

Discover Seafood in Schools: from Coast to Classroom

Resources, Careers & Sustainability from Seafood Scotland



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"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



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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

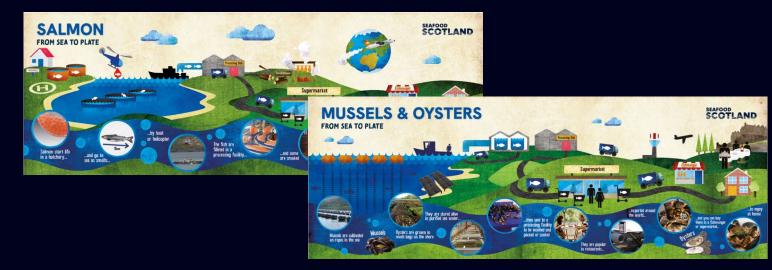






Classroom Resources

- 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





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 signup 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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