



The implications and opportunities for the fish category arising from rapidly changing consumption and purchasing trends

Dan Aherne, CEO, New England Seafood



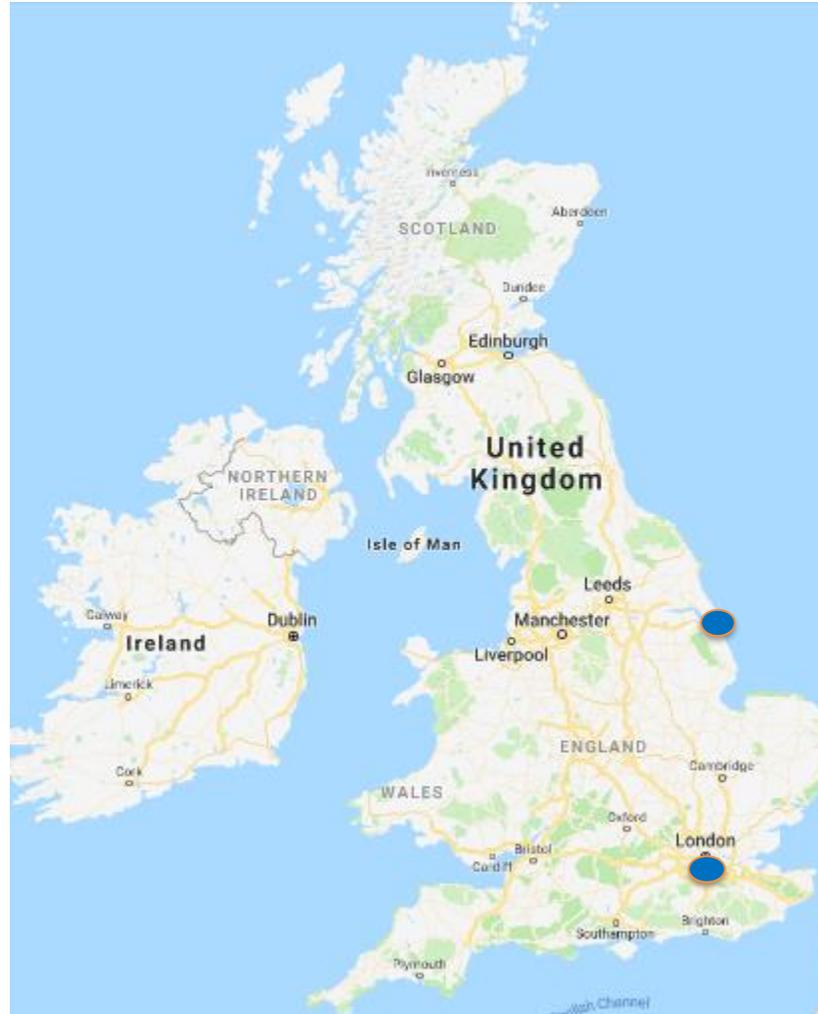
# New England Seafood International Ltd



- Founded in 1991 by Fred Stroyan as a New England Lobsters
- 35 Species from 37 countries
- 600 people of 34 nationalities
- Supplier to leading UK retailers and Sushi chains
- Turnover €180m



# UK based processing in Grimsby and Chessington



We have a clear Vision...



To be the “**go to**” **partner** for our customers

**chosen for our species**

famous for consumer-led **innovation**

in **showing people how to enjoy our fish every day.**



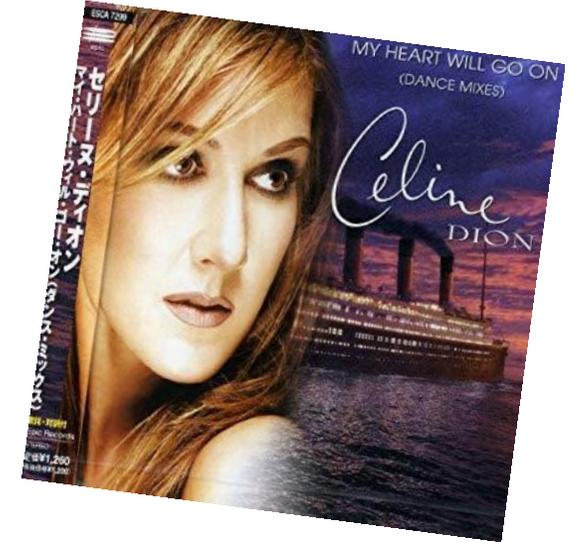
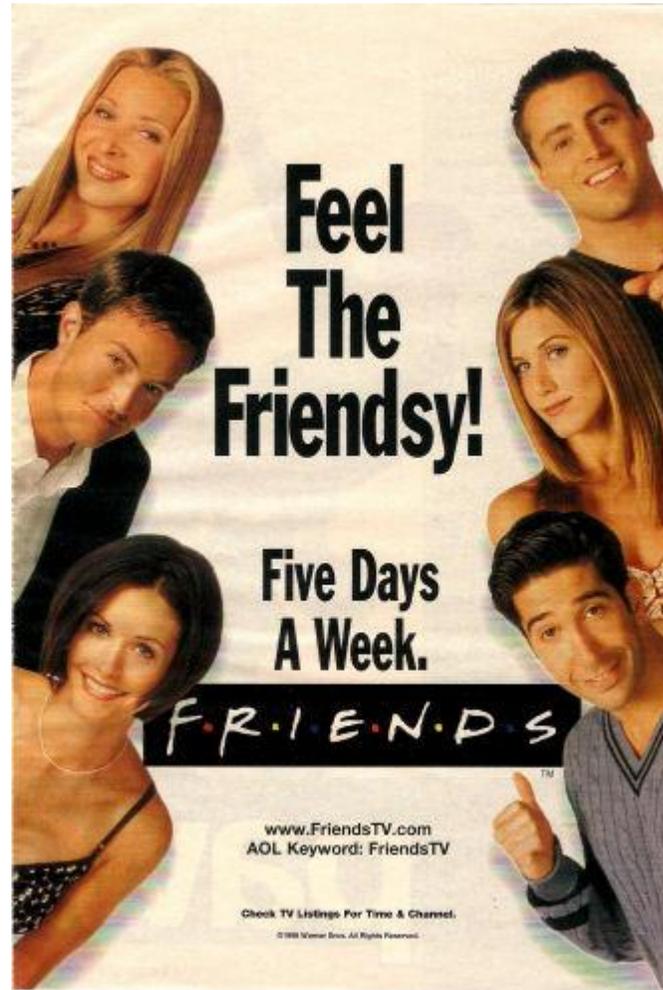
OUR CORE PURPOSE

# Enhancing Lives Through Fish



celebrating **50** years  
Of the **FIRCROFT TRUST**  
Find out more and donate on our [JustGiving](#) page

Much has changed in the last 20 years...



...though, unfortunately, some things have stayed the same



The way consumers eat- and buy food- has also changed



# The 3 Big macro trends over the last 10 years



## CONVENIENCE

need for speed vs sense of cooking



## HEALTH

avoiding sugar, seeking vegetables



## FOODIES

scrutiny vs engagement

Today- there are 2 interesting trends to dive into...



## Food as self-expression

“The big shift in food is that the big anxiety used to be ‘is there enough?’, today it is ‘what does it say about me?’”

- Melissa Caldwell



Instagram #food 168,375,343

## Flexitarianism



In the future, as the world gets older and richer...

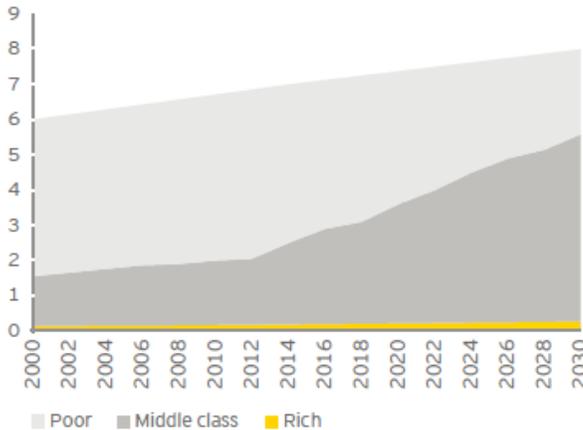
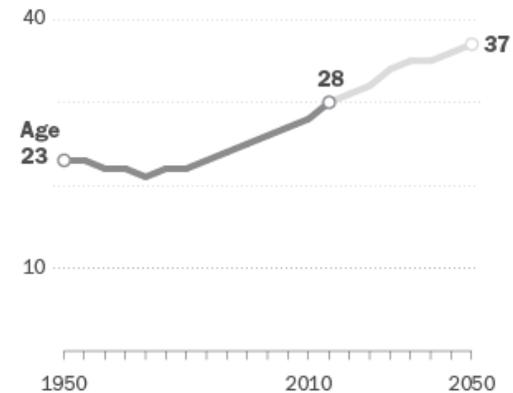


The world is getting older...

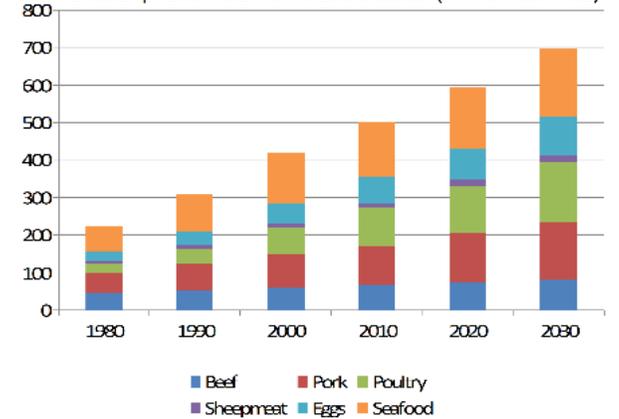
.. and richer through emerging middle class...

...as a consequence will eat more protein

Median Age of World Population, 1950-2050



Global protein demand 1980-2030 (million tonnes)



...we are going to eat more protein- and healthier protein at that

This trend can be seen through the rise of meat replacement



# How we shop is changing too



20 years ago saw the rise of the supermarket



“Consolidated Modern Trade”

“Mum’s” Weekly Shop



# Today shopping is fragmenting...



Multiple visits

Multiple retailers

Multiple Channels



# Mealtimes are increasingly fragmented



Breakfast last traditional occasion...

...though this is changing too



# We are increasingly cooking from scratch and eating out



**Eating Out –  
A softening of the out of home market**



**Scratch cooking on the rise once more**

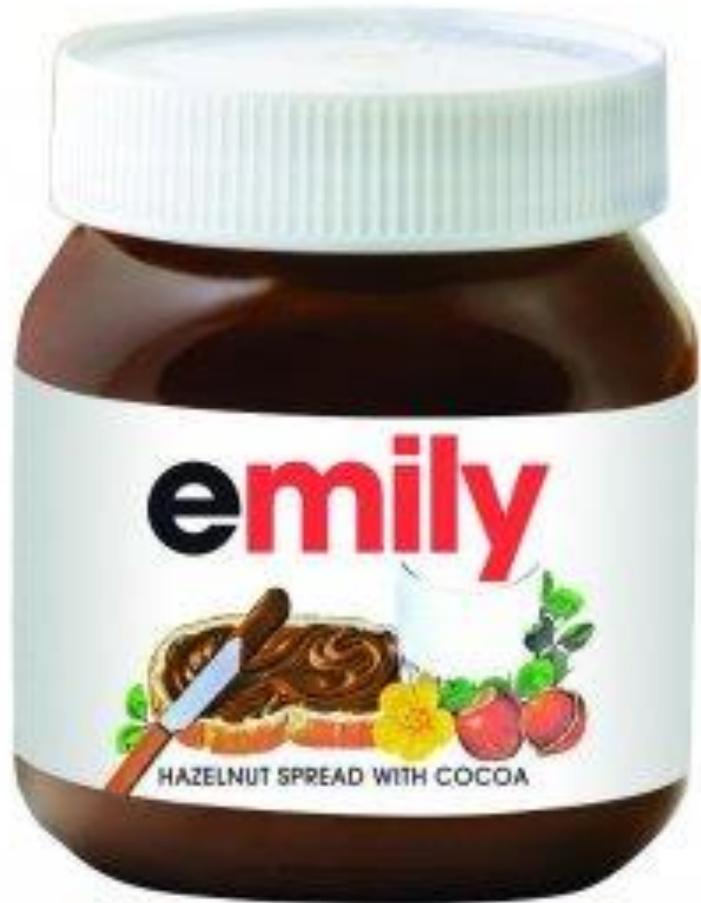


Source: KWP Usage - In Home/Carried out Consumption 52 w.e. Dec 2017 – occasions – total food

...and Deliveroo/Uber Eats & in home meal kits are changing in home food consumption



# Personalisation & new delivery methods are going to accelerate these trends



So... what does this mean for fish?



It's easy to forget just how amazing fish is!



# Making EU health claims is tightly regulated



### THE BOASTS THAT COULD BE BANNED

<b>Kellogg's Frosties</b> <b>Claim:</b> Packed with carbohydrates - a great fuel for your body, and one serving provides half your daily needs of three B-vitamins, which help convert food into the energy you need. <b>Reality:</b> High in sugar - 37%		<b>Weetos - chocolate covered wheat hoops</b> <b>Claim:</b> Wholegrain goodness fortified with vitamins and iron. <b>Reality:</b> Sugar content of 23.5%	
<b>Sugar Puffs</b> <b>Claim:</b> Helps growth, maintains healthy skin and eyes, and boosts the digestive and nervous systems. <b>Reality:</b> It has a sugar level of 35%		<b>Kellogg's Special K Yoghurty cereal</b> <b>Claim:</b> Because it's from Special K you can be sure that it's still less than 3per cent fat. <b>Reality:</b> Contains 23% sugar	
		<b>Kellogg's Bran Flakes</b> <b>Claim:</b> A simple and wholesome way to help improve the health of your digestive system. <b>Reality:</b> Better than most but still 22% sugar.	

*Claims either on box or in marketing*



# Fish can make countless health claims



## Bones



## Teeth



## Heart



## Muscles



## Red Blood Cells



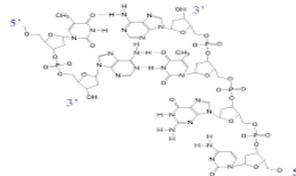
## Immune system



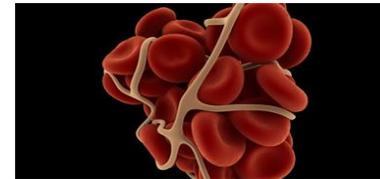
## Skin



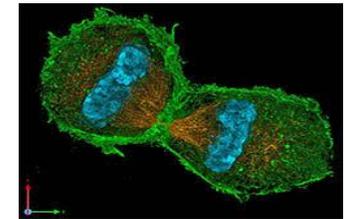
## DNA synthesis



## Blood clotting



## Cell division



Plus MANY more....

Even the UK government is encouraging fish consumption



theguardian

Struggling to eat two portions of oily fish a week? Time for a rethink

From pilchards to trout and crab, there are plenty of oily fish options, while research suggests that eating it can improve heart, brain and eye health and help prevent cancer. So, what's putting us off?



UK government guidance: from 1 portion every 20 days to 2 portions per week

So fish is very well  
placed to leverage  
these trends

But- we cannot take this for granted...



UEFA Women's Championship - Group stage -  
Matchday 2 of 3



Norway

0

FT

20/07/17



Belgium

2



As we in England know only too well!!!



**Wimbledon 2016**  
World No772 Willis enjoys his greatest day  
→ Page 10

**Run frenzy**  
Beaumont hammers another century to punish Pakistan  
→ Page 13

the **guardian**  
Tuesday 28.06.16

**sport**  
the **guardian**.com/sport

**Euro 2016 2-9** →

Today  
Liam Broady v Andy Murray  
Wimbledon (Centre Court)

**1**  
England  
Roy faces axe as flops crash out

**2**  
Iceland  
Jamie Vardy looks stunned as England head for the exit



**STAR SPORT** **ENGLAND..1 ICELAND..2**  
ROBERT'S MATCH REPORT: PAGES 40-47 CRESSY'S VERMET: PAGES 44-48

**COD HELP US**

**Roy faces axe as flops crash out**

**SMARTER. EASIER. FASTER.**  
TRY NOW & IMPROVE YOUR FITTING EXPERIENCE

England exit in humiliation

...in the same way that we often lack self-awareness...



**What I think I will look like**

**What I will actually look like**

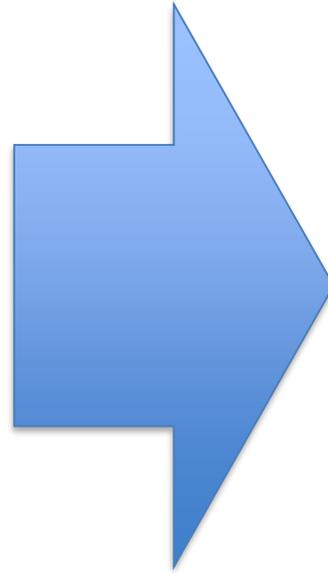


...consumers often view fish differently to us industry insiders



We need to inspire &  
share our passion

# 1) We need to tell the story



# Other categories do this job far better



And we have much further to go online!



V



# Innovate to better meet consumer needs



# Maximise the Out of Home opportunity



And build for the long term through our approach to sustainability



This is really a MINDSET shift



From: Fish Traders

To: Category & Consumer leaders



Designing the Product

VS.



Designing the Experience

# At NESI we have been accelerating our consumer, channel and category focus over the past decade



# We are organised to reach consumers through multiple channels



# We position our species against consumer needs



**SALMON ENG**  
**Taste Of The Wild**

Wild salmon spend their lives swimming in rivers and oceans. Because of this they are filled with nutrients and the high protein content makes them healthier to eat. Thanks to careful harvesting to ensure they are a sustainable resource. Great tasting and healthy choice for your everyday nutrition. They are the ultimate sustenance.



**SEA BREAM ENG**  
**The Taste Of Holidays**

Sea Bream is the fish that belongs to you best. It grows on a beach on summer holidays. It is the rustic taste of Mediterranean cooking that people can really associate with their get home.



**SEA BASS ENG**  
**Simple Sophistication**

Sea bass is a fish that is wonderfully simple and quite to cook to perfection. It is also a deliciously delicate and refined taste that anyone can enjoy. People love it because it is so simple but sea bass has the secret to surprise you with it.



**TUNA ENG**  
**The Feel Good Fish**

Tuna is fresh, versatile and healthy. The main feature of tuna is its texture. From being so soft to be eaten, under it goes for any occasion. It is the ultimate source of protein and contains many other health benefits. It makes you feel healthy and rather than a choice, it just makes you feel good.

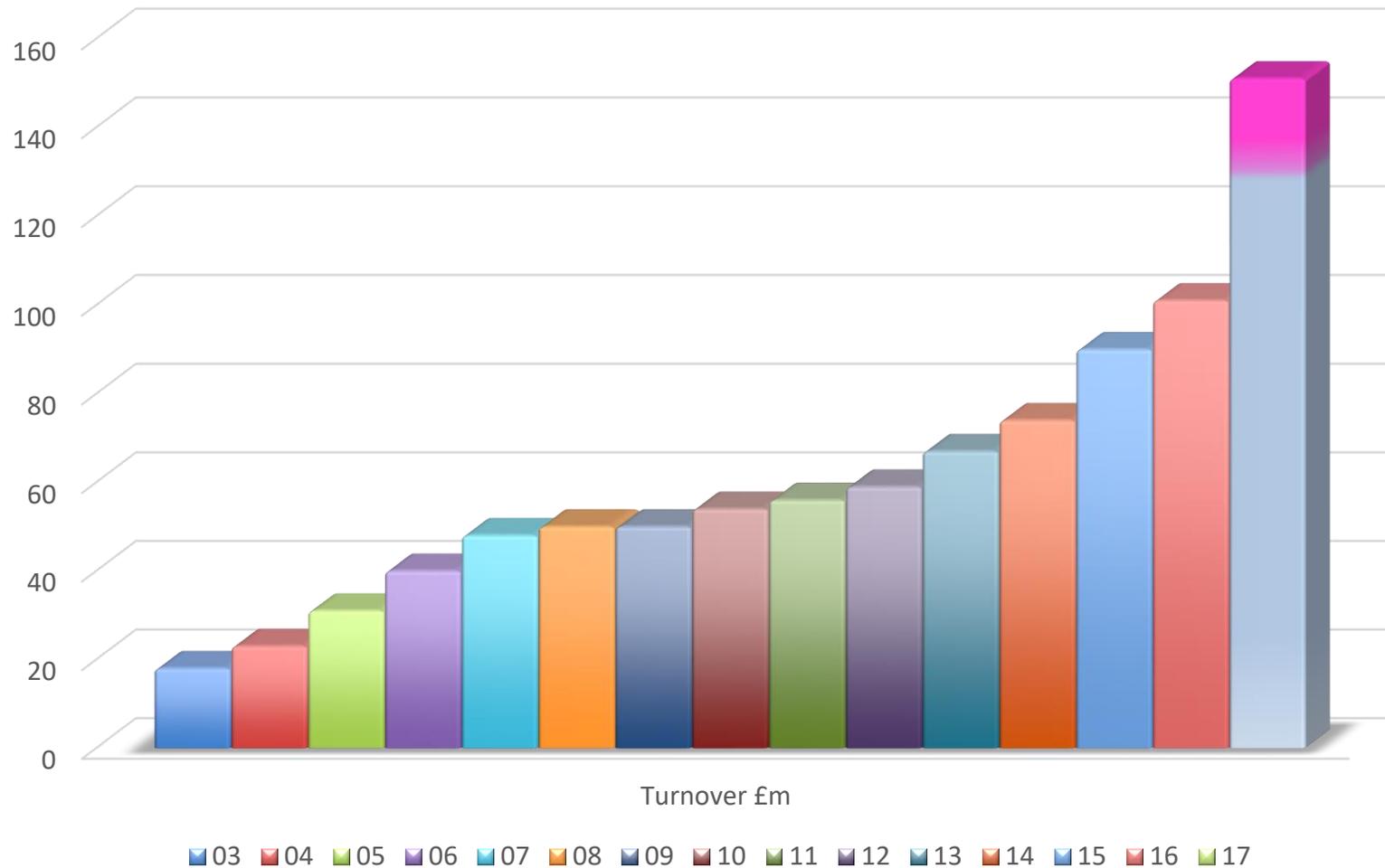
And we are spending more time/money to understand consumers and shoppers



All of which is delivering faster growth and new opportunities



## Sales growth 2003-2017





The implications and opportunities for the fish category arising from rapidly changing consumption and purchasing trends

Dan Aherne, CEO, New England Seafood