



Introduction

Welcome to the latest edition of the Responsible Fishing Scheme (RFS) newsletter. With so much happening with RFS since our last edition in spring 2012, as you should already know, we had to put together an 'special edition' at the start of June to inform you about all the extra promotional work that is currently going on.

So in this edition we will be updating you on how these promotional initiatives have been progressing. Plus there is more news about group involvement with RFS, and how we are starting to target processors to make them more aware of RFS, plus lots more.

New RFS promotional activities are starting to take shape

In the 'special edition' newsletter sent out in June 2012 we made reference to the following promotional activities being undertaken by Seafish:

- A series of films to promote RFS;
- RFS attendance at a number of fishing festivals that are taking place around the country;
- The production of a series of case studies highlighting RFS success stories;
- The production of a new Guide to the RFS;
- The trial of shellfish tags.

So where are we at with these activities?

- The video company has been working with several RFS members (our thanks go out to members who have taken part) and four case study films have been produced. In addition to these four films some extra footage has also been shot. It will all be edited together to produce a five-six minute film. The film will be placed on the Seafish website so it can be downloaded or distributed through other media.
- Seafish attended the Dorset Seafood Fishing Festival on the 7th July, where the RFS was heavily promoted through various channels. The feedback was very positive with a good response from the catchers and some excellent networking opportunities with other organisations. In particular the kids activity sheets went down a storm!
- Several RFS members have been contacted and we are in the process of compiling case studies profiling members and how the RFS has worked for them and how they have been able to use it in a positive way. You will be able to download these case studies from the RFS website, and we will also produce hard copies for general distribution. These will help to highlight the benefits of RFS and improve awareness of the scheme.
- The new guide to RFS is currently in draft form and will be produced as a glossy pamphlet. Again the aim is to promote the scheme, create greater awareness of its aims and objectives and highlight how RFS members are using the scheme for their own benefit.
- A large quantity of shellfish tags have been purchased and are now available. For more details see below.

RFS web site – Updates

- Seafish special announcement that greater financial support is to be offered to the RFS scheme – see more on this below.
- Feedback from the four-day World Fisheries Congress hosted by the Fisheries Society of the British Isles, from 7-11 May 2012, in Edinburgh – again more on this below.
- Work on a new section to monitor shellfish tagging linking tag numbers to vessels so that buyers/customers can look up which vessel caught an individual lobster or crab – again more on this below.
- A couple of promotional ideas have been added to the What`s new section of the site. The two ideas show how to arrange a photo call and put together a press release.

We have been analysing usage of the website and early feedback shows that the two main sections being viewed most are 1) About RFS and 2) individual vessel pages.

Once again we want to encourage you to view your page and make sure that you have all the relevant details listed and are taking full advantage of this section. (Note buyers will consult these pages when they are looking for supplies and one of our aims over the next few months is to make the buyers/processors more aware of this facility – again more on this below).

Another major fishing group is about to join RFS

Over the past month Mick Bacon has been working with the South West Hand-liners Fishing Association (SWHFA) to try and get the whole group assessed to the RFS. Over the next couple of months we will be organising a series of group coaching sessions so that the members can undergo the first stage of the RFS audit process. This group consists of around 85 inshore vessels.

This is by far the most effective way of getting larger groups or associations involved with the RFS so if there are others who would like us to put a similar plan together for your particular group/fishery then please get in touch with either Mick or Jim on the contact numbers at the bottom of this publication.



World Fisheries Congress a great success

The four-day Congress hosted by the Fisheries Society of the British Isles, from 7-11 May 2012, in Edinburgh has been hailed as a great success having addressed the important topic of "*Sustainable Fisheries in a Changing World*". The congress looked at the science that underpins sustainable fishing; adaptive management and tools to cope with changing environments; the social and economic cost of failure; and meeting increasing food and nutrition needs through cultivation. These are the views of one of the delegates: (Professor Mike Kaiser – Bangor University)

This was a week to remember, the event was a huge success both for the delegates and messages that it conveyed. The event seemed to have got scientists and the wider fisheries industry talking to each other. The general flavour of many of the keynotes and speeches was that while there are plenty of problems in world fisheries, there are ample examples that demonstrate that humans can get it right and manage fisheries sustainably. We need to reflect on these examples and learn from the experience. The message that was reiterated throughout the event is that scientists, fishers, politicians and environmentalists and the public all have different, but important, roles to play in achieving sustainable fisheries. We are at an important crossroads and can definitely change things for the better.

Shellfish Tags update

Following on from previously – the new development for shellfish tagging is still on-going. We have purchased several thousand cable ties that are uniquely numbered and contain the RFS website address. A system has been set up on the RFS website which will allow people to look up the number, which in turn will indicate which vessel the shellfish came from. Then through a link that has been added they will be able to view your individual vessel web page.

If you would like to receive a sample of these tags to try out the system please let me know by contacting the number at the bottom of this newsletter.

Special Announcement - additional support offered by Seafish for RFS

More great news to announce for the RFS with respect to the audit prices. See below

- **Under 10m vessels where skipper has <16.5m skippers ticket the reduced cost will be £12 +VAT.**
- **Over 10m vessels where skipper holds <16.5m skippers ticket the reduced cost will be £27 +VAT.**
- **Any sized vessel with no skippers ticket the reduced cost will be £75 +VAT.**

Processors questionnaire shows processors are interested in RFS

During this last period Seafish has conducted a survey of processors where we asked them questions about their awareness of the RFS and if they wanted to keep up- to- date with any developments of the scheme. We are glad to say that the response was very positive. As suspected almost all had an awareness of the RFS, and almost half of them requested a copy of the quarterly newsletter. This is a good start in our objective to make processors more aware of the scheme and keeping it higher on their agenda.

And finally,

As the scheme starts to pick up and move forward at a much faster pace we are finding we have less time to chase up those vessels that are well overdue their re-audits. So this is a call to all those that have certificates that have expired and who wish to remain part of the scheme - make sure that you contact us to let us know you wish to remain in the scheme or when we call you please let us know when you want a re-audit scheduled in.

Many thanks to all those that have sent back their customer contact detail forms which will help us to keep our contact data up-to-date, which in turn will help you, as we try to keep you informed about all that is happening in the world of RFS.

Contact Details:

Jim Hyam 01482 843040 or 07876 035749 email j_hyam@seafish.co.uk
Mick Bacon 01736 732759 or 07976 222936 email m_bacon@seafish.co.uk

Humber Seafood Institute, Origin Way, Europarc, Grimsby. DN37 9TZ
t: 01472 252300 f: 01472 268792
e: seafish@seafish.co.uk w: www.seafish.org

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