



## Finance & The Fishing Industry Post-Brexit

Featuring

**Caroline Bennett**  
Founder & Owner, Moshi Moshi

in conversation with

**Professor Michael Mainelli**  
Executive Chairman, ZYen Group  
20 April 2022



# Agenda



- ◆ Our guest
- ◆ Ethical fisheries
- ◆ Question & answer discussion
- ◆ What's your biggest 'ask' in current times?



**"Get a detailed grip on the big picture."  
Chao Kli Ning**



What is the closest market comparator to the UK's fishing industry?

- ◆ UK strawberry production
- ◆ UK hairdressers & personal care salons
- ◆ UK lawnmower market
- ◆ UK potato production



What is the closest market comparator to the UK's fishing industry (£831 million)?

- ◆ UK strawberry production (about £250 million)
- ◆ Hairdressers & personal care salons (about £8.6 billion)
- ◆ UK lawnmower market (about £2 billion)
- ◆ **UK potato production (about £825 million)**





- ◆ 4,300 active vessels, 61% under 10 meters in length
- ◆ 12,000 fishers working on vessels
- ◆ 623,000 tonnes of fish landed
- ◆ Top species landed:
  - Mackerel (205,000 tonnes)
  - Herring (75,000 tonnes)
  - Blue whiting (52,000 tonnes)
  - Haddock (29,000 tonnes)
  - Cod (25,000 tonnes)
- ◆ 2019 to 2020, 16% decrease in value for slightly higher tonnage
- ◆ UK net fish importer since 1984 (imports 672,000 tonnes, exports 423,000, gap 249,000 tonnes), tuna biggest import



© Z/Yen Group, 2022

# Our Guest



- ◆ Gap year in Japan
- ◆ Moshi Moshi Sushi, 1994
- ◆ Marine Stewardship Council certification
- ◆ Green Apple Award for the Environment, RSPCA Award for Animal Welfare, SeaWeb's Seafood Choices 2009 international Seafood Champion
- ◆ Sole of Discretion, 2016

**Moshi Moshi** 日本酒・ビール

For evening reservations  
please call 020 7247 3227

<p><b>酒肴前菜</b></p> <p>Shimizu sea bream (see on menu) \$1 42.00          Salmon (see price of the day) 42.00          Toro (soft belly) (see menu &amp; special today) 42.00          Shiro (skin &amp; special today) 42.00          Ome (steaming) 42.00          Sea bream (steaming) 42.00          Vegetable tempura (2) 42.00          Upright (green) tempura 42.00          Fried (orange) (steaming) 42.00          New (steaming) (steaming) (steaming) 42.00          Awa (fried) (steaming) 42.00          Sea (steaming) (steaming) 42.00          Aguriko (steaming) 42.00          Aonori &amp; Nishio 42.00</p> <p><b>鮓合せ</b></p> <p><b>Sashimi Platter</b> \$130          10 pieces of sashimi</p> <p><b>Omakase</b>          10 pieces of sashimi          10 pieces of nigiri          10 pieces of maki</p> <p><b>Meaty Platter</b> \$120          10 pieces of sashimi          10 pieces of nigiri</p> <p><b>Tanpaku Platter</b> \$110          10 pieces of sashimi          10 pieces of nigiri</p> <p><b>逸品料理</b></p> <p><b>Shimofuruta Old Style Teshoban</b> \$110          10 pieces of sashimi          10 pieces of nigiri</p> <p><b>grilled Fish</b> \$120          10 pieces of sashimi          10 pieces of nigiri</p> <p><b>WJD Akabara Palace Teriyaki</b> \$110          10 pieces of sashimi          10 pieces of nigiri</p> <p><b>Black End</b> \$140          10 pieces of sashimi          10 pieces of nigiri</p> <p><b>Tanpaku</b> \$110          10 pieces of sashimi          10 pieces of nigiri</p> <p><b>8th Eye Shabu Teriyaki</b> \$140          10 pieces of sashimi          10 pieces of nigiri</p> <p><b>Mushi</b> \$120          10 pieces of sashimi          10 pieces of nigiri</p> <p><b>Yellow Tail Cheek</b> \$90          10 pieces of sashimi          10 pieces of nigiri</p> <p><b>Japanese Fish &amp; Chips</b> \$140          10 pieces of sashimi          10 pieces of nigiri</p>	<p><b>鮓三匹</b></p> <p>Shimizu sea bream (see on menu) \$1 42.00          Salmon (see price of the day) 42.00          Toro (soft belly) (see menu &amp; special today) 42.00</p> <p><b>鮓セット</b></p> <p><b>Platter</b> \$130          10 pieces of sashimi          10 pieces of nigiri</p> <p><b>Ballet</b> \$110          10 pieces of sashimi          10 pieces of nigiri</p> <p><b>Roast</b> \$110          10 pieces of sashimi          10 pieces of nigiri</p> <p><b>Plating</b> \$120          10 pieces of sashimi          10 pieces of nigiri</p> <p><b>Yakuni Handroll Set</b> \$130          10 pieces of sashimi          10 pieces of nigiri</p> <p><b>Omakase Sashimi Set</b> \$140          10 pieces of sashimi          10 pieces of nigiri</p> <p><b>Korean Sashimi Bowl</b> \$140          10 pieces of sashimi          10 pieces of nigiri</p> <p><b>椀</b></p> <p>Chawan maki (see menu) \$120          10 pieces of sashimi          10 pieces of nigiri</p> <p><b>手巻・鮓</b></p> <p>Shimizu sea bream (see on menu) \$1 42.00          Salmon (see price of the day) 42.00          Toro (soft belly) (see menu &amp; special today) 42.00          Shiro (skin &amp; special today) 42.00          Ome (steaming) 42.00          Sea bream (steaming) 42.00          Vegetable tempura (2) 42.00          Upright (green) tempura 42.00          Fried (orange) (steaming) 42.00          New (steaming) (steaming) (steaming) 42.00          Awa (fried) (steaming) 42.00          Sea (steaming) (steaming) 42.00          Aguriko (steaming) 42.00          Aonori &amp; Nishio 42.00</p> <p><b>甘味</b></p> <p>Matcha (see menu) \$120          10 pieces of sashimi          10 pieces of nigiri</p> <p><b>Moshi Moshi is Good For You</b>          The menu at Moshi Moshi is made with the finest ingredients and the highest quality seafood. We are committed to providing you with the best dining experience possible. Our menu is designed to be healthy and delicious. We use only the freshest ingredients and the best chefs in the industry. We are proud to be a part of the Moshi Moshi family.</p> <p style="text-align: center;"><b>Moshi Moshi - proud to be good for the Environment</b></p>	<p><b>日本酒・ビール</b></p> <p>Shimizu sea bream (see on menu) \$1 42.00          Salmon (see price of the day) 42.00          Toro (soft belly) (see menu &amp; special today) 42.00</p> <p><b>ワイン</b></p> <p>100% Cabernet Sauvignon (see menu) \$120          100% Merlot (see menu) \$120          100% Pinot Noir (see menu) \$120          100% Chardonnay (see menu) \$120          100% Sauvignon Blanc (see menu) \$120          100% Riesling (see menu) \$120          100% Shiraz (see menu) \$120          100% Grenache (see menu) \$120          100% Tempranillo (see menu) \$120          100% Zinfandel (see menu) \$120          100% Syrah (see menu) \$120          100% Malbec (see menu) \$120          100% Tannat (see menu) \$120          100% Mourvèdre (see menu) \$120          100% Cinsault (see menu) \$120          100% Carignan (see menu) \$120          100% Ugni Blanc (see menu) \$120          100% Trebbiano (see menu) \$120          100% Vermentino (see menu) \$120          100% Fiano (see menu) \$120          100% Greco (see menu) \$120          100% Gargano (see menu) \$120          100% Falanghina (see menu) \$120          100% Aglianico (see menu) \$120          100% Primitivo (see menu) \$120          100% Negroamaro (see menu) \$120          100% Lucignano (see menu) \$120          100% Sangiovese (see menu) \$120          100% Barbera (see menu) \$120          100% Dolcetto (see menu) \$120          100% Nebbiolo (see menu) \$120          100% Barbera (see menu) \$120          100% Dolcetto (see menu) \$120          100% Nebbiolo (see menu) \$120</p> <p><b>生搾り果実</b></p> <p>Single (single serving) \$120          100% Cabernet Sauvignon (see menu) \$120          100% Merlot (see menu) \$120          100% Pinot Noir (see menu) \$120          100% Chardonnay (see menu) \$120          100% Sauvignon Blanc (see menu) \$120          100% Riesling (see menu) \$120          100% Shiraz (see menu) \$120          100% Grenache (see menu) \$120          100% Tempranillo (see menu) \$120          100% Zinfandel (see menu) \$120          100% Syrah (see menu) \$120          100% Malbec (see menu) \$120          100% Tannat (see menu) \$120          100% Mourvèdre (see menu) \$120          100% Cinsault (see menu) \$120          100% Carignan (see menu) \$120          100% Ugni Blanc (see menu) \$120          100% Trebbiano (see menu) \$120          100% Vermentino (see menu) \$120          100% Fiano (see menu) \$120          100% Greco (see menu) \$120          100% Gargano (see menu) \$120          100% Falanghina (see menu) \$120          100% Aglianico (see menu) \$120          100% Primitivo (see menu) \$120          100% Negroamaro (see menu) \$120          100% Lucignano (see menu) \$120          100% Sangiovese (see menu) \$120          100% Barbera (see menu) \$120          100% Dolcetto (see menu) \$120          100% Nebbiolo (see menu) \$120          100% Barbera (see menu) \$120          100% Dolcetto (see menu) \$120          100% Nebbiolo (see menu) \$120</p> <p><b>ソフッドリンク</b></p> <p>Sparkling water (Bottled) \$120          100% Cabernet Sauvignon (see menu) \$120          100% Merlot (see menu) \$120          100% Pinot Noir (see menu) \$120          100% Chardonnay (see menu) \$120          100% Sauvignon Blanc (see menu) \$120          100% Riesling (see menu) \$120          100% Shiraz (see menu) \$120          100% Grenache (see menu) \$120          100% Tempranillo (see menu) \$120          100% Zinfandel (see menu) \$120          100% Syrah (see menu) \$120          100% Malbec (see menu) \$120          100% Tannat (see menu) \$120          100% Mourvèdre (see menu) \$120          100% Cinsault (see menu) \$120          100% Carignan (see menu) \$120          100% Ugni Blanc (see menu) \$120          100% Trebbiano (see menu) \$120          100% Vermentino (see menu) \$120          100% Fiano (see menu) \$120          100% Greco (see menu) \$120          100% Gargano (see menu) \$120          100% Falanghina (see menu) \$120          100% Aglianico (see menu) \$120          100% Primitivo (see menu) \$120          100% Negroamaro (see menu) \$120          100% Lucignano (see menu) \$120          100% Sangiovese (see menu) \$120          100% Barbera (see menu) \$120          100% Dolcetto (see menu) \$120          100% Nebbiolo (see menu) \$120          100% Barbera (see menu) \$120          100% Dolcetto (see menu) \$120          100% Nebbiolo (see menu) \$120</p> <p><b>茶</b></p> <p>Matcha (see menu) \$120          100% Cabernet Sauvignon (see menu) \$120          100% Merlot (see menu) \$120          100% Pinot Noir (see menu) \$120          100% Chardonnay (see menu) \$120          100% Sauvignon Blanc (see menu) \$120          100% Riesling (see menu) \$120          100% Shiraz (see menu) \$120          100% Grenache (see menu) \$120          100% Tempranillo (see menu) \$120          100% Zinfandel (see menu) \$120          100% Syrah (see menu) \$120          100% Malbec (see menu) \$120          100% Tannat (see menu) \$120          100% Mourvèdre (see menu) \$120          100% Cinsault (see menu) \$120          100% Carignan (see menu) \$120          100% Ugni Blanc (see menu) \$120          100% Trebbiano (see menu) \$120          100% Vermentino (see menu) \$120          100% Fiano (see menu) \$120          100% Greco (see menu) \$120          100% Gargano (see menu) \$120          100% Falanghina (see menu) \$120          100% Aglianico (see menu) \$120          100% Primitivo (see menu) \$120          100% Negroamaro (see menu) \$120          100% Lucignano (see menu) \$120          100% Sangiovese (see menu) \$120          100% Barbera (see menu) \$120          100% Dolcetto (see menu) \$120          100% Nebbiolo (see menu) \$120          100% Barbera (see menu) \$120          100% Dolcetto (see menu) \$120          100% Nebbiolo (see menu) \$120</p>
---	---	--

OPENING HOURS: Monday to Friday 11.30am - 10pm



UK per capita fish consumption is 152.8g per person per week, closest to:

- ◆ Iceland
- ◆ Russia
- ◆ Cuba
- ◆ Turkey
- ◆ Portugal



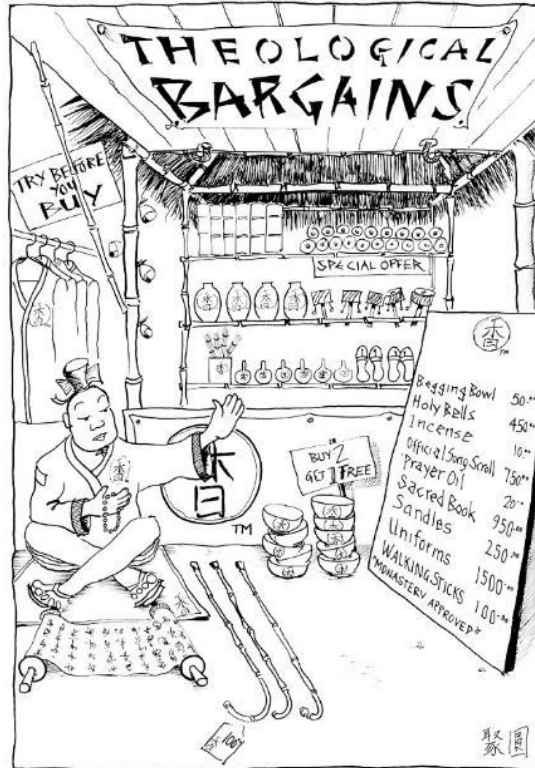
UK per capita fish consumption is 152.8g per person per week (19.73kg/year), closest to:

- ◆ Iceland (90.71 kg/year)
- ◆ **Russia (20.07 kg/year)**
- ◆ Cuba (5.69 kg/year)
- ◆ Turkey (4.85 kg/year)
- ◆ Portugal (56.33 kg/year)

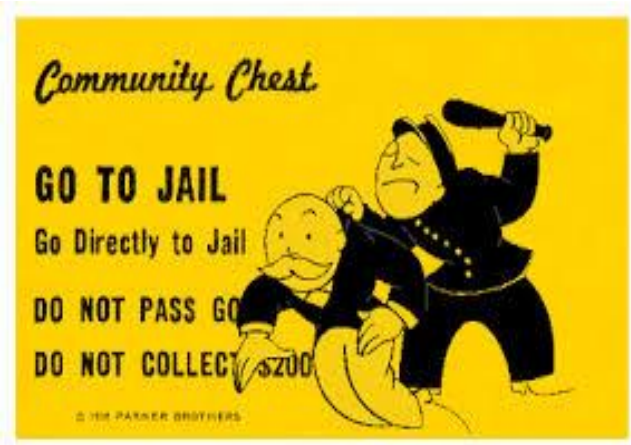
EU average is 24.4 kg/year, worldwide average is 20.9 kg/year



# Outlook



# Caroline's 'Ask'



# Questions, Comments, Answers (?)

