



RFS//NEWS

responsible fishing scheme

// INTRO

Welcome to the Responsible Fishing Scheme (RFS) Newsletter. In this first edition, we'll update you on the latest news, give you details on the current promotional campaign, profile some of the skippers and offer some pointers on how you can promote your award to buyers.

UPDATE

- // There are nearly 600 vessels progressing through the RFS certification process, with over 300 now fully certified.
- // Over 40% of the overall registered tonnage of the fleet is now engaged in the scheme.
- // Offers suppliers the opportunity to source their seafood from a variety of vessels certified within the scheme.
- // Seafish has been meeting with suppliers and multiple retailers to talk to them about how RFS can meet their needs in terms of their Corporate Social Responsibility and as a recognised mark of responsibly sourced seafood. These meetings have been going well so far.
- // Seafish will be also working with a number of foodservice suppliers to talk about the scheme and how it can be used effectively to meet their sourcing requirements too.

300TH VESSEL

The 300th vessel has now been certified by the RFS. The Lady Maureen BM7, owned by Langdon & Philip Ltd and skippered by John Sanders, is one of five boats in their Brixham-based fleet to enter RFS on a group scheme basis, all five boats have now all been certified.



100TH
SCOTTISH
VESSEL

see page 2

// Queries, feedback and contributions to
Jo Dunlop 0131 524 8684
or email j.dunlop@seafish.co.uk

SEAFISH
the authority on seafood

// FUNDING

April potentially sees the end of our funding to assist with 50% auditing fee reimbursement for your initial audit. We are awaiting the outcome of new funding in this area, in the meantime, please contact Mick Bacon to discuss in further detail.

Mick is available on 07976 222 936 or m_bacon@seafish.co.uk



TALLIES //

Tallies accompanying your catch are a great way for you to show your buyers that you are certified in the scheme and that you are acting responsibly. The tallies can be present in your fish boxes on the open market or used to accompany your catch for direct sales.



TO ORDER TALLIES >>

In Scotland:

Seafood Scotland provide the tallies for the vessels. If you need more, please contact Jess Sparks on 01358 729609 or 07876035753.

In the rest of the UK:

Screens Printing have already printed your initial 2,000 tallies and have the artwork set up. If you wish to order tallies, call Matt at Screens Printing on 01502 581010. Matt will update you on the cost when you call.



>> 100TH SCOTTISH VESSEL

The scheme is also progressing well in other areas of the country, with the 100th Scottish vessel recently being announced. Ocean Harvest PD198, Peterhead, skippered by Brian Stephen, is the latest skipper in a long line to be certified under the scheme.

// ADVERTISING CAMPAIGN

To kick off the latest advertising campaign for the RFS, www.fishupdate.com ran a flash banner advert on their website to advertise the scheme. So far the results have been encouraging with many people clicking through to the RFS website. We intend to repeat this advertising on www.intrafish.com in April.



// MERCHANDISE

As part of the ongoing support, we have also made available some RFS branded merchandise. There are a number of items that you can purchase direct from the website. www.imagescotland.com/seafish

The Western Morning News

The RFS received positive feedback in an article published in the Western Morning News on 09 February 2009 - "Responsible fishing scheme has now become a benchmark against which more than 500 boats, mine included, have measured themselves, either having achieved its status or currently on course. Phil Lockley,

who also has a boat progressing through the scheme, has written this article and come out in support of RFS. Phil Lockley is a skipper in the South West and didn't see the merit in the scheme to begin with, but with major players in the seafood supply chain starting to request seafood from RFS vessels, he couldn't help but step up to the challenge and admit that he had got it wrong initially.



INTRAFISH INTERVIEW

WITH MICK BACON >>

Recently Mick Bacon went to London to meet with seven journalists from Intrafish to talk to them about RFS. In the interview, they talked to Mick about:

// Sponsorship from Tesco for support for vessels.

// the fact that the scheme is based on basic principles drawn from UN's FAO code and the EU's code on responsible fishing.

// There has been international interest in the scheme from Holland, France and Spain.

// How RFS and MSC complement each other.

To view the full article go to www.intrafish.com



// CRYSTAL SEA COVERAGE

The family owners of the Newlyn-based trawler Crystal Sea SS118 have launched their own website. This will enable buyers anywhere in the UK or even Europe to follow the fishing of the boat and then bid on their fish over the internet when it is sold at Plymouth market, where their fish is auctioned. Visit www.crystalsectrawling.co.uk for more information.



// HOOK, LINE & SKIPPER

Chris and Steve Wightman have skippered the Maximus, a 10 metre long-lining vessel, since 2003. The Maximus works out of Lowestoft and catches line-caught cod and ray, and also Dover sole in the summer. The vessel joined the RFS in 2007.

"I have been a fisherman for 17 years," said Chris, "and I still get excited about the fact that with fishing you never really know what is coming next. It could be a great catch or nothing at all. We are very much in the hands of Mother Nature. We can fall back on our skill and experience as fishermen, but its nature that really determines the size and quality of the catch."

"Joining RFS was a natural step for us. We knew we were already following good practice and we have not had to change any of our fishing practices. We are long-lining 90% of the year with hand baited long-lines, which is a very conservation-friendly way of fishing, and is completely in keeping with the whole ethos behind RFS."

"Being a member of the scheme has given us confidence and I think it is what fishermen need. It has made us believe that our catch is premium quality. Rather than keep quiet about the quality of our fish it has made us stand up and talk about it more. I get excited seeing other people enjoy our fish. They don't always appreciate what it takes to catch it, but it's great when they think our fish is amongst the best they have ever tasted. We have initiated projects off the back of us being part of the scheme."

"This is the way forward." said Chris.

Chris and Steve Wightman write a blog for the Seafish website, please visit:
<http://www.seafish.org/sea/blog.asp?p=em553>

MAXIMUS



SEAFISH
the authority on seafood

18 Logie Mill, Logie Green Road, Edinburgh EH7 4HS
t: 0131 558 3331 f: 0131 558 1442 e: seafish@seafish.co.uk w: www.seafish.org SIN: <http://sin.seafish.org>

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