

FOR INDUSTRY USE ONLY



# TRADE TOOLKIT

FOR THE SCOTTISH SEAFOOD INDUSTRY

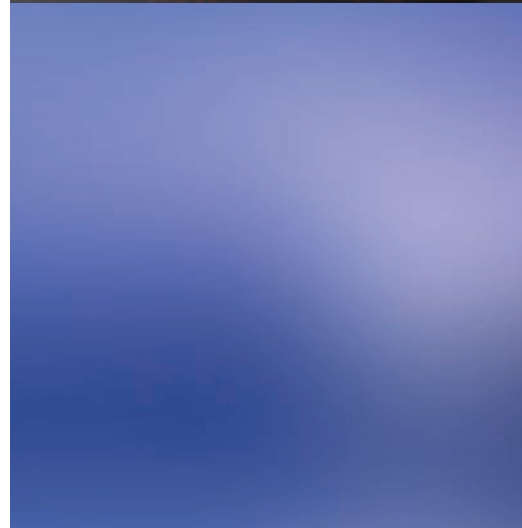


Seafood  
from Scotland

**This toolkit is for industry use only. It is not for use with buyers or consumers. For a list of all marketing materials that can be used with consumers, see page 10.**

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## What is this toolkit for?

This toolkit has been designed to help you and others in the industry to communicate the same strengths and unique selling points that make the Scottish seafood industry, its people and products distinctive.

## Who is it for?

The booklet has been designed for use within the industry. This includes fishermen, processors, trade bodies like Seafood Scotland, Scotland Food and Drink and stakeholders like Scottish Enterprise or the Scottish Food and Drink Federation. Together we're working hard to support, grow and develop the industry and whether you have little background or focus on seafood day in day out, this booklet will help you to be part of that.

## How do I use this toolkit?

You can use the booklet as a road map to understanding the Scottish seafood industry. It will outline the story we want to tell, and show how it is built around the key strengths of the industry, and the statistics that highlight these strengths.

Inside this guide you will find information on:

- Scotland's varied and vibrant seafood sectors.
- The stories we want to tell.
- Our key skills and what they deliver for buyers and consumers.
- The key products we are raising awareness of.
- In depth information and statistics about our industry.



# SCOTLAND – A LAND OF FOOD AND DRINK BRAND MODEL

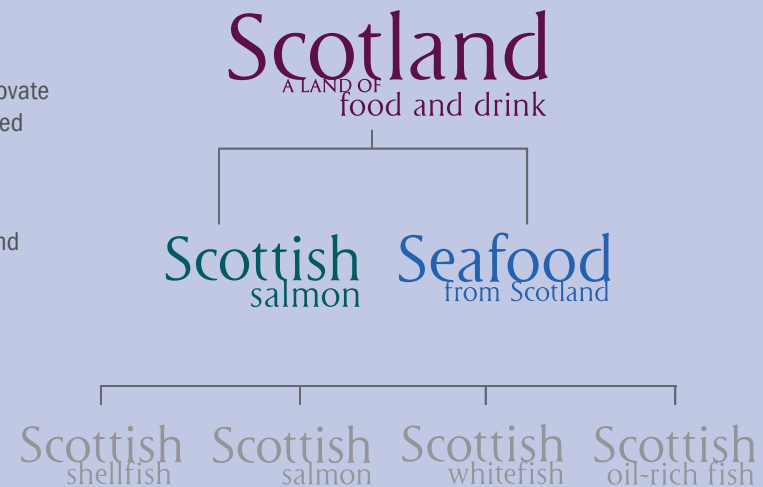
## How our brand works

Scotland - A Land of Food and Drink is the overarching brand for the food and drink sector. All communications follow on from this brand, with recognisable logos, design and language (how we talk about them in print, digital, social media and face to face communications).

## Our vision and brand values

Scotland is a country with outstanding and unique food and drink. This is underpinned by the three main brand values:

- **Our people** - Scotland's forward thinking food and drink producers innovate and adapt to modern market demands, while staying true to deep-rooted traditions which have been handed down through generations.
- **Our place** - There is a natural harmony between Scotland's land and seascapes. With regions carrying their own unique personalities and diversities to create produce with real taste and character.
- **Our product** - We take great care and pride in everything we produce; passionate to deliver fantastic tastes and flavours for food and drink lovers throughout the world.



## SCOTLAND – A LAND OF FOOD AND DRINK

Scotland – A Land of Food and Drink is the main branding for all food and drink sectors in Scotland. Seafood from Scotland is a sub-brand of this and has been created to reflect the brand values of people, place and product that are specific to the seafood sector.

These three elements, help to build the seafood story and are set against a green/blue tinted background to evoke associations with Scotland's seawaters and lochs. Other food and drink sectors have a backdrop that is relevant to them e.g. the soft fruits sector is red which can be associated with berries/fruit.

This brand trademark must be used in conjunction with the cohesive story and background of **people, place and product**.





There are currently 12 other category sectors which are shown below, with an individual colour associated with each, and their own people, place and product photography. These sectors are **Whisky, Meat, Brewing, Dairy, Baking, Soft Fruits, Premium Spirits, Premium Retail, Produce, Innovation, Seafood** and **Salmon**. When working together this creates a very strong and very distinctive brand.



## SEAFOOD FROM SCOTLAND – BRAND MODEL

OUR NAME	Seafood from Scotland		
OUR POSITIONING	A country with outstanding seafood		
OUR BRAND VALUES	OUR PEOPLE	OUR PLACE	OUR PRODUCT
WHAT THIS MEANS	Scotland's forward thinking fishermen, farmers and producers innovate and adapt to modern day market demands, while staying true to deep rooted traditions which have been handed down through the generations.	Scotland's natural lochs and seas create seafood that is uniquely Scottish and world renowned for its quality.	We take great care and pride in everything we catch and produce – we are passionate about delivering fantastic tastes and flavours for seafood lovers throughout the world.
BRAND TONE OF VOICE	INSPIRING	WELCOMING	EMOTIONAL CONFIDENT
BRAND PROPOSITION	'HOME TO SOME OF THE WORLD'S FINEST SEAFOOD'		
STYLE OF COMMUNICATIONS	WE HAVE A STORY TO TELL	OPEN FOR BUSINESS	PERSONAL
COMMUNICATIONS TEST	IS IT SIMPLY UNDERSTOOD?	IS IT TRUE TO THE BRAND VALUES?	IS IT IMPACTFUL?
CUSTOMER BENEFIT	REASSURANCE	ALIGNED WITH EVER EVOLVING CONSUMER DEMANDS	FANTASTIC TASTES AND FLAVOURS



## The Seafood from Scotland story

This story underpins all the communications for Seafood from Scotland and ensures that the messaging about our seafood's quality, heritage and provenance is cohesive and collaborative.

## How Seafood from Scotland is branded

From the Scotland Land of Food and Drink branding, the subsectors of Seafood from Scotland and Scottish Salmon are branded in their own colour with imagery that fits in with their sector.

These are the examples of the two brands which show the generic Seafood from Scotland and Scottish Salmon branding.



## KEY STRENGTHS AND BENEFITS

The table below outlines what is exceptional about seafood and how to promote it's benefits.

Key strengths	Benefit to the customer	Benefit to the consumer
Scotland fishes and farms over 60 different seafood species.	With a diverse range of high quality seafood, Scotland's seafood larder is plentiful and diverse with some of the best in the world, from whitefish to pelagic, shellfish and salmon.	Exciting variety to please customers.
Proud to produce quality seafood, over quantity.	Confident in the quality and consistency of product bought. Can highlight product in marketing.	Safe in the knowledge you are offering a premium choice. Great experience eating Scottish seafood.
Our people hold years of knowledge and experience through our strong heritage and traditions.	Products with real taste and character.	Exciting and interesting experience for customers.
One of the most tightly regulated fishing and processing industries in Europe.	Fully traceable and safe seafood.	Confidence and assurance in product. Guilt free choice.
Scotland is an acknowledged leader within Europe in sustainable fisheries and fish farming management.	Sustainable purchasing in line with procurement policies.	
Scottish seafood is healthy and nutritious.	Scottish seafood is good for you, healthy and nutritious.	Feel good choosing a healthy nutritious option.
Scotland is a land of food and drink	The assurance that there is a range of high quality natural produce available from Scotland's larder.	They can be safe in the knowledge that seafood is one of many high quality Scottish products available.







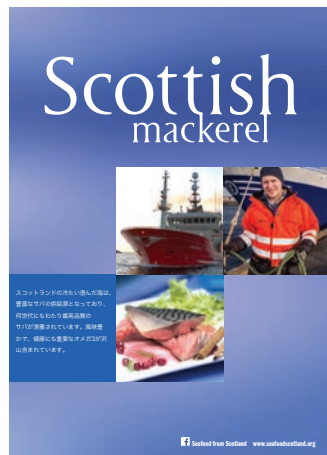
# SEAFOOD FROM SCOTLAND MARKETING AND COMMUNICATIONS

The brand Seafood from Scotland has been created to ensure that communication is clear, easily understood and compliments the Scotland – A Land of Food and Drink branding. Marketing material available includes:

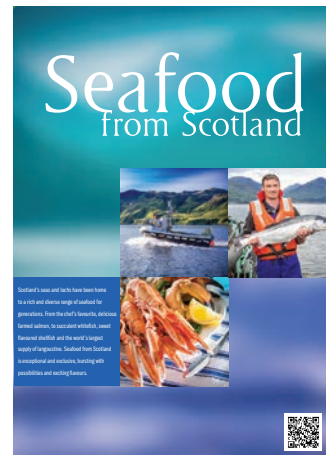
- Overview Bochure
- Sustainability Guide
- Seasonality Guide
- YouTube Channels (in various languages)
- POS items
- Exhibition Stands

For more details about any of the above, please contact Seafood Scotland (contact details on back page).

## Examples of current marketing materials



JAPANESE POS POSTER



POS POSTER



TOOLKIT



## SEAFOOD FROM SCOTLAND MARKETING AND COMMUNICATIONS

**Label Rouge Scottish salmon, perfect for sashimi and sushi**

# Seafood from Scotland

**Scottish salmon farming, a philosophy of quality**

Scottish salmon is recognised internationally for its high standards. The cold, clear lochs of the Scottish Highlands and Islands provide ideal conditions for Scottish salmon to grow and thrive. Farmers are committed to the highest quality standards of animal welfare, sustainability and environmental conservation.

Scottish salmon has built over the last century the reputation for being 'some of the most influential seafood buyers in the world, based on superior taste, quality and appearance.'

**Guaranteed origin**

In 2004, Scottish salmon received Protected Geographical Indication (PGI) status from the European Commission, setting it alongside world famous products like Champagne and Parma Ham. The PGI award recognises the Scottish origin of farmed salmon.

**Saumon Écossais Label Rouge**

Scottish farmed salmon was the first fish and non-French food to obtain Label Rouge status in 1992. Granted by the French Ministry of Agriculture, Label Rouge is a prestigious quality mark given to foods of superior quality and taste.

**Freshness and full traceability guaranteed**

The firm flesh of Label Rouge Scottish salmon, makes it the perfect fish for sashimi and sushi. Each salmon is identified by an individual tag and unique number to guarantee full traceability and optimum freshness.

**Voted 'best farmed salmon in the world'**

**For further information or for help sourcing Scottish seafood**

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## OVERVIEW BROCHURE

## Seafood from Scotland

### A seasonal guide to key Scottish Seafood

#### 60-odd fish

**Marlin** (Common Marlin)

**Reinhardt** (Reinhardt's whiting)

**Salmon** (Atlantic Salmon)

**Shrimp** (Scud)

**Trout** (Brown Trout)

**Crab** (Common Crab)

**Crustaceans**

**Shellfish**

Marlin is a large, powerful fish that can grow to over 3m long and 1,000kg. It is found in the North Atlantic and is a popular sport fish. Reinhardt's whiting is a small, silvery fish that is found in the North Atlantic. It is a popular food fish and is often sold as 'reinhardt's'. Salmon is a popular food fish and is often sold as 'salmon'. Scud is a small, crustacean that is found in the North Atlantic. It is a popular food fish and is often sold as 'scud'. Brown trout is a popular food fish and is often sold as 'trout'. Common crab is a popular food fish and is often sold as 'crab'. Crustaceans are a group of animals that include crabs, lobsters, and shrimp. Shellfish are a group of animals that include mussels, oysters, and scallops.

## Seafood from Scotland

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**Shellfish**

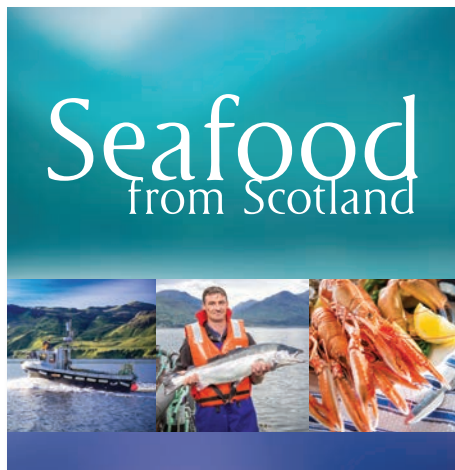
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## SUSTAINABILITY GUIDE

## SEAFOOD FROM SCOTLAND MARKETING AND COMMUNICATIONS



POINT OF SALE SHELF TALKER FOR USE IN RETAIL



POINT OF SALE SHELF WOBBLER FOR USE IN RETAIL



POINT OF SALE MACKEREL SHELF WOBBLER FOR USE IN RETAIL

## SEAFOOD FROM SCOTLAND MARKETING AND COMMUNICATIONS



EXHIBITION STAND





**The Seafood from Scotland brand can be used in all seafood subsectors as shown in the next few pages. The branding follows the same principles of people, product and place.**



# Seafood

from Scotland








# Scottish shellfish

Whether hand gathered, cultivated, rope grown, hand dived, or traditionally fished by creel – Scotland is home to some of the finest and freshest shellfish in the world. Our internationally renowned langoustine and award winning mussels are highly prized for their sweet flavour and versatility.

## OVERVIEW OF KEY COMMERCIAL SPECIES

Out of season:   
In season:   
In season (optimum): 





### Brown Crab (*Cancer pagurus*)

Traditionally fished by pot and creel, particularly around the west coast and the Scottish isles. Brown crab can be bought live, cooked, dressed or as ready-made products such as crab cakes or terrines. The rich white meat found in the claws is very sweet and the brown meat is particularly rich in omega 3 and other beneficial vitamins and minerals. Male crabs range from 1kg to 2kg with an estimated yield of 35%. Look out for the MSC logo on brown crab from the Shetland Isles.

J F M A M J J A S O N D



### Lobster (*Homarus gammarus*)

Traditionally fished by pot and creel around Scotland's coastline. With a strong sweet flavour and meaty texture, Scottish lobster are some of the finest in the world. Sizes range between 23cm and 38cm, weighing between 0.7kg and 2.2kg.

J F M A M J J A S O N D



### King Scallop (*Pecten maximus*)

Caught around Scotland's coast, using mobile gear or by hand diving. Scallop meat has a sweet delicate flavour and needs minimal cooking. Scottish King scallops have approximately 15cm wide shells, with 18-35 pieces of meat per kg (out of shell). Queen scallops have approximately 7cm wide shells and 40 to 120 pieces of meat per kg. Look out for the MSC logo on scallops from the Shetland Isles.

J F M A M J J A S O N D



### Langoustine (*Nephrops norvegicus*)

Caught in the North Sea and inshore Scottish waters, Scotland has the world's largest share of langoustines. Highly prized and sought after, they are versatile and cook in minutes. Similar to a king prawn, but actually a closer relation of the lobster, they grow up to a maximum of 250g, have a meaty tail, soft prawn-like texture and a very sweet shellfish flavour.

J F M A M J J A S O N D



### Mussel (*Mytilus edulis*)

Rope grown on the west coast of Scotland and around the Scottish isles, mussels are a highly sustainable species and are quick and easy to cook. Scottish mussels have a meaty flesh and sweet medium seafood flavour. Look out for the MSC logo on sustainable Scottish mussels.

J F M A M J J A S O N D



### Pacific Oyster (*Crassostrea gigas*)

Cultivated on the west coast and isles, Scottish oysters are a much sought after product. Pacific oysters, the main species grown in Scotland, take 18-30 months to develop to market size of 70-100g live weight, normally with a shell length greater than 75mm.

J F M A M J J A S O N D








# Scottish salmon

With the glint of silver, the salmon swims in the very cold, clear and fresh Scottish waters. Cared for by the fish farmer, who instinctively knows and understands this fish, it's this knowledge that ensures every salmon delivers in texture and succulent flavour, fresh to the plate.

## OVERVIEW OF KEY COMMERCIAL SPECIES

Out of season:   
In season:   
In season (optimum): 





### Salmon

Farmed in the cool, clear waters of the Highlands and Islands, sustainably farmed Scottish salmon was named 'best farmed salmon in the world' in a poll of international seafood buyers. Scottish farmed salmon has held the French Government's top quality award, Label Rouge, for 20 years. It was the first non-French food to receive this accolade. The Atlantic salmon offer from Scotland includes fresh, frozen and smoked products. Delicately flavoured flakes of Scottish salmon can be used for carpaccio, sushi, sashimi or cooked in a variety of ways.

J F M A M J J A S O N D



# Scottish whitefish

Scotland's whitefish is caught in the North Sea and off the west coast. From the succulent large white flakes of haddock & cod through to hake and monkfish. Scotland's premium whitefish, with its firm meaty textured flesh and sweet flavour, is highly versatile and suitable for many cooking techniques.

## OVERVIEW OF KEY COMMERCIAL SPECIES

Out of season:



In season:



In season (optimum):







### Cod (Gadus morhua)

Caught in the North Sea, a sweet flavoured fish with large succulent white flakes lending itself to a great variety of filleting options and cooking methods. Cod range from 500g to 6kg, the larger 4-6kg size providing several fillet portions from each side of the fish.



### Haddock (Melanogrammus aeglefinus)

Scotland's favourite whitefish, caught in the North Sea and off the west coast of Scotland. A sweet flavoured fish with medium to large flakes, versatile for many cooking methods. Whole haddock are available up to 3.5kg, but most commonly as 2 whole side fillets up to 400g. Look out for the MSC logo on Scottish North Sea haddock products.



### Hake (Merluccius merluccius)

An excellent fish, very popular in Europe, fished in the North Sea and west of Scotland, hake has a soft flesh which firms up when cooked. Ranging from 1 to 5kg, hake has a long, round slender body, great for cutting into steaks or loins.



### Witch Sole (Glyptocephalus cynoglossus)

Sometimes known as Torbay sole, this lesser known flatfish species is generally between 225g and 900g whole weight and fished from the North Sea. Great cooked whole for the best flavour.



### Whiting (Merlangius merlangus)

A smaller fish from the cod family with a silver-grey body and round belly, this species is often sold around 2kg. Similar to many of the whitefish species, it takes very little cooking. Mainly caught in the northern North Sea.



### Monkfish (Lophius piscatorius / L. budegassa)

Scotland's premium fish, with a firm meaty textured flesh and sweet shellfish flavour. Caught on the continental shelf to the north and west of Scotland, generally the tail is the most popular cut, ranging from 350g to 4kg. The cheeks and livers are also sold, regarded as a premium delicacy across Europe and countries such as Japan.



### Saithe (Coley) (Pollachius virens)

A good alternative to cod and haddock. It is a fine flavoured species abundant in all waters around Scotland. Similar to cod, the species ranges from 500g to 6kg as whole fish.



### Megrim (Lepidorhombus whiffiagonis)

Caught on the continental shelf to the north and west of Scotland. Whole fish range from 225g to 900g and for the best flavour should be cooked whole.



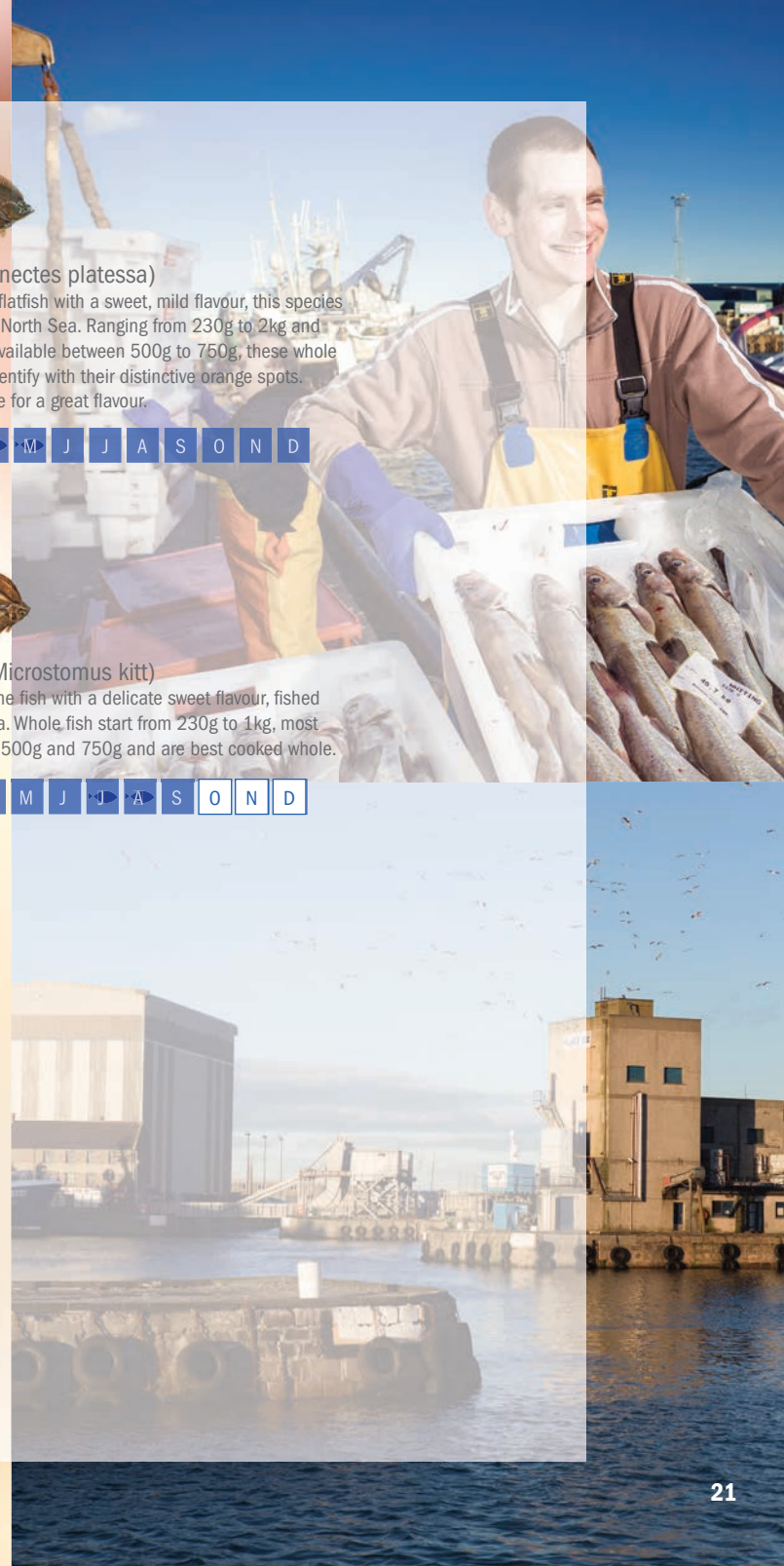
### Plaice (Plueronectes platessa)

A versatile meaty flatfish with a sweet, mild flavour, this species is fished from the North Sea. Ranging from 230g to 2kg and most commonly available between 500g to 750g, these whole fish are easy to identify with their distinctive orange spots. Best cooked whole for a great flavour.



### Lemon Sole (Microstomus kitt)

A high quality, prime fish with a delicate sweet flavour, fished from the North Sea. Whole fish start from 230g to 1kg, most common between 500g and 750g and are best cooked whole.







# Scottish oil-rich fish

Scotland's sustainable oil-rich fish, high in Omega 3 and many other vitamins and minerals, is not only an excellent healthy choice, but offers strong, earthy flavours. From our smoked Scottish kippers with their strong unique flavour to the more subtle sweet flavour of our rainbow trout.

## OVERVIEW OF KEY COMMERCIAL SPECIES

Out of season: 

In season: 

In season (optimum): 





### Herring (*Clupea harengus*)

High in Omega 3, this sustainable oil rich fish is great grilled or baked whole, and of course when smoked makes fantastic Scottish kippers. A smooth, slender body, silvery skin with hints of green and blue, they range in size from 100g to 450g. Look out for the MSC logo on Scottish herring products.

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### Mackerel (*Scomber scombrus*)

Scotland's most abundant and valuable species, sustainably fished and high in Omega 3, this is an excellent healthy choice. With a strong unique flavour this species is growing in popularity around the world. Ranging in size from 200g - 800g.

J	F	M	A	M	J	J	A	S	O	N	D
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### Rainbow (Farmed) (*Oncorhynchus mykiss*)

Scottish farmed trout is produced both in freshwater and sea lochs. High in Omega 3 and many other vitamins and minerals including vitamin D and selenium, it has a sweet subtle flavour and can be filleted and cooked in a variety of ways. Small trout range in size from 230g to 1kg and large sea trout can be supplied up to 5kg total fish weight.

J	F	M	A	M	J	J	A	S	O	N	D
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**For further information or to give feedback  
on this guide, contact:**

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**Scottish Development International**

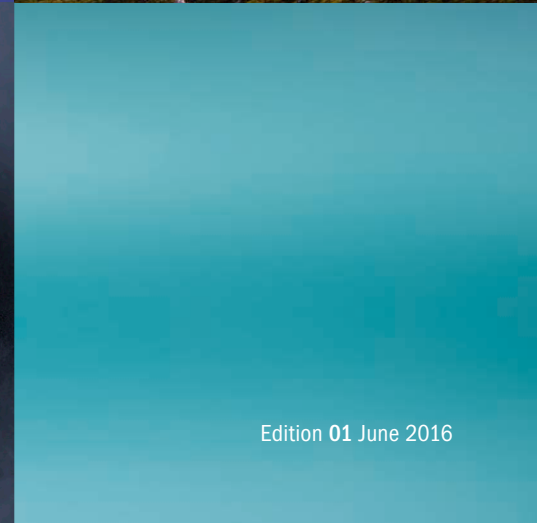
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@SeafoodfromScot



Seafood from Scotland





## Key strengths

## The stats – proof that we're doing well

### Scotland fishes and farms over 60 different seafood species

- Scotland lies where the warm waters of the Gulf Stream meet the cold water of the North Atlantic providing nutrient rich feeding grounds, making it possible for a huge variety of species to grow.
- More than 60 species are fished and farmed in Scotland, with a landed value of over £1 billion per year.
- Seafood is a diverse product and includes whitefish, oil-rich fish (mackerel and herring), wild and farmed shellfish (including mussels, oysters and scallops), and farmed fish (such as salmon, trout and halibut).
- Scotland catches and processes the world's largest share of langoustine.
- Scotland is the third largest salmon producer in the world.

### Proud to produce quality seafood, over quantity

- Scottish seafood is fished from the pristine, cold waters around Scotland's 12,000km coastline and farmed in the high tidal sea lochs of the highlands and islands.

#### Shellfish

- In 2014, all of Scotland's shellfish waters complied with the minimum environmental quality standards.
- Scotland's cold clean nutrient rich waters allow shellfish such as lobster and langoustine to mature in their own time, developing in size and flavour complexity.
- The Food Standards Agency classification results for 2013/2014 show that around 58% of identified 'shellfish harvesting waters' are currently Class A all year round. This is the highest quality standard; only shellfish harvested from Class A waters are permitted to go straight onto the market without the requirement for further cleaning or 'depuration'. A further 34% of harvesting waters are Class A for part of the year and Class B for the remainder.

#### Whitefish

- In 2014, whitefish landings constituted 18% by weight, but 28% by value (£143m/£514m) of the total Scottish catch.
- The three most valuable whitefish species were:
  - Haddock £42.1m
  - Monkfish £24.9m
  - Cod £22.1m
- Haddock, monkfish and cod, in value terms, account for 62% of Scottish whitefish landings (and 56% by weight). Quota increases for 2016 mean they will continue to appreciate in importance.
- Overall Scottish vessels land 67% by weight and 60% by value of all whitefish caught and landed by UK registered vessels into the UK.

## Key strengths

## The stats – proof that we're doing well

Proud to produce quality seafood, over quantity

Our industry has years of experience and extensive knowledge built from the strong heritage and traditions of fishing in Scotland

### Scottish Salmon

- The strong currents ensure that the fish are constantly swimming, which produces firm, textured flesh and exceptional flavour.
- In 1992, Scottish salmon was the first foreign product to gain the prestigious 'Label Rouge' quality mark granted by the French Ministry for Agriculture.
- In 2014, Scottish salmon was named 'Best farmed salmon in the world' by international seafood buyers.

### Pelagic Industry

- Industry investment in state-of-the-art vessels ensure catching methods are efficient, producing the highest standard fish.
- Scottish fishermen target the species when they are in dense shoals. Consequently tow times are very short and the fish is of better quality because it's brought on board quickly.
- The refrigerated seawater storage tanks utilise the very latest refrigeration technology, ensuring rapid chilling of fish within minutes of being taken on board. The fish is then maintained at a chilled temperature near 0°C, leading to the premium quality of catch from sea to shore.
- When product arrives on shore, clean, efficient transfers and closed route systems are employed to control temperature and product quality.
- Pelagic processing undertaken for this sector is technically advanced and fully automated, from point of receipt to blast freezing, in dedicated, state of the art factories.

### Proof of Demand: The world's top chefs choose the quality of Scottish seafood

- Scottish seafood was used in the prestigious Bocuse d'Or culinary competition in Lyon, France in 2011.
- Partner to the World Chefs 2012- 2016 Seafood Scotland was used by over 100 chefs in global culinary competitions.
- Official seafood partner to the World Gourmet Summit 2014, 2015 and 2016.
- In demand around the globe, Scottish seafood is exported to over 100 countries around the world.

Scotland holds two European Protected Geographical Indicator status (PGI) Awards. Arbroath Smokie, in recognition of the unique production method and finished product, and Scottish salmon in recognition of the unique marine environment they are grown in.



## Key strengths

## The stats – proof that we're doing well

### One of the most highly regulated fishing and processing industries in Europe

The Scottish seafood industry uses a variety of third party accreditation schemes and these are used across the industry to ensure safe and traceable products. These include:

#### On Boats

- The Responsible Fishing Scheme (RFS), developed by the UK Sea Fish Industry Authority, to raise standards in the catching sector, enabling those within the seafood supply chain to demonstrate their commitment to the responsible sourcing of seafood.

#### At Farms

- All members of the Scottish Salmon Producers' Organisation participate in the independently audited Code of Good Practice which covers in the excess of 500 compliance points.

#### In Factories

- Safe & Local Supplier Assurance (SALSA): A food-safety standard that reflects both the legal requirements of producers and the enhanced expectations of 'best practice' by professional food buyers.
- British Retail Consortium Global Accreditation (BRC): BRC is a globally recognised standard which ensures that best practice is established and maintained in a food manufacturing environment.
- International Food Standard (IFS): provides a common standard with a uniform evaluation system to provide a transparent and common supply chain standard across Europe.

### Scotland is A Land of Food and Drink

- Scottish seafood is increasing in popularity. After whisky, seafood is Scotland's second largest export, sold to over 100 countries around the globe.
- Over 60 species are landed in Scotland including shellfish, whitefish and oil-rich fish.
- Scotland is one of the largest seafood producers in Europe, with more than 2,000 boats and 5,000 fishermen catching fish around Scotland's coastline.
- Over £1 billion and 540,000 tonnes of seafood is landed a year.
- £600m worth of salmon and seafood exported annually.
- The Scottish fishing industry leads the way in sustainable fishing management in Europe. Many of our producers are accredited by the Marine Stewardship Council.
- Scotland has one of the most modern fishing fleets in Europe, manned by an experienced workforce.
- Scotland is the third largest salmon producer in the world.

## Key strengths

Scotland is an acknowledged leader within Europe in sustainable fisheries and farming management

There are health benefits for consumers associated with Scottish seafood

## The stats – proof that we're doing well

- **Modern Management and Regulation:** Industry and government work together to provide a highly controlled industry, covering vessel licenses, catch limits, effort at sea and minimum landings. This highly regulated approach ensures Scotland adheres to European legislation and operates a sustainable industry.
- **Marine Stewardship Council accreditations (MSC):** Scotland holds more MSC accreditations than any other European country and all sectors of the industry hold at least one accreditation. MSC has been successfully achieved for West Coast herring, North Sea herring, Atlanto-Scandian herring, North Sea haddock, Shetland and Mainland mussels, North Sea and West of Scotland saithe, North-East Atlantic mackerel, Shetland scallops and Shetland brown and velvet crab fisheries. North Sea cod has shown steady improvement since 2006. The stock is now at the highest level for more than 30 years, and has recently commenced assessment for MSC certification.
- **Fishing for Litter:** Launched in Scotland in 2005, this is an active environmental response to the progressive increase of marine litter in the seas around Great Britain, Scandinavia and Western Europe. Over 170 boats and 17 harbours participate in the Scottish initiative. By 2012, Scottish fishing vessels had voluntarily cleared over 500 tonnes of marine litter from Scotland's seas and landed it in participating ports; the equivalent of bringing 425 cars ashore.
- **Scottish Conservation Credits Scheme:** The pioneering Scottish Conservation Credits Scheme has worked well to improve cod recovery in the North Sea and to reduce discards of other demersal species. It continues to improve fisheries management and help the recovery of cod stocks. The scheme works by closing areas of the sea to fishing when high concentrations of cod are found. Closed areas were recently extended to include high concentration of other juvenile species of fish.
- In 2015 cod stocks had improved and North Sea cod was moved from the Marine Conservation Society's 'Fish to Avoid' list to their 'Fish to Eat' list.
- **Research and Innovation:** Research and investment in gear technology has been used to improve fishing methods to avoid the capture of untargeted and undersized species which has greatly reduced the occurrence of fish discarding by Scottish fishermen.
- **Catch Quota Management Scheme (CQMS):** Scotland was one of the leading nations in the Catch Quota Management Scheme (CQMS), a pilot scheme using cameras fitted on a number of boats, to monitor and verify catches and provide the authorities and scientists with accurate total catch data. This is used to understand and manage the fishery better. Observer programmes are also in operation across all sectors of the industry.
- **Code of Good Practice for Finfish Aquaculture:** All members of the Scottish Salmon Producers' Organisation participate in the independently audited Code of Good Practice which covers in excess of 500 compliance points.
- **RSPCA Assured:** Scottish salmon farmers are proud to have the largest industry participation in the RSPCA Assured scheme of all animal protein producers in the UK. The RSPCA Assured higher welfare standards cover feeding, stocking density, water quality and environmental management.
- Scottish seafood is good for general health and has been linked to specific benefits for the eyes, heart and skin.
- Seafood contains important vitamins and minerals including vitamins D and B12, selenium and zinc. Oil-rich fish such as salmon, trout, herring and mackerel, and shellfish such as crab and mussels are the best natural sources of Omega 3. Omega 3 is important for brain development in young children and helps to lower blood cholesterol and boost memory and concentration.