



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

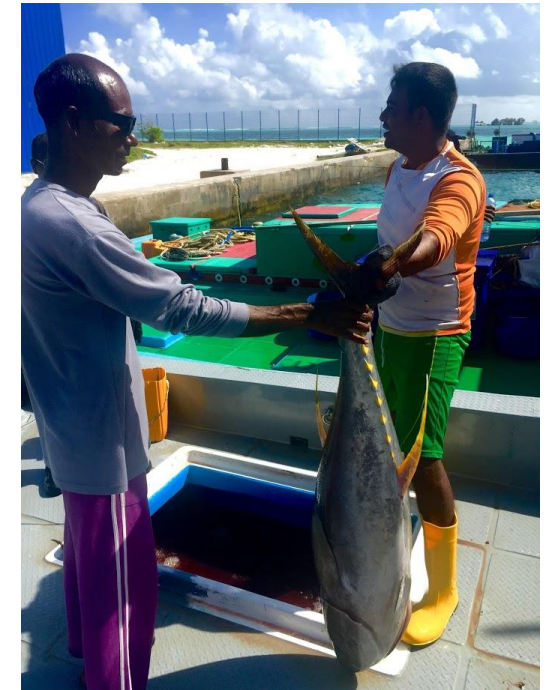
Dan Aherne, CEO, New England Seafood



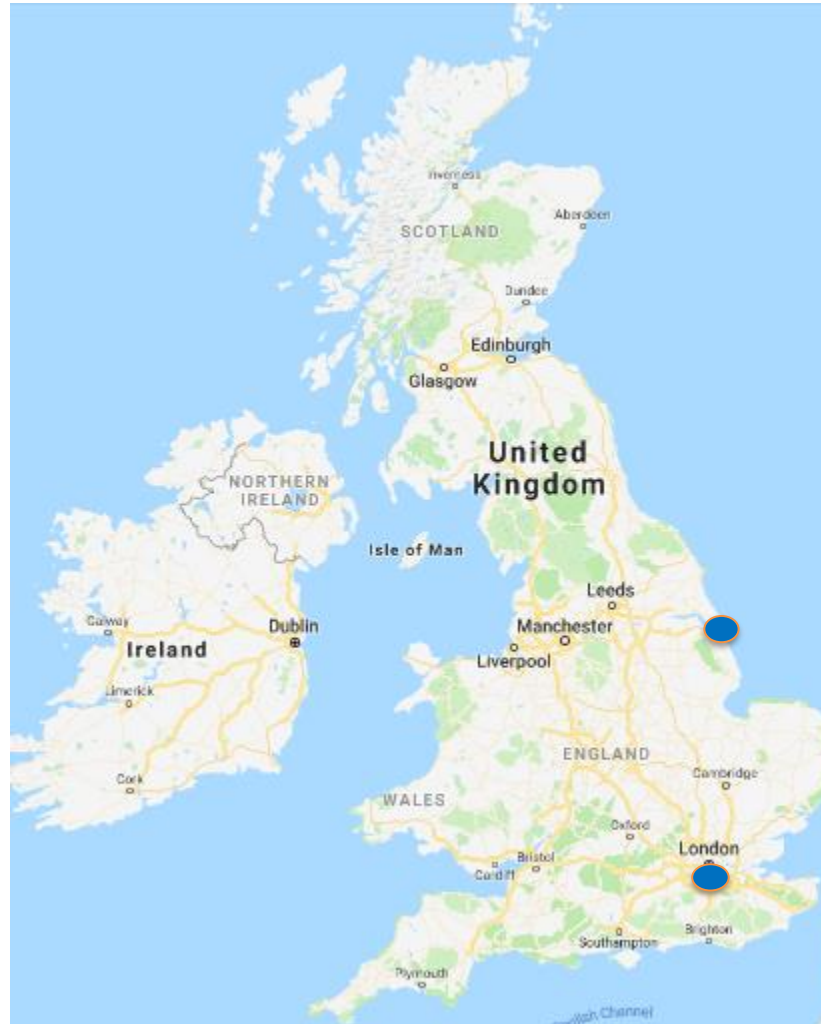
New England Seafood International Ltd



- 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.**

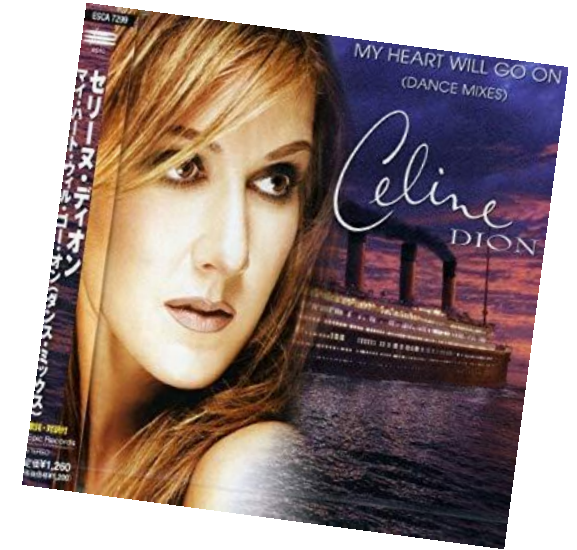
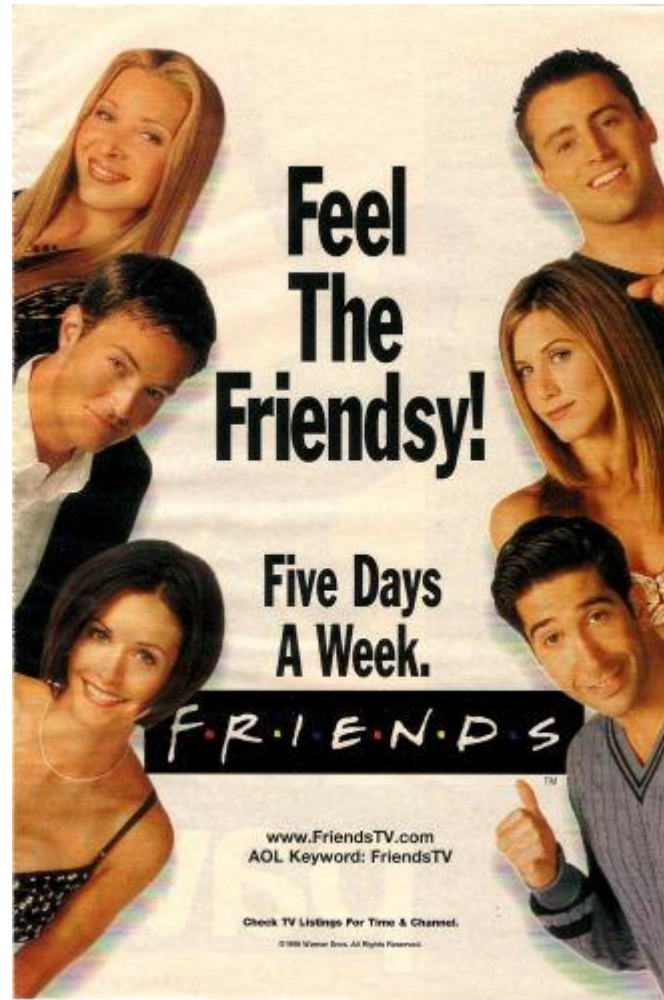


OUR CORE
PURPOSE

Enhancing Lives Through Fish



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...

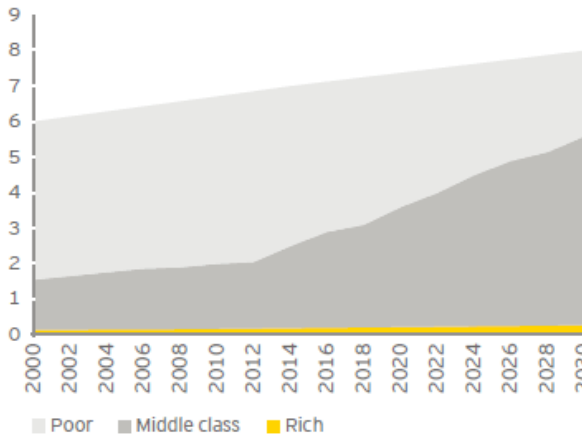
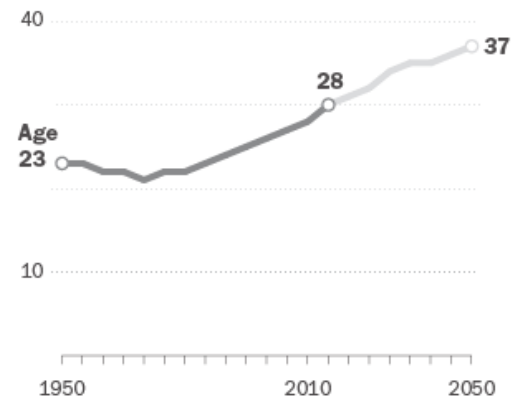


The world is getting older...

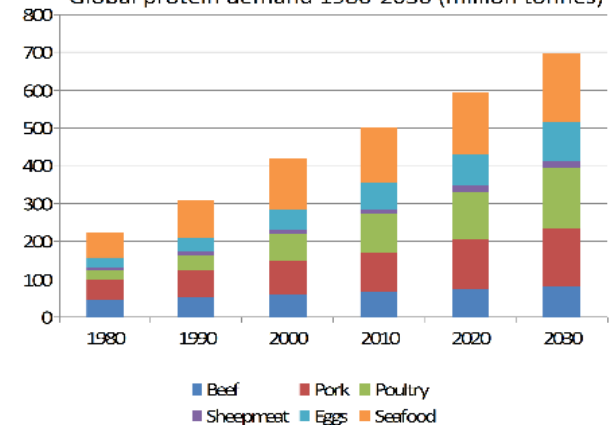
.. and richer through emerging middle class...

...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

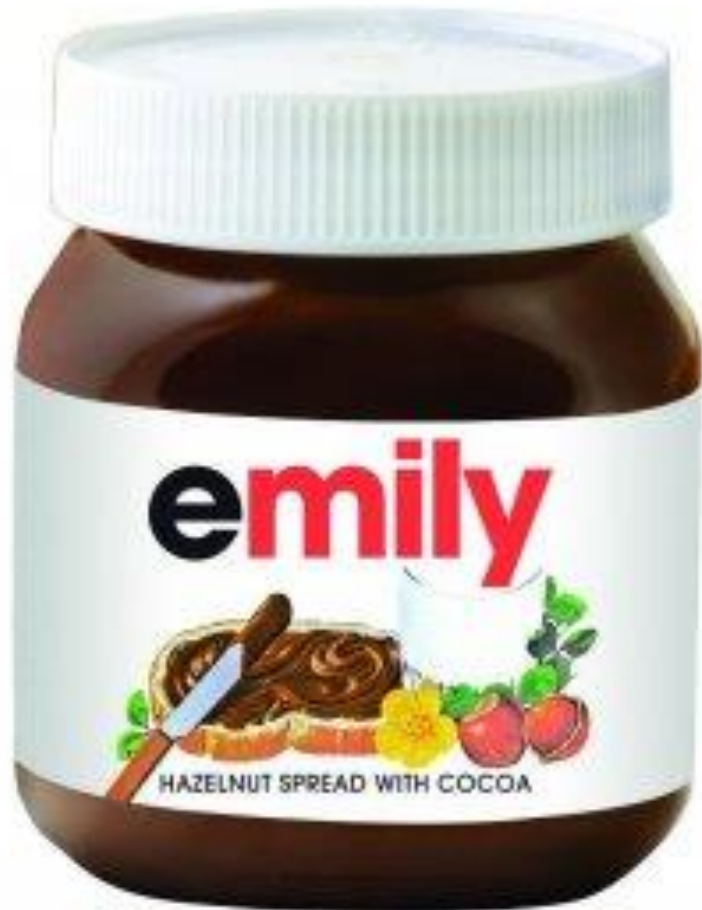


Source: KWP Usage - In Home/Carried out Consumption 52 w.e. Dec 2017 – occasions – total food

...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	
Kellogg's Frosties Claim: 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. Reality: High in sugar - 37%	
Weetos - chocolate covered wheat hoops Claim: Wholegrain goodness fortified with vitamins and iron. Reality: Sugar content of 23.5%	
Kellogg's Special K Yoghurty cereal Claim: Because it's from Special K you can be sure that it's still less than 3per cent fat. Reality: Contains 23% sugar	
Sugar Puffs Claim: Helps growth, maintains healthy skin and eyes, and boosts the digestive and nervous systems. Reality: It has a sugar level of 35%	
Kellogg's Bran Flakes Claim: A simple and wholesome way to help improve the health of your digestive system. Reality: 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



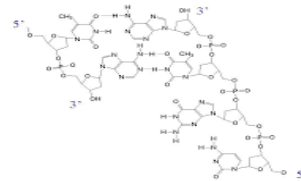
Immune system



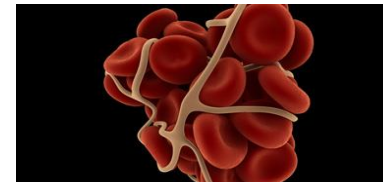
Skin



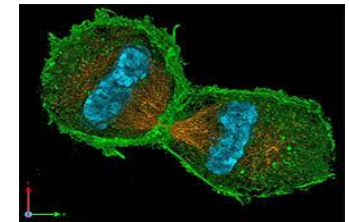
DNA synthesis



Blood clotting



Cell division



Plus MANY more....

Even the UK government is encouraging fish consumption



the **guardian**

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



Belgium

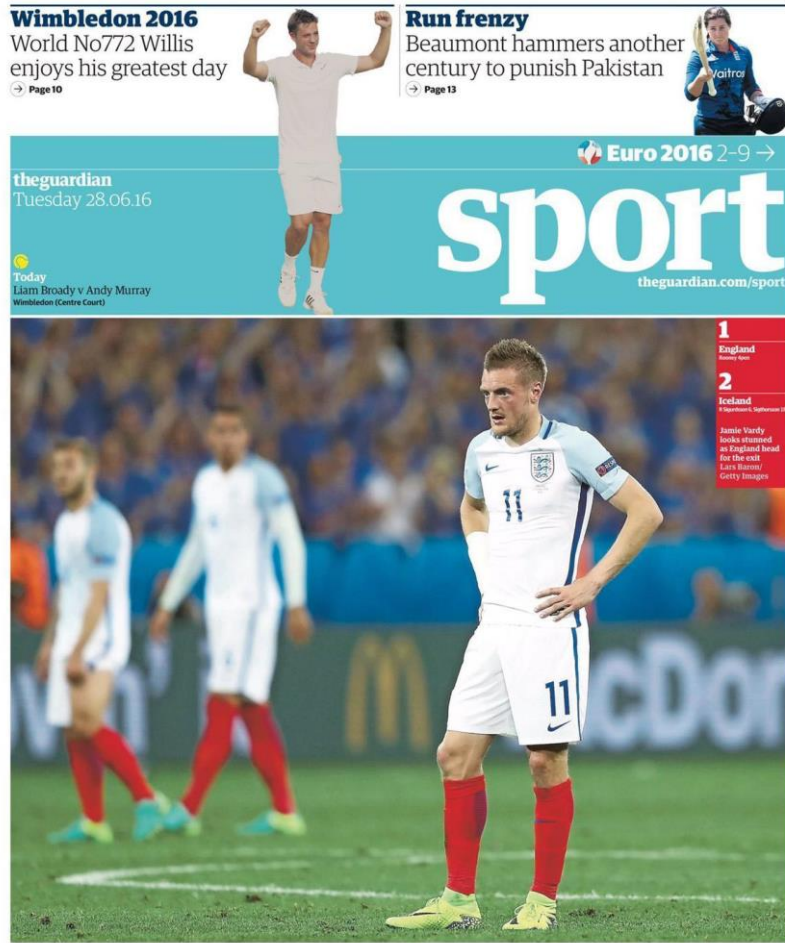
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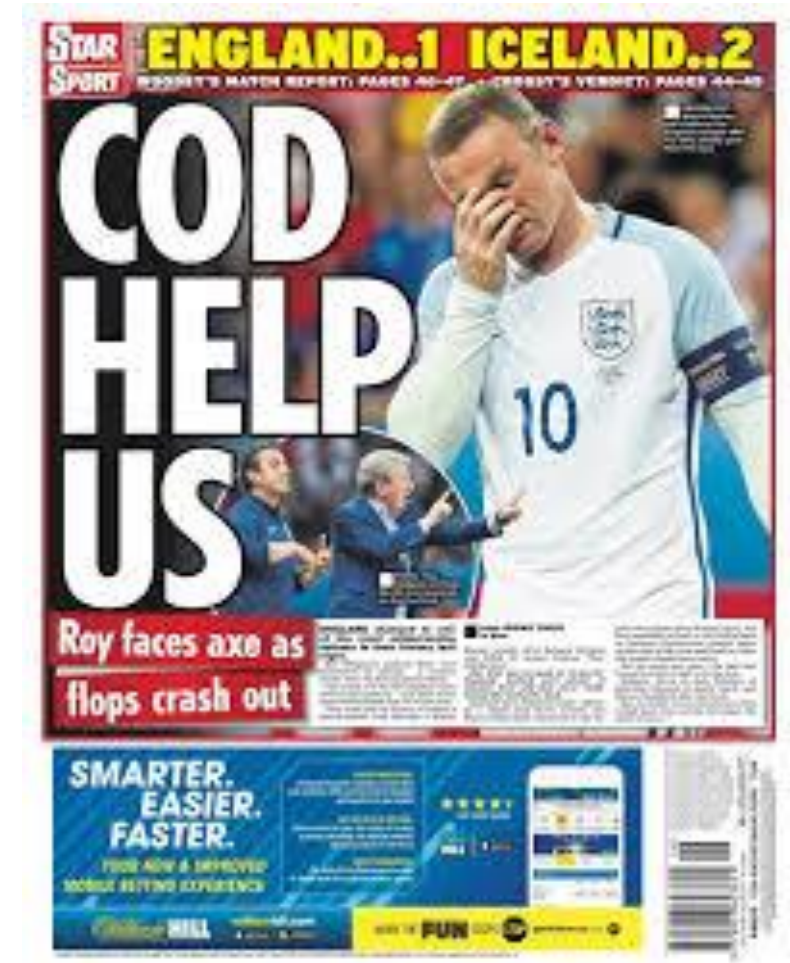
20/07/17



As we in England know only too well!!!



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

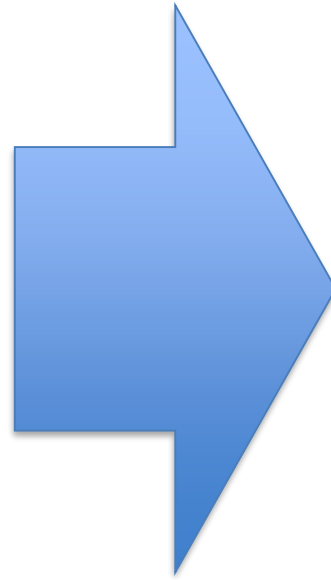


...consumers often view fish differently to us industry insiders



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!



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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



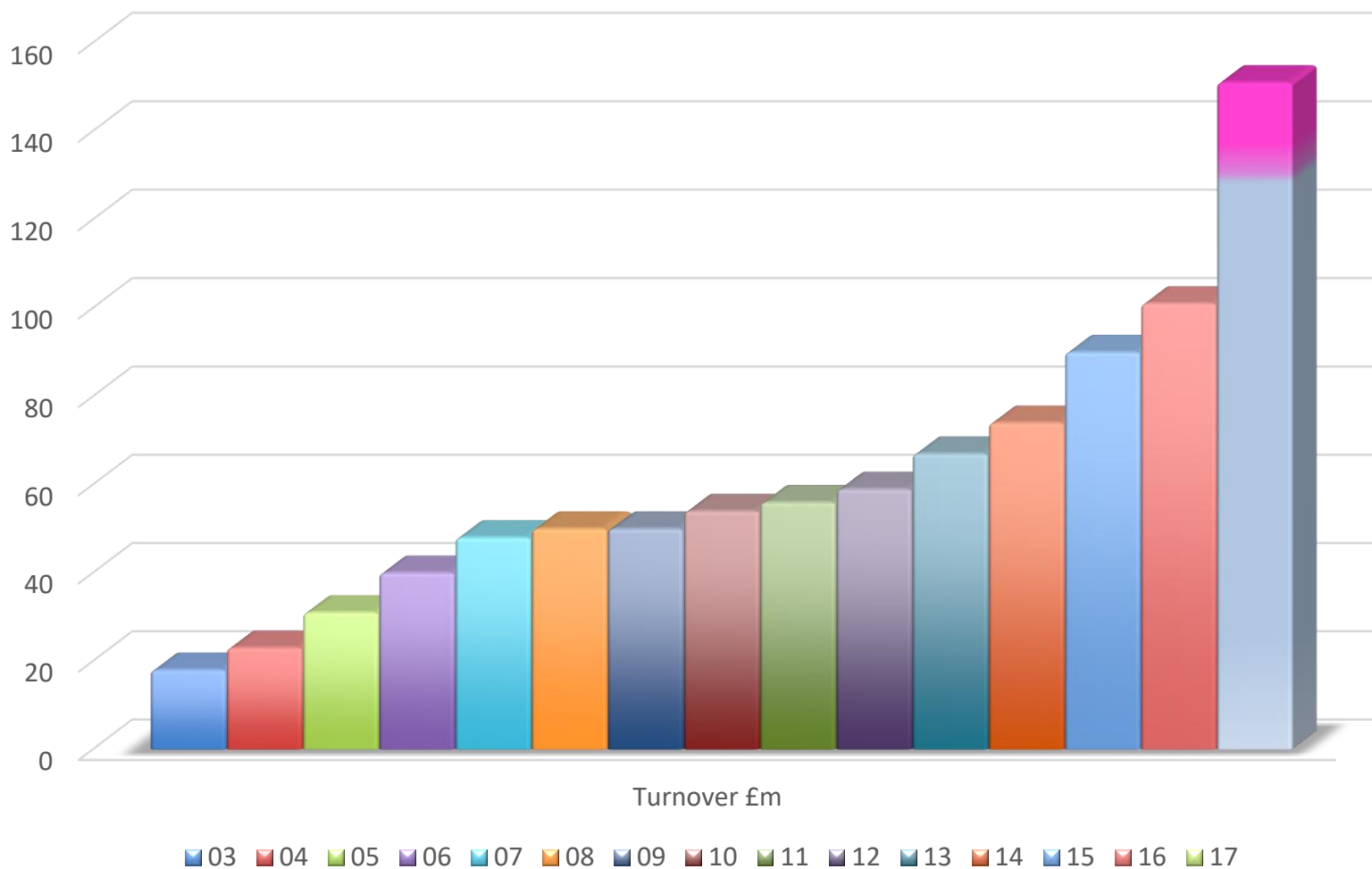
And we are spending more time/money to understand consumers and shoppers



All of which is delivering faster growth and new opportunities



Sales growth 2003-2017





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