

# Discover Seafood in Schools: from Coast to Classroom

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Resources, Careers & Sustainability  
from Seafood Scotland



# SEAFOOD SCOTLAND

*“A Scottish heart with a global mindset, we’re proud to be Seafood Scotland.”*

We are the national trade and marketing body for the Scottish seafood industry

Funding is provided through Marine Directorate of the Scottish Government

We offer support to the whole industry; without cost

Create initiatives to highlight the beneficial impacts of consuming seafood





# SEAFOOD SCOTLAND





## Why engage with young people?

### Strategic Rationale:

- Familiarity → Trust → Trial → Habit
- Children as influencers
- Demystify the sector

### Industry Benefits:

- Consumer Impact
- Workforce Pipeline
- Sector Visibility







# Seafood in Schools Programme

Existed in different formats, then Covid restriction hit

In 2023/24, developed pilots for primary and secondary schools - delivered workshops to over 1,200 pupils



In 2024/25, research & development – focus groups; plan for secondary school lessons; created a suite of learning resources to support teachers

Focus areas:

Industry & Careers, Sustainability and Nutrition



## HEALTH BENEFITS



SEAFOOD IS PACKED WITH PROTEIN, WHICH IS GREAT FOR MUSCLE REPAIR AND GROWTH.

A 100g serving of Scottish salmon provides 22g of protein.



OILY FISH, LIKE SALMON AND MACKEREL, CONTAINS OMEGA-3.

Omega-3 is important for brain function, heart health and reducing inflammation in the body.



FISH IS ALSO A NATURAL SOURCE OF VITAMIN D.

Vitamin D supports bone health and boosts immunity.



# Classroom Resources

- Lesson plans, presentations and worksheets on the seafood industry & careers, nutrition and sustainability
- Recipe cards and draft risk assessments
- Posters on Scottish species and 'Find Your Fish'
- Wallcharts - Sea to Plate journey
- Career videos highlighting real people and roles

## FIND YOUR FISH

A guide to seafood flavours and textures

There are plenty of fish in the sea, so why do we tend to choose prawns, tuna, salmon, haddock and cod?

With so many options, it's easy to get overwhelmed and stick to your favourites - but trying something new can help you find a new favourite while reducing pressure on stocks of the 'big five'.

Our fish scale shows each fish's texture and intensity of flavour at a glance. Whether you prefer something soft and subtle or firm and flavour-packed, there's a seafood option for everyone!

**TACKLING BARRIERS**

- **THINK SEAFOOD SHELLY?** Try a mild option like cod for a subtler aroma and flavour.
- **PREFER CRISPY FOOD?** Oven-baked fish is delicious!
- **EXPLORE OPTIONS:** Fishcakes, seafood pasta, or sushi.

**SEAFOOD SCOTLAND**

FLAVOUR	TEXTURE		
	MILD	MEDIUM	BOLD
SOFT	Ling Lemon Sole Witch Sole Flounder Bass	Plaice Scallops Dab Dover Sole Megrim	Catfish (Wolffish) Razor Clams Mussels Clams Oysters Cockles Crab Sardines Sprats Pilchards Whitebait
MEDIUM	Haddock Coley / Saithe Cod Pollock	Carp Pike Red Mullet Tilapia Red Snapper Grey Mullet Farmed Sea Bass	White Crab Meat Mackerel Herring John Dory Perch Brill
FIRM	Halibut Squid Cuttlefish	Salmon Sea Bream Sea Bass Monkfish Tuna Warm Water Prawns King Prawns	Langoustine Winkles Lobster Gurnard Rainbow Trout Steelhead Trout Whelks Cold Water Prawns Crawfish

*Seafood in bold can be farmed in or caught from Scottish waters*







# Teach the Teacher

Audience: Secondary Home Economics teachers

Format: 4-hour practical session in school kitchens

## Content:

- Introduction to fish types, seasonality, sustainability
- Cooking with fresh, tinned, and shellfish varieties
- Curriculum mapping and classroom integration

## Outcomes:

- Increased teacher confidence
- Positive feedback on resource provision
- Plans for wider rollout

# Partnership Working

## Strategic Partnerships:

- Food Education Partnership Group
- Powering Futures

## Benefits:

- Amplifies reach and credibility
- Ensures alignment with national curriculum and policy goals
- Builds bridges between seafood and other sectors
- Strengthens the case for seafood as part of Scotland's food future







# Scottish Seafood Ambassadors

In collaboration with STEM Ambassadors in Scotland and aligning with the Scotland Food & Drink Ambassadors programme, we recently launched a Scottish Seafood Ambassador scheme

In 2025/26, we are encouraging industry representatives to sign-up and participate in school visits, career talks, and virtual Q&A sessions

We aim to create a lasting community that supports Seafood in Schools, ensuring long-term impact beyond short-term marketing





# What Pupils Learn

Scottish seafood species and their journey from sea to plate

Sustainable fishing and aquaculture in Scotland

The nutritional benefits of seafood as a healthy and affordable protein

Exciting career opportunities within the seafood industry





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#SeafoodInSchools

IG - @seafoodfromscotland

Other Socials - @seafoodscotland

