



WILLIAM WHYTE

43, FRASERBURGH

SKIPPER

TRAWLING BOAT



My job is a demanding yet fulfilling role that allows me to navigate the sea, contribute to the family business, and advocate for sustainable fishing practices in the industry. //

WHAT DO YOU DO EACH DAY?

As the skipper of the pelagic boat, Grateful FR249, I oversee preparations for sea, plot courses, check gear, and manage the ship's operations during fishing trips. I also handle administrative tasks and ensure compliance with regulations.

WHAT DIFFERENCE DOES YOUR JOB MAKE?

My role ensures the successful operation of our family business, contributing to the local economy and providing jobs in the community. Additionally, my involvement in industry associations allows me to advocate for our interests and promote sustainable fishing practices.

WHAT'S THE BEST THING ABOUT YOUR JOB?

The best part of my job is the sense of achievement in successfully navigating the challenges of the sea and bringing our catch to market. I take pride in our family business's progression and the efficiency we've achieved, despite facing personal health challenges.

EDUCATION

• VOCATIONAL TRAINING IN THE FISHING INDUSTRY - "YOPPER" COURSE

Obtained a Certificates of Competency as mate and skipper.

• COURSE IN DIESEL ENGINE OPERATION AND ENGINEERING

SKILLS



Customer service

Problem solving

Teamwork

Decision making

Sustainability commitment



SPECIAL SKILL:
NAVIGATION



EILIDH SCOTT

34, ISLE OF LEWIS

"ISLANDER SHELLFISH"
MANAGER

FISHMONGER /
FISH MERCHANT

“My job is dynamic and rewarding, where I get to explore new seafood products, interact with customers, and contribute to sustainable fishing practices in our community.”

WHAT DO YOU DO EACH DAY?

As the manager of Islander Shellfish, I oversee operations including purchasing, processing, and selling fish and shellfish to wholesale and retail customers. I also provide advice on seafood, manage orders, and maintain hygiene standards.

WHAT DIFFERENCE DOES YOUR JOB MAKE?

My role contributes to the local economy by supporting a family business and providing employment opportunities. I also play a part in promoting sustainable fishing practices and educating customers about seafood varieties and cooking methods.

WHAT'S THE BEST THING ABOUT YOUR JOB?

The variety of tasks and interactions with people from diverse backgrounds make my job exciting. I enjoy the opportunity to learn from chefs, develop new products, and contribute to the community's culinary experiences.

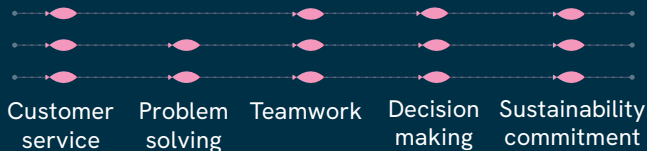
EDUCATION

▪ BUSINESS MANAGEMENT COURSE

UHI North, West, and Hebrides (formerly Lews Castle College)

Focus on retail, business law, and management.

SKILLS



SPECIAL SKILL:
TECHNICAL SKILLS IN FISH PROCESSING



NICOLA HOPE

25, PETERHEAD

SALES EXECUTIVE

PROCESSING UNIT

“ My role is dynamic and demanding, but with great opportunities for growth and travel - although it can be challenging, the rewards are worth it! ”

WHAT DO YOU DO EACH DAY?

As a Sales Executive at Denholm Seafoods Ltd, I liaise with customers, update stock systems, coordinate with the planning and transport teams, and negotiate prices to facilitate the sale and delivery of pelagic fish products.

WHAT DIFFERENCE DOES YOUR JOB MAKE?

My role contributes to the success of Denholm Seafoods by generating sales revenue and facilitating business growth. It also supports the pelagic fishing industry in Scotland by connecting customers with sustainable seafood products.

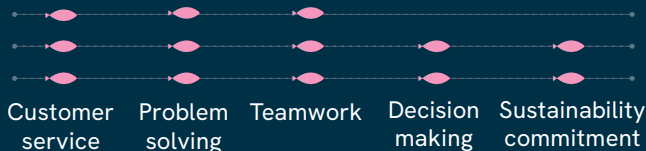
WHAT'S THE BEST THING ABOUT YOUR JOB?

The best thing about my job is the opportunity to travel and explore different cultures while representing our company. I'm proud of my growth within the role and the confidence I've gained in conducting business meetings.

EDUCATION

▪ MODERN APPRENTICESHIP IN
ACCOUNTANCY

SKILLS



SPECIAL SKILL:
NEGOTIATION



DARREN BROADLEY

51, FRASERBURGH

SALES AGENT & VESSELS ADMINISTRATOR

HARBOUR

“ Like any job, you can only give it a try. I took a punt 33 years ago and I’m still here loving what I do. It’s a great industry for young people to get into and progress. ”

WHAT DO YOU DO EACH DAY?

Each day, I manage sales operations and administrative tasks at P&J Johnstone, ensuring efficient market operations, completing paperwork, and supporting vessel owners.

WHAT DIFFERENCE DOES YOUR JOB MAKE?

My role supports the fishing industry by facilitating smooth market operations, allowing vessel owners to focus on fishing activities, ultimately contributing to the local economy through increased productivity and spending.

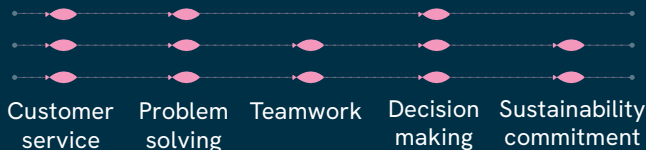
WHAT’S THE BEST THING ABOUT YOUR JOB?

The best thing about my job is its varied nature and the opportunity to interact with diverse individuals. Whether in the office or at the market, I enjoy the dynamic environment and the sense of community within the industry.

EDUCATION

▪ BRIEFLY STUDIED BUSINESS STUDIES AT COLLEGE.

SKILLS



SPECIAL SKILL:
COMMUNICATION



ANDREA WHYTE

58, MINTLAW

NEW PRODUCT DEVELOPMENT MANAGER

PROCESSING UNIT

“ Taking yourself out of your comfort zone will bring rewards, both financially and personally. It's great to be part of a team launching quality seafood products with continued innovation and variety ”

WHAT DO YOU DO EACH DAY?

I facilitate taste panels, plan and execute product development projects, collaborate with various departments, and stay updated on industry trends and changes.

WHAT DIFFERENCE DOES YOUR JOB MAKE?

My job is integral to business development and community growth. Leading in seafood product innovation ensures consistent sales and keeps people in jobs.

WHAT'S THE BEST THING ABOUT YOUR JOB?

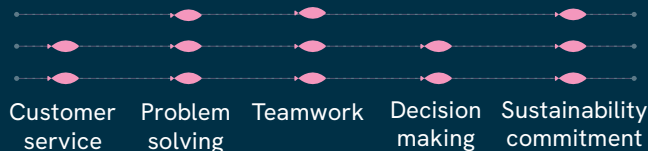
The best thing about my job is the people, variety, change, and research opportunities, along with the satisfaction of launching successful new products and contributing to the local community.

EDUCATION

▪ BANFF AND BUCHAN COLLEGE FOR 2 YEARS

Obtained qualifications in catering, hospitality and professional cookery.

SKILLS



SPECIAL SKILL:
CREATIVITY AND INNOVATION