One of very few Inter branch organisations within European, providing a superior platform in order to undertake measures of common interest that benefit the seafood sector.

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WHO

- Team of 6 ranging from Trade Marketing to Communications
- 14 Board members made up of the catching, seafood processing and observed by SF&D, Scottish Government, SE and HIE.
- Hold a seat on the Scotland Food and Drink Executive Committee
- As an industry – led organisation, Seafood Scotland hold high credibility within all sectors of the seafood industry and act in an advisory capacity to Scottish Government.

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CORE PROJECTS

- Maximising opportunities in growth export markets;
 - North America,
 - S.E Asia
 - Europe
 - Middle East
- Scottish and UK Market Development
- Key leading delivery partner for the Scotland's new food & drink strategy: Ambition 2030
- Scotland food and Drink Partnership Communications Strategy



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The Scottish
Government

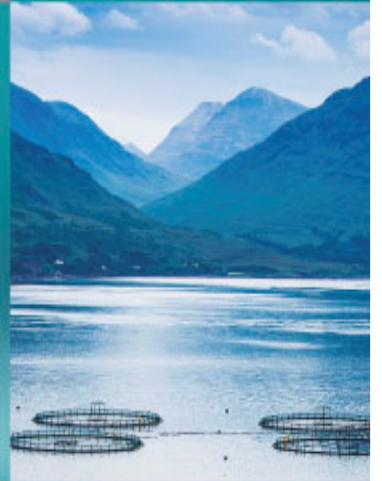


SCOTLAND
OF FOOD & DRINK



Scotland

A LAND OF
food and drink





£14.3bn

RECORD FOOD AND
DRINK INDUSTRY TURNOVER



x2

SCOTTISH FOOD AND DRINK
MANUFACTURING GROWTH RATE
TWICE UK AVERAGE

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Defining a strategy in an uncertain world



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Key Characteristics of the 2030 Consumer:

Key Influencing factors of the 2030 Consumer:





U B E R



No-one else is waiting...

Ireland-

Ambitious growth targets, Origin Green, whiskey, seafood, dairy into UK market



New Zealand-

Dairy, red meat, growing aquaculture, trade deal with EU.



Norway – Resuming trade talks with China, seafood exports booming



Denmark- Investment in food innovation.

DANISH
FOOD
CLUSTER

Scotland
A LAND OF
food and drink



We know what we can control
Ambition 2030



Scotland

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food and drink



What do we want to stand for?

Responsible, profitable growth

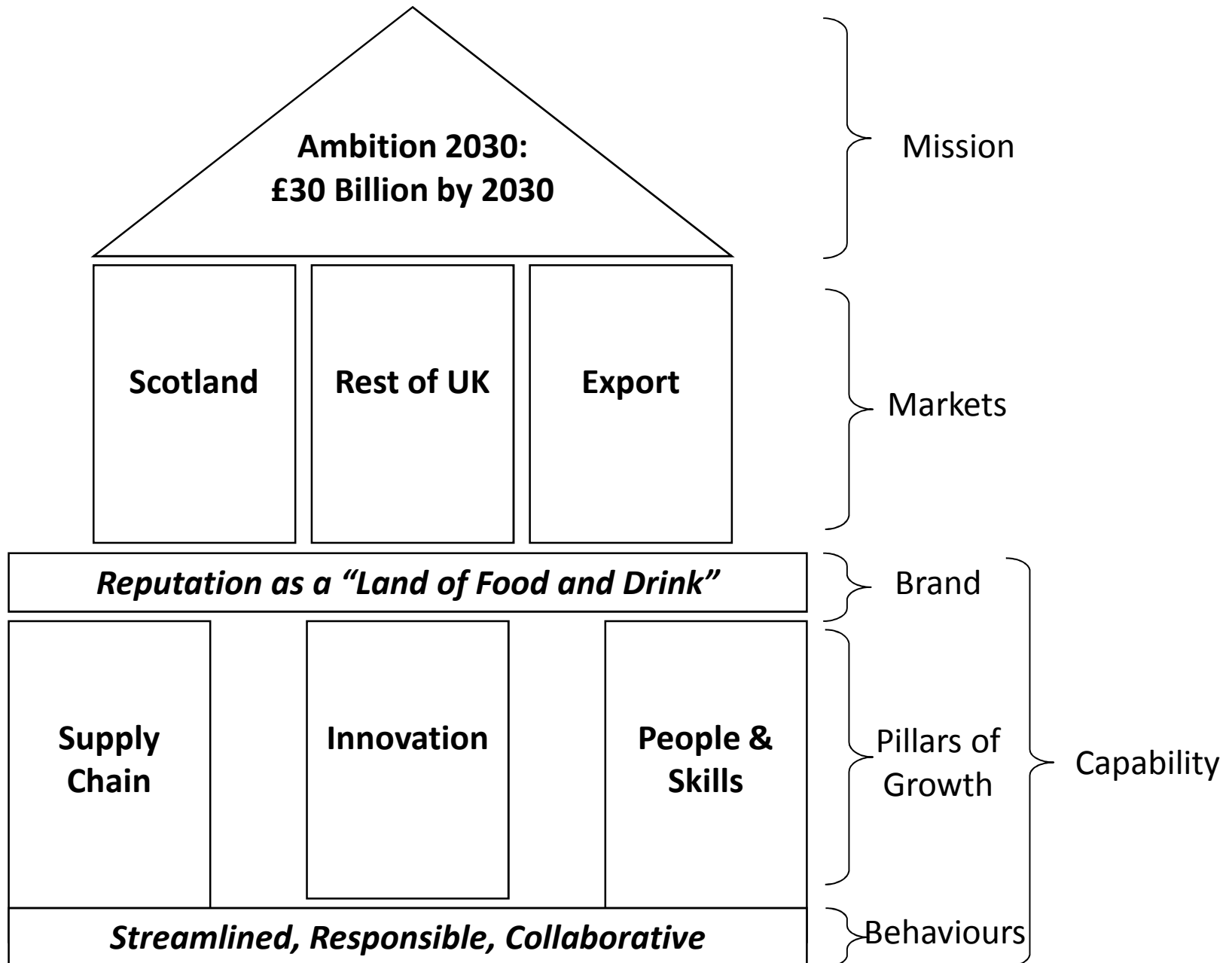
Scotland

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food and drink



***It's 2030 and farming, fishing, food & drink
is Scotland's most valuable industry,
recognised at home and abroad as a model
of collaboration and a world leader in
responsible, profitable growth.***

Ambition 2030: Strategic Context





Seafood Action Plan

11 sessions across Scotland aimed at addressing the processing sector issues to deliver the required growth to the sector

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What has gone well

- Improved quality
- Improved Consistency
- Reputation
- Supply Chain investment



Current Issues

- Non-domestic business rates
- Labour
- Lack of investment / financial support
- Polarised standards
- Additional business costs
- No united voice



The opportunities are endless.....



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Thank you