

CATCH-UP

AUTUMN 2020

FEATURING THIS SEASON'S **MARKET REPORT**,
OUR FISH **BUYERS' PICKS** AND A ROUND-UP OF
FISHY **INDUSTRY NEWS**



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3D Salmon anyone?

Source (full article): seafoodsource.com

Growing consumer interest in plant-based meat and seafood analogs is leading to more innovation and investment in the vegan food sector. Entering into this arena is new company **Legendary Vish**, which is creating 3D-printed salmon fillets made from high value plant-based ingredients, including mushroom proteins and algae extracts.

Robin Simsa, Hakan Gürbüz, and Theresa Rothenbücher came up with the idea while working together on an European Union-funded doctorate program surrounding the application of 3D bioprinting.

"We realized that with some small adaptations, we could use our own developed bioprinting setup to create 3D printed food, including seafood products that have a complex structure which cannot be achieved with classical extrusion technologies. The process allows us to recreate the consistency and appearance of different types of fish in detail," **Legendary Vish** CEO Simsa told **SeafoodSource**.

The team represents the diversity present in the alternative protein movement – Rothenbücher is vegan, Simsa is vegetarian, and Gürbüz is a life-long meat lover, according to the trio. They embrace everyone who supports their vision of a sustainable food system, no matter what they like to eat, the group explained.

Simsa said the driving force behind **Legendary Vish** was to challenge traditional food production systems to become more sustainable and environmentally friendly, and to fill a gap in the market.

"The way we produce animal meat and seafood nowadays is not future-friendly. We want to offer environmentally-conscious consumers a tasty, nutritious and healthy alternative to conventional seafood, some of which has been found to contain antibiotics, heavy metals, microplastics, or other undesirable components," he said.

BUYER RECOMMENDS...

Good picks this season include:

- **Mussels**
- **Gurnard**
- **Monkfish**
- **Plaice**
- **ChalkStream® Trout**



Nearly 50,000 salmon escaped from storm damaged fish farm.

Source (full article): bbc.co.uk

Nearly 50,000 salmon escaped when a fish farm in Argyll broke free from its moorings, it has been revealed.

The North Carradale farm, near Campbeltown, suffered damaged to four of its 10 fish pens during Storm Ellen. Owner Mowi said inspections by divers revealed the breakage of mooring ropes attached to the farm's seabed anchors was the cause. Just over 30,000 of the farmed salmon also died as a result of the incident. Mowi said it has sent the torn ropes to a testing facility in Aberdeen for further investigation.

A spokeswoman for the Scottish Environment Protection Agency said it "shares concerns" regarding the loss of salmon.

She added: "Whilst we are confident that marine pens have been returned to their authorised position and there was no significant pollution, we are liaising with Mowi and Marine Scotland, who have responsibility for fish escapes and their reporting"

The North Carradale farm contained 550,700 salmon before the four pens were damaged in bad weather on 20 August. Mowi said a total of 48,834 salmon escaped, 30,616 died and a further 125,000 were harvested. Environmental campaigners have raised concerns about the escaped fish breeding with wild Scottish salmon.

SOCIAL CATCH-UP...

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FISH MARKET REPORT AUTUMN 2020

OVERVIEW

So, how does the “new normal” look now we have had nearly 2 months of trading since pubs and restaurants were allowed to re-open? In a nutshell I think we can conclude that the hospitality sector is on a learning curve. Ever changing rules (depending on what part of the country you live in), briefing staff, and what is law and what is advisory, are all leaning toward a confusing picture for caterers. Whilst it is widely accepted that the vast majority of hospitality businesses are complying to the rules, some are either COVID weary or their staff are not following procedures, as highlighted recently in a sky survey. This had led to local councils lobbying government to allow them to take action locally for any establishments not following guidelines appropriately.

July saw pubs and restaurants down trade approximately 50% year on year; which was widely predicted taking into account social distancing rules and consumer confidence. However the introduction of the “Eat Out To Help Out” has seen sales increase for the month of August. This scheme, coupled with the fine sunny weather we have recently experienced, means that outdoor areas were utilised to the maximum which helped the sector make the most of the promotion. It is hoped that enticing reluctant consumers back into the hospitality environment through this promotion will drive footfall in the coming months. A recent CGA survey showed that 39% of adults had used the scheme in the first week and ventured out to a restaurant for the first time since the lockdown, with a further 31% of adults, who were yet to use the scheme, intending to before the end of August. By the close of the 2nd week of the month, taking into account some customers who are eating at the beginning of the week instead of later in the week, the overall picture showed only a 7% year on year decrease in eating out according to a CEBR (Centre for Economics and Business Research) survey. London continues to bear the brunt of the downturn in hospitality and there are calls from businesses to extend road closures from Monday to Wednesday in the West End to make the most of outdoor eating where the “Eat Out To Help Out” scheme continues to run. Predictions are that 50% of the workforce will return to their offices by the end of the year and this will continue to grow in the New Year. This, along with schools returning, will give a much needed boost to our colleagues in the education and business and industry sectors that have been hardest hit.

From a supplier perspective the “Eat Out To Help Out” scheme has helped drive sales of core lines such as sea bass, salmon, scallops, and white fish. The picture is emerging that, although we are not seeing a wide range of species being sold, we are seeing significant volumes sold of these core lines, which widely indicates businesses are concentrating on reduced menu offerings.

Earlier in the year the EU/Norway quota discussions resulted in a 50% reduction in Cod quotas from the North Sea and Iceland followed with a quota cut of 6% from Icelandic fisheries. On the flip side we saw quota increases of haddock by 23% and 9% respectively in both regions. Landings of white fish remain steady and there is some evidence that boats are reducing days at sea to help preserve their quotas whilst in these uncertain market times. In the August market report we highlighted that talks were resuming with the EU over fishing rights once we have departed from Europe. Those talks continue with no outcome as yet. It has been widely reported that the EU do not see a trade agreement being agreed with Britain until there is a “balanced agreement” on the fisheries policy. What we can say is that both parties have agreed to a “Zonal Attachment” model that works on the number of fish per species in UK waters. This would benefit the UK as it is widely accepted that more species of fish have migrated to our waters since the fishing policy was introduced in the 70's. Whilst we don't profess to know enough about this model or how it works alongside its implementation, we will keep you updated as the brinkmanship with Europe continues in the talks.

Trade talks with Japan came to a sudden halt recently as both sides could not reach agreement over the policy that covered UK blue cheese! Whilst the report was probably tongue in cheek, and the issue was probably covering dairy products in general, it does go to show how finely balanced trade talks can be. Could gurnard become a sticking point in the future!!!

The degree of uncertainty around both Brexit and COVID doesn't help any sector and it is no different for us in our industry. With the pound recently slipping again against the euro, we inevitably saw some prices increase - demonstrated by the menu staples of sea bass and sea bream seeing inflation. Another contributing factor to these species is the crossover with old and new generation fish stocks - with the new generation not quite ready to harvest. Last month we spoke about switching to larger seabass as an alternative. However, continued demand for sea bass has meant that larger fish stocks have diminished and so prices have risen on the larger sizes as well. Norwegian salmon farmers continue to push excess stock onto the market, but with demand starting to rise again this has meant that prices have firmed up a little - particularly taking into account the exchange rate. Forecasts for salmon in the autumn suggest that prices will remain stable along with supply. However, as always in a uncertain market, things can change quickly. Haddock quality will improve as we move into September with better yields being achieved as the fish fatten up again. Supply should be good, along with cod, as Icelandic quotas begin. Weather permitting, we hope to see steady prices. Imports, including air freight, continue to be hit by lack of volume. As we go into the autumn, this is an area of uncertainty and one to watch. There are no public holidays in September in Sri Lanka so availability of tuna or swordfish should remain stable. Although the price may start to reflect these import charges along with any localised effects of the pandemic to fishing fleets. There is still some disparity in the fresh fish markets because of supply and demand, so we may see some price swings on a weekly basis.

September to November will see an abundance of native species in season as we enter a prime time in the calendar for UK seafood. Day boats on the south coast will be busy landing cornish sardines and red mullets amongst other species. Watch out for those underutilised fish such as megrim and flounders that will still be available. Be careful as we come to the end of November as we are likely to see prices on monkfish, mackerel and lemon soles firming up. Keeping it local should be the theme for the next few months. With so much uncertainty around the globe, the logistics of buying product from overseas could be impacted at any time. Using species from our own shorelines, or products like ChalkStream® trout farmed in Hampshire, offers that little bit of extra stability that we all crave. You also cannot ignore the health benefits of eating more fish. With the government drive on tackling obesity, there is no better time to utilise healthy locally sourced fish on the menu.

Whilst we have seen increasing sales since early July, we also recognise a change in pattern to what species are being bought as chefs rapidly change to alternative menu structures. Please continue to support us with lead times and speak to your account manager so we can plan to fulfil your order requirements. It's already time to start thinking about your Christmas menus. If you plan to use any wild species, such as hake, turbot, lemon soles, or monkfish, then it is worth asking us to freeze some down for you whilst they are in peak condition and before prices start to inevitably rise.

This market report was written by Natalie Hudd, Director of Sales, Direct Seafoods.

FARMED FISH

Species	Comments
Sea Bass & Gilthead Bream	As covered in the overview, with sterling slipping against the Euro, prices have been impacted for sea bass and gilthead bream. The cross over from old to new generation fish won't play out till early October putting more pressure on price. It is likely that 600-800 gm fish may see some shortages until new generation fish come through. However, these two great menu staples (exchange rate permitting) should present a better option as we go into November.
Salmon & Trout	Prices on farmed salmon have firmed a little as demand starts to pick up again globally. There should be no supply issues as the Norwegians have volume to move. Prices should remain stable. The mass escape of fish reported last month in Cuba has resulted in increased penalties for farms that do not protect against cages/pens sinking, or potential vandalism. As a point of difference don't forget we have the low fat alternative of ChalkStream® trout" (MCS rated 2). Reared in fast flowing waters to produce a leaner fish, this trout is available in various portion sizes, by the fillet, or, if you prefer, by the whole fish. Sea reared trout also present a delicious alternative and are readily available along with arctic char and the well-established rainbow trout. We are not forecasting supply issues with any of these species. All should represent stable options for the next 3 months, with the ChalkStream® taking the lead for locality.
Halibut	Halibut has been a little short in supply over August as farms close for maintenance and producers take holidays. Whilst there may be some effect from a weak sterling, fish should generally present as a stable option through the autumn. A premium fish offer, we like to champion Glitne farmed halibut which come in various sizes from 1-3kg to 5-7kg fish. Harvested from the waters of Sognefjord in Norway at a temperature of 9 °C, and only handled by hand to preserve the delicate flesh of this high quality fish, Glitne represents a great story to enhance any menu. Perhaps purchase some pre-portioned supremes to help with yields and portion pricing. All our farmed halibut offers a sustainable alternative to wild fish, without compromising the incredible taste. The pure white delicate flakes associated with halibut are best cooked simply by poaching or grilling and then served with a delicate sauce. Both Gigha and Glitne farms offer a sustainability rating of 2.
Other Farmed Species	It is estimated that the world population will reach 8.5 billion by 2030 and continue to grow to 9.7 billion by 2050. With over 100m tons of fish consumed annually, this is more than the fish population can produce. It is also estimated that one third of global fish stocks are overfished. In order to produce sufficient seafood protein in a sustainable way, aquaculture is becoming increasingly important, and has been extended to cover multiple species over the years. Other than the known menu staples above, we are able to offer a wide range of other farmed species that include farmed turbot, farmed sole, hamachi, and meagre. All these options should be readily available over the autumn months. Now could well be the time to try any that you have not cooked with before as farmed species really come into their own over the festive period – typically offering price stability, consistent availability, and an extended shelf life when compared to their wild counterparts. Watch this space for the return of farmed cod which is set for a renaissance following some efforts back in the early 2000s to sustainably produce the species in open net pens. When cod prices dropped thereafter, farmed cod disappeared. However, with prices holding firm at all time highs, the time is ripe to bring this species back into aquaculture.

WILD FISH

Species	Comments
Flat Fish	Turbot will be in its prime around September and October. Brill will also be at its best during this time before falling away in November with patchy availability. For the more affordable species, we should see good landings of plaice throughout the quarter before they roe up at the end of the year. Lemon soles will also be a quality choice although landings may be a bit patchier as they fall away from their prime months. When was the last time you saw sole Colbert on a menu? A classic that has sadly been forgotten. Why not try it? Use a 340g-454g sole instead of your usual 450g-550g grilled fish and generate better GP. Get in now before the price goes up in the winter making it less affordable. Keep an eye out for megrims which will be at their best around October. A favourite with our Spanish neighbours and landed on our south coast, it is similar in appearance to lemon sole but with a thinner skin and a softer creamy flesh. Torbay soles (witch) can make an appearance on the south coast during September/ October and will be in prime condition, as will flounder, which has a similar flavour profile to plaice. Definitely one for the special boards only.
White Fish	The new Icelandic quota starts on the 1st of September. This means that cod and haddock supply should be good with steadier pricing throughout the quarter. As mentioned in the overview, there is some disparity in the market around supply and demand. However, good volumes are expected to be landed. Hake will be in prime condition in September and October, but beware of prices beyond this as last year we saw inflation that took the whole fish price to double the average. If you are thinking of using hake on a festive menu, we strongly advise that you speak to your account manager to arrange freezing some volume for you in the next month or two. Weather dependent, there should be some pollock around as well as our reliable friend – the coley. It's a great time of year for our white fish, so enjoy!
Round Fish	This quarter offers a wide range of wild species in their prime for the chef to choose from. Look out for a few more cornish sardines - ideal for those late summer barbecues if we are lucky with the weather in September. Mackerel should be running well and at affordable prices until the quota finishes in November when they double in price and disappear. Monkfish is in beautiful condition this time of year. The price should be steady until the end of November so either get it on the menu now, or get us to freeze some for your festive menu – always a very popular choice in December due to its meaty texture and ability to take on many flavours. Gurnard are now in season and are truly flavoursome. For an autumnal dish that is hugely cost effective, try a fish stew using pieces of gurnard, white fish, mussels and brown crab meat for extra flavour. Serve with crusty bread and hit the mark as a healthy and filling dish.
Cephalopods	Squid and cuttlefish do a swap around this time of year where we see squid coming into shallower waters and the cuttlefish head out into deeper waters. There should be good landings of both, but best check before placing any orders. This is the time that local squid starts to show well and will only improve as the weather gets cooler. However, if there is patchy availability, frozen alternatives are available on squid as back up to any dwindling fresh supply.
Exotics	No public holidays and the passing of the monsoon season in Sri Lanka means we should see good supply of game fish such as tuna and sword. Air freight increases due to depleted imports may mean we see some price fluctuations, in addition to the effects of any negative change in exchange rates. The Chilean swordfish season finishes in October so there will be a little less fish around. Other than that, autumn is usually a good time for both tuna and swordfish. Always popular with those who prefer a less "fishy" fish.
Shellfish	We will come to the tail end of the prime native lobster season around the end of September when prices will start to rise and fish become more scarce. It's not been a great season this year in terms of availability, so expect prices to rise quicker than usual. Canadian lobsters will remain the best choice for more consistent supply and price. Mussels should be well back in season as we go into September. However, if it is a warm month, then it may take a couple of weeks for them to really reach their prime. Mussels are always a species we recommend due to their sustainability credentials (MCS 1 rating), affordability and local provenance. Native king scallops will be at their best in September and October and in good supply. November may bring its own challenges for hand dived if the weather worsens, and they also rise in price as we get nearer December as a popular festive favourite. In this instance, you can always switch to the USA roeless for year round consistency and a more stable price point. Native oysters will also be back in season, although it is best to wait until October for the best quality.

SMOKED, DELI & FROZEN FISH

Smoked Fish

It's getting to the time of year to create some dishes around creative cures. With salmon prices forecast to be reasonably stable, this may enable many customers to utilise some of the more inventive flavours. For our spirit connoisseurs, try whisky & dill, or a gin cure. We also offer a red wine cure which has proved popular in the run up to Christmas in the past. For a splash of red, our beetroot gravadlax and beetroot cured smoked salmon works a treat.

Deli

It's the season for terrines and pâtés so have a chat with your account manager about your requirements. These lines represent real savers in terms of time and resource, so can provide some simple, easy menu options to free up time to spend on other dishes on the menu. Devon crab pâté, hot smoked sea bass pâté with lime and coriander, hot smoked salmon pâté with truffles and mushrooms, or fish terrine with salmon, red mullet and white fish. Why not make your own crab mousse with a hint of sherry. Yes - it really works! Please ask your account manager about what they have in stock, or what they can source for you.

Frozen Fish

As the demand is starting to climb again, many white fish producers are operating at reduced capacity, which is currently underpinning some firmer frozen white fish prices. Shipments of frozen squid are slow and prices are unstable as we wait to see the effect that the new harvest of todarodes species will have on this market. America have bought heavily in the king prawn market pushing up prices. It is hoped that a good harvest in the next purchasing window (September) will hold down prices to current levels. Good stock levels of most frozen lines mean that prices are reasonably stable at present.

Cornwall fish and chip shop Gem in Falmouth goes plastic free

Source (full article): falmouthpacket.co.uk

A Falmouth fish and chip shop has become the town's first business to become 'plastic free' since the start of lockdown.

Gem Fish and Chips in Quarry Hill is owned and run by Helen and Dominic Kurdyla, who have removed polystyrene chip trays and replaced them with cardboard, replaced plastic cutlery with wooden cutlery and have replaced plastic bags with paper bags.

Helen said: "Over the 18 years of living in a beautiful coastal town, I've seen the difference in plastic population - unfortunately for the worse." "Although single-use plastic cannot be totally eradicated at The Gem, we are doing our best to make positive changes, wherever possible." When purchasing condiments, she 'buys big' and then decants into smaller containers/dispensers, re-using the larger containers for other things in the shop.

Egg trays get recycled or sent to a local farm to be used, pickle jars are given away and re-used by customers and food is made fresh to order, resulting in no waste. Helen added: "Buying local where possible saves on emissions from transport and travel. Once the product has been used, the packaging gets repurposed into storage boxes, cleaning bowls and cardboard boxes are used for takeaway orders to be taken away in." "Cling film has been replaced with foil. Plastic containers have been reduced with help from aluminium dishes/lids. We no longer have polystyrene trays. "Behind the scenes, the immense paperwork for the Gem is sorted electronically rather than 'hard copies', where possible."

The chip shop has been praised by the Plastic Free Falmouth campaign, which encourages businesses and organisations in the town to become 'plastic free champions'.

Lab-grown algae could provide more environmentally friendly alternative to fish oils, scientists suggest.

Source (full article): independent.co.uk

Researchers tout microalgae as substitute for popular omega-3 supplements

The omega-3 fatty acids found in food substances such as some types of fish have long been held to play an important role in human diet.

This is one reason why the NHS currently recommends people eat "at least two portions of fish a week, including one of oily fish". Oily fish are particularly rich in omega-3.

In addition to being widely regarded as an important part of a well-rounded diet, omega-3 has previously been credited with boosting cognitive function and protecting the heart, though recent research has not supported these claims.



Japan firm wins world's 1st sustainable label for bluefin tuna fishing

Source (full article): english.kyodonews.net

A fishery based in northeastern Japan has acquired the world's first certification for sustainable bluefin tuna fishing, according to the Marine Stewardship Council.

The MSC's blue fish label certifies that Usufuku Honten Co. in Kesenuma, Miyagi Prefecture, takes full measures to ensure that the endangered bluefin tuna -- a popular fish for sushi and sashimi -- is sustainably sourced, the London-based body said in a statement released Thursday.

The fishery operates in the eastern Atlantic Ocean, where the population of bluefin tuna has been recovering thanks to conservation efforts, according to the council, an international nonprofit organization promoting sustainable fisheries.

The MSC has determined that the fishery's activities, including its distribution management, meet global standards for sustainable fishing.

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and for information on daily landings, new
products or assistance with menu planning.
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