

Challenging new frontiers  
in the global seafood sector  
*a Northern Enlightenment*



**SEAFISH**  
the authority on seafood

Industry & policy Day: Session A4:  
**Global Markets : some reflections on  
connections and prospective  
opportunities**

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# Plan:



- The Bigger picture: market dynamics
- New Marketing directions
- Information & Communications Technology (ICT) challenges
- Seafood take-aways?

# The Bigger picture: Competing in Dynamic, Global Markets

- Globally divergent concentrations of seafood production & consumption
- Seafood as the most perishable food: highly infrastructure dependent
- Complex dynamic trade patterns & economic relationships

# **The Bigger picture: Competing in Dynamic, Global Markets**

- **Climate change impacts:  
uncertainty of outputs & coastal  
infrastructures**
- **Population Growth & composition**
- **Market dynamics**

# The Bigger picture: Competing in Dynamic, Global Markets

- Population 9bn: >50% urban +
- Emergent LDC segments - BRICs
- The importing EU & BREXIT?

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## BYE BYE CFP!

Quick start for new Rebecca



**REGIONAL NEWS**  
**Brixham Trawler Race Winners**

The fifty-fourth annual Brixham Trawler Race took place on Saturday 18 June, after which more than 20 cups and trophies were awarded, reports Matt Johns.

The coveted Maasdam Bell, awarded to the...



# The Bigger picture: Competing in Dynamic, Global Markets

- Increased competition for seafood raw material
- Increased competition for seafood products
- Increased competition from other foods

# New Market directions?

- Evolution of Sustainability
- Certification Growth
- The ratchet effect of certification
- Price premiums?
- Product longevity?
- Other + / - ?



# Widening the array of certified attributes

- Sustainability + ?...
- Provenance
- Welfare
- Ethics
- Local
- *Waste*
- *et al*
- *Consumer IMPACT?*



# New Market directions?

- Sustainable *Utilisation* of Resources (*not* just harvesting)
- c.50% of Raw material used for primary target market – consumption by humans
- Scope for (large) marginal gains?

# Improved raw material utilisation



# New Market directions?

- More *Responsible Consumption*
- Improved use of raw materials  
aka 'waste' – nutraceuticals/  
functional foods/ plus...
- Improved handling & processing  
– onboard and onwards
- Waste reduction



# Information & Communications Technology (ICT) challenges

- Ability to target markets more accurately
- Effective targeting demands initial Understanding
- Increased availability of data – greater granularity & qualitative

# ICT challenges in seafood

- Creation of products matching changing consumer wants
- Improved Communication channels – social media & more
- Delivering through new channels
- B-B & B-C & C-Cs2

# *ICT challenges in seafood*

The background of the slide is a stylized illustration. It features several fish of different species and colors (including a large silver fish, a red fish, a brown fish, and a dark fish) swimming in a blue, swirling, abstract environment that resembles water or a digital space. The fish are positioned at various points around the slide, with some appearing to be in the foreground and others in the background.

- **Omni-Channel communications**
- **Social media – ongoing multiplex interactions**
- **Smarterphones & online comparisons of soft sensory data – texture, smell**
- **Proactive demands of reactive markets**

# Key Points: **Seafood Take-aways?**

- Many dynamic global demands on seafood
- Ongoing evolution of sustainability - yet tardy focus on **Responsible Consumption**
- ICT demands harbour many challenges but opportunities too for complex disparate seafood channels

A large group of sharks, likely Great White Sharks, are swimming in the water. The water is dark and choppy, with many ripples and small waves. The sharks are seen from above, showing their dorsal fins and heads. The scene is captured from a high angle, looking down into the water.

Thank you

Questions ?

Questions ?

Questions ?

Questions ?

Questions ?