

**Press Release**

**25<sup>th</sup> September 2025**

**National Seafood Conference to Address UK Consumption Challenge**

The newly established UK Seafood Federation of leading seafood processing and trading organisations will host a major conference this autumn to address one of the most pressing challenges facing the sector: how to increase seafood consumption in the UK.

On Monday, 13 October 2025, at Fishmongers' Hall, London, senior industry leaders, Government, policymakers, retailers, food service professionals, nutritionists and innovators will gather under the theme:

**"How to Turn the Dial on UK Seafood Consumption."**

The conference is being hosted in partnership with The Fishmongers' Company, UK Seafood Federation, Seafood Scotland, Seafish Industry Authority, Ocean Fish Limited, and the Marine Stewardship Council (MSC).

Keynote contributions will come from leading seafood sector voices, including Henry Dimbleby of Bramble Partners an investment firm with a mission to fix the broken food system and senior leadership representatives from the seafood sector. The event will bring together perspectives from across the supply chain to examine seafood's role in healthier diets, sustainability and the future of food in UK.

With UK seafood consumption remaining below recommended NHS levels, the conference aims to inspire a generational defining conversation about how industry, government, and society can collaborate to turn the dial on seafood ,consumption.

UK Seafood Federation Chairperson, Simon Smith commented "Our Mission is to be the sector's voice in making seafood a bigger part of the British diet, for a healthier nation and planet. This conference, engaging the leadership of Henry Dimbelby and the involvement of all the UK's seafood stakeholders, demonstrates the UK Seafood Federation is a serious and credible leader in the UK seafood industry"

Ends.....

Notes to Editors:

The conference attendance is by invitation and contact information is available from Julie Waites, UK Seafood Federation – [juliewaites@ukseafoodfederation.com](mailto:juliewaites@ukseafoodfederation.com)

Simon Dwyer – CEO - [UK Seafood Federation](https://www.ukseafoodfederation.com)