What is the vision for the St. Helena Fishing industry?
What is the current status?

Elizabeth Clingham, General Manager SHFC
What is SHFC and how are we set up?

SHFC is legal entity established under the St. Helena Fisheries Corporation Ordinance.

SHFC is governed by a management board (appointed by HE the Governor) who determine policy and direct and control the officers of the corporation.

We operate as a private business.

We receive subsidy from the St. Helena Government to support maintaining the industry through factory operation.

The Corporation SMT consists of a Finance, Operations and General Manager each with their own responsibilities.
What does SHFC do?

The St. Helena Fisheries Corporation provides services to Fisherman, Fish Retailers, Export clientele, the general public and staff.

Our products & services include:

- The collection and purchasing of fish from local inshore and offshore commercial fishing vessels.
- The production, packaging, sale and delivery of ice to local commercial, sports and recreational fisherman.
- The production, packaging, sale of ice to St. Helena’s General Public.
- The storage, dispensing, sale and delivery of Fuel to local commercial fisherman.
- The production, packaging, sale and delivery of chummed bait (Squeezing) to local commercial, sports and recreational fisherman.
- The procurement, storage and sale of fishing equipment to fisherman and general public.
- The processing, storage, packaging and sale of various processed fish either fresh or frozen through export clients, local retailers or directly to the general public.
- The processing, storage, packaging, transporting and sale of frozen fish for export clients.
- The payment of all commercial fisherman for fish landed and proper allocation of fuel rebates.
Legislation

The St. Helena Fisheries Corporation Ordinance
The Fisheries Limits Ordinance
Environmental protection Ordinance
The Fish and Fish Products Ordinance (EU standards)
What is our remit.

To represent the fish caught in St. Helena waters to maximise economic profitability for the fishing industry!

How?

1. Developing and supporting Marketing & Branding.
2. Ensuring and improving our quality control.
3. Negotiating sales.
4. Promoting local sales.
5. Running and efficient Coldstore operation.
6. Finding the right partnerships to support our long-term goal.
OUR VISION

To create a economically viable fishing industry through the development of superior product quality, supported by proof of sustainability which complements the St. Helena Fishing narrative. Setting St. Helena’s fish apart from the rest of the world!

Tunas itself is not an exclusive product.

St. Helena over the years has strived to increase factory throughput through various initiatives (not working – low fish prices – not attractive).

Change – quantity over quality to quality over quantity

Sustainability is an increasing key factor in consumer seafood purchasing decisions (MPA, pole & line nature of capture)

Opportunities for St Helena to access niche markets

Air cargo services

Low catch volume may limit opportunities or it may create an opportunity for creating a St. Helena Brand which could be developed into creating and exclusive brand supporting "quality and narrative over quantity – as is St. Helena’s Coffee) nevertheless, achieving a better price is likely to require improvements in the way fish are processed, with greater emphasis on hygiene and quality (grading) and possibly changes in the way fish are caught and handled.
Where we are now and where are we headed?
Where are we at?

Undertook an Operational Review.

Financial Statements are being prepared.

Working on ways on how we move forward.

Since the takeover from ARGOS in October 2015 the SHFC find itself in a very serious state of concern, both financially and operationally.
Factory Layout
How are we striving to move forward?

Part one:
Staying afloat, reducing operating costs, making a better return on our current products and working better with our fisherman.

Part two:
Working on new markets, Branding & Marketing, IPNLF, Airfreight, changing processing
Staying afloat

SHFC cold-rooms

Proposed freezer divide
We need to develop a strategic approach to address our issues.

Things we need to address (to name a few):
1. Increase the operating margins for all products – primarily by achieving increases in both wholesale and export prices;
2. Increase product range
3. Improve hygiene and manufacturing practices
4. Improving operational policies and procedures to ensure efficiency (Finance, HR etc)
GRADING
Sustainable fishing is underpinned by good fisheries science, SHG already has fisheries science programme. SHFC is now fully on-board with the collection of data so we can add it to the marketing.
AIR ACCESS

The St. Helena airport is now operational.

We have exported fresh fish!

This option is a potential game chancer (packaging, investigating logistics, potential customers, customer requirements and prices).

With the supporting quality St. Helena could potentially increase value of fish sold per kilo up to £10.00 (this based on current industry purchase prices but is being investigated by SHFC).

SHFC is a member of the IPNLF who has funding for a project that will support all of the above.
OTHER OPTIONS (longterm future)

-60 Freezing
Carbon treatment
Negotiating lower freight costs for export
THANK YOU!

Any Questions?