



BILLINGSGATE MARKET

THE UK'S LARGEST INLAND FISH MARKET

J BENNETT (Billingsgate) LTD.

Fish Merchants & Salmon Factors



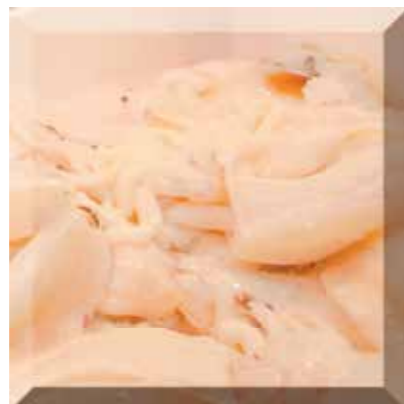
'ONE OF THE UK'S LARGEST
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E-Mail: sales@jbenNETTS.co.uk



Main species are; Tuna, Sword, Snapper, Bream, Dorade, Grouper, Marlin, Parrot, Salmon, Halibut, Bass, Mahi-mahi, Kingfish. Prawns and many more



J Bennett (Billingsgate) Ltd is one of the UK's leading fish wholesalers specialising in salmon, exotics, farmed fish, freshwater fish and indigenous prime species.

the quality of our product, the efficiency of our deliveries and the customer care provided by our staff, has ensured that J.Bennett continues to thrive in an ever-competitive market.

J.Bennett has been established over one hundred years and is a leader in it's field, sourcing product worldwide with a reputation second to none.

The company has a staff of 30 dedicated to supplying excellent quality and good service. They are proud of J. Bennett's 100-plus year tradition and are happy to work hard to maintain the standards that have taken J.Bennetts to the top of the fresh fish wholesale business. We plan to stay there for another 100 years at least.

The company supplies the majority of caterers, retailers, processors and salmon smokers in the UK, and can supply products anywhere in the UK in perfect chilled condition.

We are one of the country's largest suppliers of fresh salmon, supplying throughout the British Isles and Europe. We deal in farmed, organic and wild salmon.

The company was founded by John Bennett and remained a family business until going public and becoming Associated Fisheries in the late 1950s. Associated Fisheries became a leading force in the fish industry owning such companies as Eskimo, Grimsby Cold stores, B&A, Caley, WG White, Northern Trawlers and many more.

Associated Fisheries was taken over by Linton Park in the 1990s and in 1998 J.Bennett was bought by the management from Linton Park. The company remains a privately owned business and has increased its turnover each year since the management buyout. Once again,

J.Bennett Ltd

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WELCOME TO THE LARGEST INLAND FISH MARKET IN THE UK



Ian Perkes
Fish Merchants

Ian Perkes began as a fish retailer in 1976 and has since extended both a wholesale and export arm into the business. The progression into exporting was natural one considering the fish caught at Brixham is primarily dover sole, turbot, monktail etc, which is also typical of the species required in London.

The company also provides a service to the catering trade, distributing to hotels and restaurants. All orders are fulfilled using a distribution network which has an overnight service that can deliver goods promptly and in optimum condition to anywhere with the UK, especially Billingsgate as is deemed the fish capital of the UK.

All exported goods are distributed using an express service via Boulogne, France. Ian Perkes' primary aim is to run an efficient high standard fish merchants business, specialising in prime products with the emphasis being on premium quality rather than quantity. There is a fleet of around 50 boats in Brixham which fish for one day only and a fleet of approximately 25 beam trawlers which fish for four or five days at a time.

The company maintains a twenty-four hour delivery for fish, from caught to being delivered to the customer. Ian Perkes Fish Exporter/Importer is now a well established company which provides an excellent service, with customer satisfaction being paramount to the company's success.

Looking towards the future the company will consolidate keeping the business neat and efficient ensuring customer loyalty through the unbeatable quality and efficient service provided.



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JAMES NASH & SON LTD

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Fax: 020 7987 7027

James Nash has been trading since 1858 specialising in white fish such as cod, haddock, skate, plaice and rock supplying fry and wet fish shops. More recently we have extended our range to include fish such as monk, soles, hake, bass, turbot and brill as well as a new line of exotic fish which includes a variety of shells. In this ever changing market place we have now successfully moved into supplying some of the finest restaurants and hotels as well as established caterers with our finest and freshest of products.



Foreword

from Malcolm Macleod, Superintendent, Billingsgate Market



I hope you find this publication useful and it gives a flavour of what Billingsgate Market has to offer. Billingsgate Market, which has been in existence for several hundred years, moved out of the City to its current Docklands location in 1982.

Trading hours are Tuesday to Saturday from 5.00 am to approximately 8.30 am and although primarily a wholesale market we do also welcome retail customers.

The Market has a tremendous variety of quality fresh and frozen seafood available at competitive prices. A number of our Merchants offer delivery services so buyers can opt to collect or to have their goods delivered. The Markets Fish Inspectors are continually checking the quality of the fish being sold, thus ensuring that product quality is of the highest standards.

In addition to fish we have Merchants who deal in potatoes as well as our cafes where visitors are guaranteed a full breakfast.

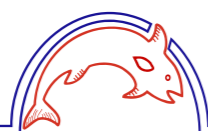
Also on our site is the Seafood Training School, which with a wide range of courses has firmly established itself as the premier fish training venue in London.

Billingsgate has a lively atmosphere with plenty of quick witted banter helping to brighten up even the coldest of mornings. A lot of people who work at Billingsgate follow on from previous family generations and they have considerable pride in where they work and the history associated with the Market.

We continue to invest in our facilities. Recently completed projects such as our East Canopy building and our polystyrene fish box recycling operations are ample evidence of our optimism regarding the future.

Should you require any further information please do not hesitate to contact me.

Malcolm Macleod
Superintendent
Billingsgate Market



WICKER FISHERIES LTD.

Unit 6 Stour Road
Fish Island
Bow E3 2NT

Tel: 020 8986 9214

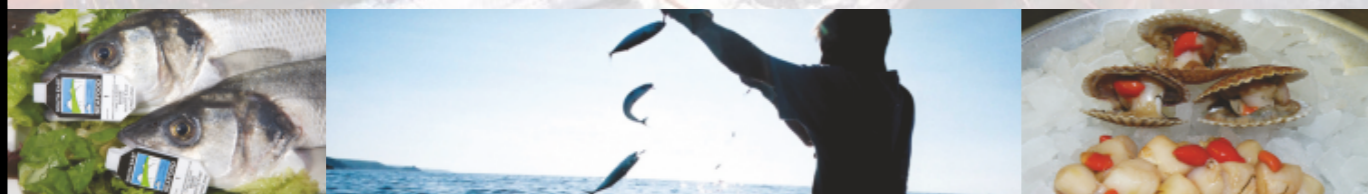
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Wicker Fisheries Ltd has over 30 years experience, developing from our roots in LG Wicker based at Billingsgate Fish Market since 1979 with three generations of experience dating back even further to 1954. We have grown to become one of the most reliable and well respected suppliers in London and the south east of England





Premium Seafood Products

Rainbow Seafood

Rainbow Seafood is an international seafood business with factories, offices and partnerships throughout the world. We have packaging, distribution and sales centres in the UK, China and the United States but we owe our heritage to our origins in the Faroe Islands, which are home to our fishing fleet, farms and state-of-the-art processing plants.

Our heritage is important because it affects every facet of our service to the customer. We use the most modern technologies to maximise product quality and shelf life, but we are also committed to maintaining an ancient tradition that places enormous emphasis on sustainability. It's a successful fusion of the old and the new; a methodology that is accountable, responsible and proven to yield seafood of truly outstanding quality.

Having our own long-liners, processing and packaging plants helps us to keep our prices extremely competitive and means that we maintain strict quality control at every stage. It also enables us to adapt our operations to suit changing market demand. From the initial catch to packaging and delivery schedules, every element can be fine tuned to give you and your customers exactly what you want.

We can supply fresh and frozen seafood including: Salmon, Cod, Haddock, Whiting, Lemon Sole, Plaice, Monkfish, Smoked Fish, Exotic Fish, Prawns, Coley, Skate, Hake, Tuna, Swordfish, Red Snapper, Kippers, Lobsters, Halibut, Trout, Langoustines, Scallops, and many more, Fresh or Frozen.

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www.rainbowseafood.co.uk



CITY OF LONDON BILLINGSGATE MARKET

Each trading day at Billingsgate Market offers buyers an opportunity to see the largest selection of fish in the United Kingdom. Daily arrivals from the coast and overseas ensure a continuity of fresh supplies and with some 40 merchants trading in close proximity in the Market Hall, competition is keen. In addition to such a wide selection of fish and fish products, the Market offers buyers a comprehensive service with tenants dealing in poultry, cooking oils, potatoes, trade sundries and specialist restaurant and catering supplies.

A carrier service is available serving London and the Home Counties and arrangements can usually be made for supplies to be dispatched to most parts of the country. Billingsgate Market is thus able to offer an excellent one stop service to the busy trade buyer. We are also open to the public.



Billingsgate Market

Billingsgate is the United Kingdom's largest inland fish market. An average of 25,000 tonnes of fish and fish products are sold through its merchants each year.

Approximately 40% of that tonnage comprises fish imported from abroad. The annual turnover of the Market is estimated to be in the region of £200m.

Billingsgate is served by almost every port in the United Kingdom—from Peterhead to Penzance. Most of the fish is transported by road directly from the coast and arrives at the market in the early hours of the morning. Imported frozen fish is usually shipped in large refrigerated containers. Imported chilled fish

is often airfreighted sometimes from countries thousands of miles away or arrives by sea via roll on, roll off ferries.

The Market complex covers an area of 13 acres and is entirely self-contained. The ground floor of the building comprises a large trading hall with 98 stands and 30 shops, including two cafes; a shellfish boiling room; a number of individual cold rooms; an 800 tonne freezer store (maintained at a temperature of -26°C), an ice making plant and 14 lock-up shops used by processors, catering suppliers and merchants dealing primarily in trade sundries, non-perishables and potatoes. >>

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Email: sales@seafoodtechnology.co.uk

We are a company dedicated to delivering innovative processing solutions to the Seafood Processing Industry. We have built up a strong knowledge of the industry based on first hand experience and have been involved in many aspects of the industry from delivering simple solutions for primary processing to complete turn-key projects.

Seafood Technology Limited is a family owned and operated company who consider no job too small and have set our standards high with the ultimate aim of giving our customer's first class advice and service based on many years experience within the industry.

Our products are hand picked from key companies within the industry who have a clear focus on innovative technology with due care for maximizing throughputs, giving the best possible yields and at all times minimizing downtime and processing waste.

The equipment we supply meet the demands of modern processing and their high construction standards mean not only a long working life but also give measurable benefits to our clients day after day.

We represent a group of companies who are at the forefront of technology with solutions for the Seafood Processing Industry delivering systems for:-

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Billingsgate Market

The first floor of the building consists of offices for use by the Superintendent and his staff. The London Fish Merchants' Association, the Fishmongers' Company's Inspectorate, the Sea Food School Training Association and for individual traders.

The Market's security is managed by Market Constables appointed by the Superintendent and supervised by the Head of Security and a Market Sergeant. These officers enjoy certain Road Traffic and other law enforcement powers within the Market site and are responsible

directly to the Superintendent.

Day-to day cleaning and maintenance of the site and facilities is carried out by a team of City of London staff under the direction of the Market's Head of Maintenance.

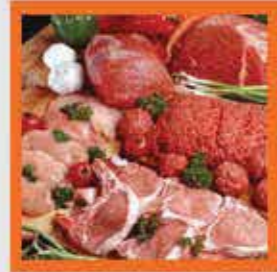
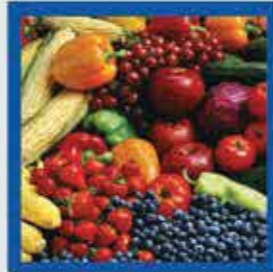
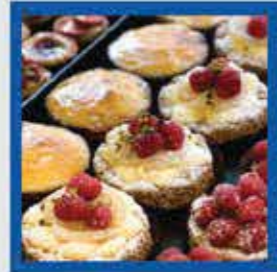
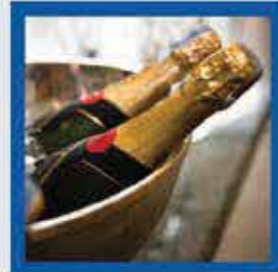
Education

There is also a training organisation based at Billingsgate Market, Billingsgate Seafood Training School.

Storage SPACE.....When its needed



- Frozen/ Chilled/ Ambient
- Safe and Secure
- Food Quality Interiors
- User & Environmentally Friendly
- Efficient Low Noise Machines
- Low Running Costs
- Long/ Short Term
- Seasonal
- Product Promotions
- Refurbishments
- Nationwide Supply



Billingsgate Market Polystyrene Recycling

Expanded polystyrene has been used for the packaging of fresh fish for many years and, aided by ice it maintains the temperature of non-refrigerated fish for far longer than previously possible. As the majority of it is air it is also very light



to considerably reduce the volume of the expanded polystyrene with the melting method achieving the greatest volume reduction making the end product more valuable as it reduced transportation costs.

and easy to handle. The problem arising from the use of polystyrene is that of disposal, incineration results in toxic fumes and sending to landfill, the presently used method, is costly and likely to be made illegal in the near future.

The machine chosen was a Clean Heat Packer manufactured by The Cloud Co. Ltd. of Japan. The machine consists of a steel conveyor that drives the boxes under a low gate breaking them to smaller sizes then transports the pieces into a heated hopper where they melt and flow into a tray below. When the tray reaches a predetermined weight of around 22kg an alarm sounds and the operator moves it aside to cool and places a new tray in its place. Finished blocks of reduced product are loaded to pallets and when a sufficient quantity is reached they are collected and transported to the Far East where the recycling process continues and the

In an attempt to reduce costs and to promote the City Corporation's wish to demonstrate a "Green" policy and recycle wherever possible the Market Authority invested time and resources into the investigation of methods of recycling polystyrene. Investigations had been ongoing for many years previously but the problems arising from the processes then available were that the machinery available was unreliable and prone to breakdown and there was no market for the end product as oil, the main constituent of polystyrene, was plentiful and relatively cheap, making recycling an expensive process.

blocks are transformed into plastic casings for TVs and most other plastic products with the exception of food packaging.



To give an idea of the scale of volume reduction achieved one reduced block of 22 kg is the equivalent of over 140 expanded polystyrene boxes of the type that would contain 6 kg (1 stone) fish or about 40 of those used to contain 20 kg (3 stone).

Two principle methods of recycling were found to be available, one which simply compressed the material under immense pressure to a point where the "memory effect" is lost (normally compacted polystyrene simply returns to its former size and shape after release) and the other that melted the material under controlled conditions. Both methods were found





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The National Federation of Fishmongers

Founded in 1932, the Federation represents the interests of fishmongers, shopkeepers, stall holders and mobiles selling all types of fish and shellfish whether fresh or frozen.

Free expert advice is provided to members who have problems with local authorities, supplier or even customers. The Federation produces the NFF News, a quarterly newsletter, that contains information on forthcoming legislation, on matters associated with food regulations, employment law etc. It also gives news of industry trends, advice and special offers on equipment and services.



Members receive a variety of other benefits, the most valuable being £5,000,000 public and product liability insurance cover. Added benefits of joining also include discounted rates on many other insurances through Jardine Lloyd Thompson

who offer a tailored shop policy to cover the specialist area of fishmongers. Members also enjoy a big saving on AA fleetwide schemes and benefit from a telephone Legal Helpline Service.

The cost of membership is just £69 per annum. Associate membership is available for employees and workers in the fish industry but will exclude cover under the insurance policy.

>>



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Fish Sales - Darren Payne

Tel: + 44 (0) 7850801489

Email: retail@wstevenson.co.uk



The National Federation of Fishmongers

Associate membership is £39 per year and includes discounted entry fees to the Federation's prestigious British Fish Craft Championships of which The Corporation of London and Billingsgate Market are valued sponsors.

The Federation has a London branch, the London Fish and Poultry Retailers Association. They have a team of Officers who give of their time freely and work tirelessly to promote fish and are always willing to offer help and advice to their fellow colleagues and prospective mongers in the London and Home Counties area.

The London Branch produce their own newsletter, the Billingsgate Gossip which carries news of activities in the London area together with dates of meetings and social events. The London secretary can be contacted on 01708 448667.

Further details can be obtained from the Federation's website: www.fishmongersfederation.co.uk





TIME FOR A NEW (OR NEW TO YOU) VAN OR TRUCK FROM S & B COMMERCIALS?

The new limits for exhaust particulates to meet the next level of the Low Emission Zone; or LEZ, is fast approaching.

As of 3rd January 2012 all commercial vehicles above 3.5 tonnes must be compliant with Euro 4 legislation before entering the area designated as the London LEZ.



This stretches from Uxbridge in the West to Rainham in the East, and Enfield in the North to beyond Croydon in the South.

It has been suggested that the proposed 2010 deadline for large vans and minibuses to meet Euro 3 (Truck) legislation will be suspended due to the economic climate but there is no suggestion that there will be any deferment of the Euro 4 (Van) requirement.

'Stop-start' technology cuts fuel consumption

Following the announcement by Transport Secretary Philip Hammond of the creation of a 'Clean Air Fund' to improve air quality in London, including such measures as a 'no-idling zone', components producer Bosch believes that the use of Start/Stop technology for vehicles in London could reduce CO2 emissions by over 500,000 tonnes a year.

"Start/Stop is an exemplary fuel saving technology that further reduces CO2 emissions," Peter Fouquet, the president of Bosch UK said. "It can reduce a vehicle's CO2 emissions by 8% in average city driving, and up to 15% in dense city traffic. In addition, the technology also reduces noise pollution."

The system works by automatically switching off a vehicle's engine when it comes to a stop, for example at traffic lights. When the clutch is depressed, or the foot is taken off the brake

pedal for an automatic transmission, the engine restarts seamlessly in a fraction of a second.

The impact of a high proliferation of Start/Stop vehicles in London would be dramatic. The latest figures from Transport for London



indicate that cars and vans in London emit around 5 million tonnes of CO2 per year. Bosch has predicted that half of all new vehicles sold in Europe will have Start/Stop by 2013.

S & B Commercials Plc and Mercedes-Benz are committed to the pursuit of low emission vehicles with an on-going objective of improving the environmental performance. The new intelligent systems will help reduce both fuel consumption and emissions, making it good news for you and the environment.

The Mercedes-Benz Van range (Euro 5 Sprinter & Vito) offers a BlueEFFICIENCY package of fuel saving technologies including ECO Gear manual transmission, ECO engine stop/start function and ECO tyres with low rolling resistance.

Within the Mercedes-Benz Truck range; Atego & Axor-R offer a Motor Stop Start (MSS) system as standard which will switch the engine off if the vehicle is stationary for three seconds.

In preparation for the introduction of these new limits you have 2 choices:

- modify your existing vehicles so they comply with Euro 3 (Van) or Euro 4 (Truck) standards for particulate emissions, by fitting an approved filter.
- replace your vehicles with compliant new or used versions.

If you don't comply with the LEZ standards then you will be liable to pay a charge of £100/£200 per day, dependent on your vehicle type. This, in a worst case scenario, could cost up to £48,000, as shown in our example below:

£200 x 5 days a week = £ 1,000
 x 4 weeks = £ 4,000
 x 12 months = £48,000

S & B Sales Director, Nick Lambert says, "Many operators have put off replacing their Vans & Trucks for the last year or so due to the recession. Many of these will be wrong-footed because the new legislation is approaching rapidly. Conversion of their older vehicles is not a viable solution and the time is now right to consider replacing them with new equipment, be it a *new* Euro 5 model or indeed a 'new to you' *used* Euro 4 compliant vehicle".

If you are unsure as to whether your vehicle is LEZ compliant or can be converted with an approved particulate filter, please speak to the S & B Market Team when they visit, look out for our leaflets around the marketplace or visit our website at www.sbcommercials.co.uk/offers and click on the LEZ link to complete the online questionnaire.

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Stansted

Unit 2a Stansted Distribution Centre
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 Telephone: 01279 712200

Billingsgate Seafood School

We live in a fast-moving age where time is a rare asset and people demand immediate results - without a compromise in quality.

This is true of the food we eat. While people's lifestyles are growing ever faster, recent years have seen a tremendous boom in different types of food - which is reflected in ever-bigger supermarkets stocking items never before available, TV chefs earning a celebrity previously associated with pop stars and our high streets bursting with a staggering range of restaurants.

Our palates may have grown more sophisticated and our time may be more valuable, but we now understand that the type of food we eat is vital to our health.

The seafood industry is in a superb position to answer people's needs in all these areas: fish is a healthy, wholesome, nutritious food that's fun to eat and can be prepared and cooked in a few minutes. Billingsgate Seafood Training School has a vital role in getting this message across.

The School offers a wide variety of courses that are tailor made to suit the needs of a wide variety of groups:

Schools, Catering colleges, Retailers, Hotels, Restaurants, Processors, Members of the public.

Students at the School have modern facilities at their disposal and some of the most expert minds in the seafood industry to teach them.



The Billingsgate Seafood Training School is located on the first floor of the Billingsgate Fish Market, which is the UK's largest inland fish market. Billingsgate is based in the heart of London's Dockland area under the shadow of the giant Canary Wharf Tower. The market supplies an enormous variety of high-class seafood products that is probably only bettered in the world by the famous Tsukiji market in Tokyo. This meant that there was no better location in the Country for a Seafood Training School.

The school has been established as a charitable company with the aim of promoting the awareness of fish in young people and to increase the knowledge of those people already working in the industry, in areas such as retail and catering. All commercial activities undertaken by the school will fund courses for school children free of charge.

By establishing the School at Billingsgate, anyone attending a course is able to visit the market in order to gain the broadest possible knowledge available on all the different types of fish and fish products now on offer. The market has been at the forefront of the fish industry for several centuries and the development of this unique facility will allow it to maintain its position.



The Trustees of the school have made extensive enquiries throughout Europe to ascertain whether any similar facilities exist. The result of these enquiries has established links with other countries such as Norway and Holland that are keen to send students to the School for training. It was the success of Sydney fish market Seafood School in Australia that initially convinced the Trustees of the need to develop a similar facility in the UK.

>>



Billingsgate Seafood School



KINGDOM SEAFOOD - SHELLFISH MERCHANTS

(The trading name of a Co-operative owned and operated by the fishermen of Fife's East Coast)

Fishermen's Mutual Association (Pittenweem) Ltd

Registered Office: 23 East Shore, Pittenweem, Fife, KY10 2NH

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Background

Due to the demise of the high street fishmonger, there are no longer real methods of training young people who wish to undertake a career in the industry. The supermarkets (multiple retailers) have attempted to fill the void but lack the knowledge, skills and facilities to train their staff to the required level. At the same time, there has been a demise of home economics in the school curriculum. This means that young people are not fully aware of the benefits that can be derived from consuming fish products.

Even those that are aware, lack the necessary skills to be able to select and prepare the products. This has resulted in a slow decline in fish being used in the household. Statistics show that people generally eat more fish when they eat out of the home due to the fact that someone else is doing the preparation. The main aims of the School are to reverse this trend by re-introducing schools programmes and industry training.

The industry in particular is extremely enthusiastic about the development of the School and is fully aware of the potential benefits offered by the School. This can be demonstrated by the range of people represented on the board of trustees. The key partners involved in the development of the School are:-

Fishmongers' Company

The Company has intrinsic links with the fish industry dating back over 700 years. During this period, it has been and still is actively involved in establishing and maintaining industry standards and in educational work.

Corporation of London

The Corporation is keen to see the School developed at Billingsgate Market as an educational resource for the industry and to keep the Market at the forefront of the industry.

Sea Fish Industry Authority

This is a leading body for the development of operational standards, vocational qualifications and training for the sea fish industry. >>



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: www.facebook.com/shetlandmussels

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Hubbard Products Ltd., is one of the UK's leading designers, manufacturers and suppliers of commercial cooling equipment and has earned an enviable global reputation for innovation and design-led excellence.

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A Zanotti Group Company



Billingsgate Seafood School

Billingsgate Merchants

There are 55 merchants based at the market. The benefits of establishing the School at the Market are obvious - it has created a means of publicising the Market and the fish industry.



Education, Food Technology, PSHE, Geography and Business courses. The use of material will create cross-curricular links with Literacy, Numeracy and Nutrition, as well as other subjects.

Schools Programme

With the introduction of the National Curriculum, there has been much comment over the last few years that one loss has been access for young people to Home Economics courses (now known as Food Technology). In fact, no primary school pupils have formal access to such activity. There is also a growing desire for schools to develop healthy eating policies and to increase young people's awareness in this area as well as teaching them home management and life skills. The provision of the Seafood Training School located within the Billingsgate Fish Market opens up a new resource and potential for increasing young people's awareness and knowledge in a number of key areas of the curriculum. The range of educational activities includes:

- A demonstration of fishmongering skills, followed by a demonstration of fish cookery with opportunity for hands-on practical involvement. This could be used as part of various subject areas such as Environmental

- A day course on the Health and Nutritional benefits of fish, including preparation and cooking a meal.
- Tailor-made activities with schools to offer the Training School as a resource to enhance Home Economics and Home Management Courses. These activities are not possible in some schools due to lack of facilities.
- During the Summer Holidays, by working with the local Summer University, courses will be offered to enhance both familiarity and job prospects using links with industry. Through menu preparation and awareness of fish/seafood, skills will be developed which help young people's independent living.

The educational programme has targeted Year 10 pupils upwards. The School works closely with Education/Business Partnerships to link up with schools, offer appropriate courses and develop materials for use within the Market and the School. This includes worksheets, etc to back up the material handed out during lectures. >>

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We are the largest UK family fresh and frozen fish processors based in Hull since 1982. We have grown the business organically in the city of Hull on the Humber, a centre of fishing industry excellence.

Our modern factory is only a short distance from where our Chairman Walter Simpson famously began selling fish in the early 1980s with little more than a telephone booth as a sales office. Many of these suppliers we still work with which maintains our quality, sustainability, and traceability.

Our employees are our biggest asset and many have grown with the business. Their tenacity and innovation ensure we surpass our customers' expectations. We've recently invested in a dedicated NPD Kitchen to showcase these talents.

We are proud of our company's growth and we remain close to our roots with support for the local community, including sponsorship of professional, amateur, and youth rugby league.

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simpson's



Billingsgate Seafood School

Industry Training

Our seafood industry training portfolio includes: free introductory events, low cost foundation certificates, sponsored events, quality assessment of seafood, knife skills training, and independent and multiple seafood retailers training packages. More information about the seafood industry training available can be seen here. ngers, shopkeepers, stall holders and mobiles selling all types offish and shellfish whether fresh or frozen.

Free expert advice is provided to members who have problems with local authorities, supplier or even customers. The Federation produces the NFF News, a quarterly newsletter, that contains information on forthcoming legislation, on matters associated with food regulations, employment law etc. It also gives news of industry trends, advice and special offers on equipment and services.

Members receive a variety of other benefits, the most valuable being £5,000,000 public and

product liability insurance cover. Added benefits of joining also include discounted rates on many other insurances through Jardine Lloyd Thompson who offer a tailored shop policy to cover the specialist area of fishmongers. Members also enjoy a big saving on AA fleetwide schemes and benefit from a telephone Legal Helpline Service.

The Federation has a London branch, the London Fish and Poultry Retailers Association. They have a team of Officers who give of their time freely and work tirelessly to promote fish and are always willing to offer help and advice to their fellow colleagues and prospective mongers in the London and Home Counties area.

The London Branch produce their own newsletter, the Billingsgate Gossip which carries news of activities in the London area together with dates of meetings and social events. The London secretary can be contacted on 01708 448667.





Manufacturers of Quality Refrigerated & Dry Freight Vehicles



The Buyers

Fishmongers and fish-and-chip shop proprietors; delicatessens; publicans; restaurateurs; cafe owners; embassy caterers; specialist fish suppliers; world renowned chefs; buyers from some of London's most famous department stores and from the country's greatest hotels-these are the people who comprise the most important part of any market, the buyers.

It is the demand created by these various buyers which stimulates the merchants to seek and offer new and improved supplies. Billingsgate is, by law, a "free and open" Market giving everyone the right to attend the Market during trading hours and to purchase fish from any merchant who is willing to serve them. Sales are by private treaty between the parties concerned and no auctioning of fish takes place in the Market

The Fishmongers' Company is fourth in order of precedence within the 'Great Twelve' City Livery Companies. The Company possesses 24 Royal Charters, the first in the reign of Edward 1 (1272) and the latest in the reign of George V1 in 1937. However, the Company is known to have had connections in the fish trade long before its first charter.

Today, the Company still plays an important role in Billingsgate Market and in the fish trade generally. Its inspectors or 'Fishmeters', as they are historically known, inspect all fish coming into the Market and into the City of London.

The fishmeters check the quality of fish to ascertain that they are "fit for man's body" and have statutory powers to seize any fish they consider not to be up to their required standard. They also undertake routine sampling of shellfish before it is sold in the market. The right to seize fish which is not "fit for man's body" is laid down in the ancient charter of 1604 in the reign of James 1 and still exists today. However, the Fishmeters do have modern statutory powers of enforcement through various Acts, such as the Salmon and Freshwater Fisheries Act 1823, the Sea Fisheries (Shellfish) Act 1967 and the Sea Fish (Conservation) Act 1967. The Company founded and still actively supports the Shellfish Association of Great Britain and the Salmon and Trout Association.



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Dunfermline
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Fraserburgh
Aberdeenshire
AB43 9HU
01346 518001

Gray & Adams (Doncaster) Ltd
York Road
Doncaster
DN5 9EL
01302 787755

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GAH has been at the forefront of the UK transport refrigeration industry for nearly twenty years and leads the way in innovation, design and manufacture of direct-drive refrigeration systems. Uniquely, it is also both UK-based and UK-owned.

Whether you operate with one van or a whole fleet, GAH has an extensive product range and a team of application specialists who can help you make the right decision for your business.

Spiralling operating costs and environmental concerns have been the motivation for their recent designs, which include the all-new Rapier and Super Rapier units. The benefits include rapid pull down to temperature; rapid recovery after door opening and rapid

recovery after defrost. In addition, they are lighter, quieter, consume less power and run environmentally friendly scroll standby compressors.

The success of GAH is largely down to a real understanding of the industry and how businesses work within it. GAH offers a range of maintenance and support options including a 24/7 UK-based call centre and a nationwide network of mobile engineers that visit their customers at a time and place convenient to them.

GAH systems are available from most top vehicle converters. All new GAH systems are compatible with Whole Vehicle Type Approval and carry the CE mark.



THE FISHMONGERS' COMPANY

The fishing industry is an essential element of the United Kingdom's national identity, and the Fishmongers' Company has been closely involved in the industry for more than 700 years.

The Fishmongers' Company is one of the Great Twelve Livery Companies of the City of London and among the most ancient of the City Guilds. As well as fostering fellowship among our members over the years, we have upheld standards in the trading of fish and shellfish and supported the fisheries industry – roles we still play today.



- improving public understanding of the health benefits of eating seafood.

The Fishmongers' Company is an independent, apolitical body which places a high value on a rational and practical approach to fish and fisheries management issues in the marine and freshwater environments, supported by sound scientific evidence.



The Company operates in four main areas of the fish and fisheries world:

- Sustainable development and promotion of the seafood trade and the importance of seafood as part of human diet*

The Company's contribution includes:

- The promotion and advocacy of sustainable fisheries and aquaculture policies and the health benefits of eating seafood;
- Maintaining Fish Inspectors at **Billingsgate Fish Market** who operate under the Company's charter whenever the Market is trading to help ensure the highest standards of seafood quality at one of Europe's biggest fish markets;


As well as the quality control service provided at the Company's own expense, the Inspectors now also provide certain consultancy and other services to individual merchants on a cost recovery basis. The Company also takes a close interest in all >>

The Fishmongers' Company has always been part of the UK seafood industry, and has also long been associated with UK fisheries management. It is proud of its history and traditional responsibilities (including at Billingsgate Market), and has evolved and developed to address new challenges.


Taking account of the Company's original long history as an association of fishmongers, its right under Royal Charter to inspect fish sold in London and to see whether or not they are "wholesome for man's body"; and its powers under legislation; the Fishmongers' Company continues to see work on fish and fisheries as central to its purpose.

Today the Company's main focus is on:


- a healthy and prosperous seafood industry, including through education and training;
- encouraging the sustainable management of marine and freshwater fish and fisheries;



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Rainbow Valley Trout

Top Quality Restocking Trout Now Available for the table market

Rainbow Valley Trout Farm is situated in the heart of Devon in the beautiful Exe Valley, it is run by the Underhill family consisting of Mark and Trudi Underhill and their three young children who all help in the running of the business, the business was started by Marks parents originally and we have now been growing top quality rainbow trout for the restocking market for over a generation and we pride ourselves on the quality and welfare of our trout.

The trout are normally only sold to premier fishing lakes in this country due to their high quality, but we are now also making them available for the table market, in a market where chefs and consumers want the best reared food products on the market.

The trout at Rainbow valley are of the best quality due to our very large ponds where they are reared from fingerlings. The ponds are lightly stocked to ensure a high quality Trout, which can be seen due to the fact that they all have beautiful full tails and are fully scaled which is why they look so bright and fresh.

Exmoor is only a few miles away from our farm and each of our ponds has over one and a half million gallons of fresh exmoor water flowing through them each day, there is no recirculating system used, so the beautifully fresh flowing water is only used once, which of course accounts for the outstandingly fresh flavour.

By the time this magazine is published We will have started smoking our very own fresh hot and cold smoked trout onsite, which will be smoked over oak chippings for a truly delicious taste

**For any enquiries please phone:
Mark: 07814324925 | Trudi: 07967409613
Or our home number: 01398 351371**



matters affecting the Market, contributing actively to consultations etc.

- Support for the highly successful **Billingsgate Seafood Training School**, which the Company helped found and which promotes all aspects of the preparation and presentation of fish in both commercial and domestic cooking. The school is now visited by over 6000 people a year of which over half are school children as part of a project to get young people to develop a healthier diet.

2. Freshwater fisheries management

The Company's contribution includes:

- A Freshwater Fisheries Director working mostly in Scotland, but with responsibility for assisting with co-ordination of work between fisheries organisations throughout the UK;
- Support for Rivers and Fisheries Trusts of Scotland (RAFTS) and its member network of 25 rivers trusts, and the co-ordination of these organisations with the network of 40 rivers trusts in England, Wales and Northern Ireland, and their parent body – the Rivers Trust;
- Support, through grants, allocation of staff time and use of office space and Company facilities, to a wide range of respected freshwater fisheries bodies including: Atlantic Salmon Trust, Salmon and Trout Association, Fish Legal, Angling Trust, Association of Salmon Fishery Boards, Game and Wildlife Conservation Trust, Wild Trout Trust;
- The development of links between relevant academic establishments and fisheries / catchment managers;
- Grants through the Company's Scottish Projects Fund (SPF) and other funds to support a wide range of scientific, educational and socio-economic projects and to pump-prime innovative initiatives in fisheries and catchment management;
- Providing the new Sustainable Eel Group with expertise, start-up funding and a venue for meetings, to enable it to protect endangered eel stocks and build a sustainable eel industry.

3. Marine and coastal fisheries management and aquaculture

The Company's contribution includes:

- Wide-ranging input, notably by the Chief Fisheries Inspector to industry and Government policy consultations and coordination and to various



- seafood advisory groups;
- Professional input to consultations on domestic legislation and the reform of the European Common Fisheries Policy;
- Close support to a number of UK bodies, including the Shellfish Association of Great Britain and the

UK Marine Biological Association;

- Charitable and other grants and support for a wide range of fishery-related organisations and projects, including educational awards for MScs and PhDs in fishery-related subjects;
- Providing ad hoc hot-desking facilities for organisations such as The 'New Under Ten Fishermen's' Association' (NUTFA) and the Angling Trust;
- Support for a Marine Fisheries and Aquaculture projects manager to support the above.

4. Education and Training

The Company's contribution includes:

- Promoting traditional skills within the seafood industry;
- Assisting with the development of the new vocational qualifications for all sectors of the seafood industry;
- Development of training materials to be delivered to trainee environmental health officers, port health inspectors etc.;
- Delivering various training courses on subjects such as quality control, food hygiene and HACCP;
- Auditing and advising seafood companies on all aspects of quality assurance.

The Company's Hall, in central London, has traditionally been a hub for fisheries meetings and debate and has become a familiar location for a wide range of conferences, seminars, workshops, press events and entertaining to help promote, develop and raise the profile of fish and fisheries issues to the general public. In 2010, 85 fish and fisheries events were held at the Hall, attended by almost 2300 participants from all over the world.

Fishmongers' Hall, London Bridge, London, EC4R 9EL

Telephone: +44 (0)207 626 3531

Email: enquiries@FishHall.org.uk

www.fishhall.org.uk



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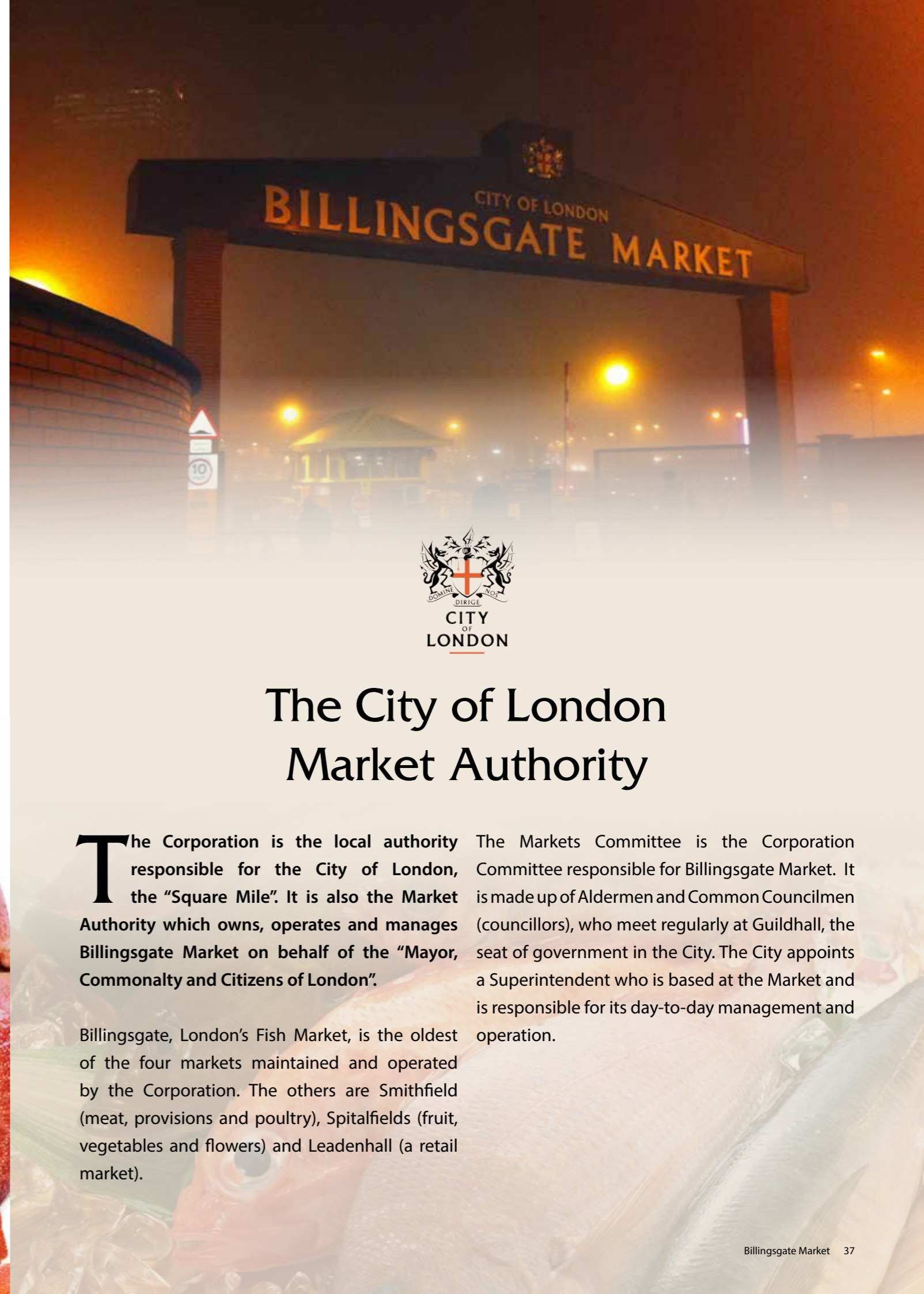
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BILLINGSGATE MARKET
 CITY OF LONDON

CITY OF LONDON

The City of London Market Authority

The Corporation is the local authority responsible for the City of London, the "Square Mile". It is also the Market Authority which owns, operates and manages Billingsgate Market on behalf of the "Mayor, Commonalty and Citizens of London".

The Markets Committee is the Corporation Committee responsible for Billingsgate Market. It is made up of Aldermen and Common Councilmen (councillors), who meet regularly at Guildhall, the seat of government in the City. The City appoints a Superintendent who is based at the Market and is responsible for its day-to-day management and operation.

Billingsgate, London's Fish Market, is the oldest of the four markets maintained and operated by the Corporation. The others are Smithfield (meat, provisions and poultry), Spitalfields (fruit, vegetables and flowers) and Leadenhall (a retail market).

Billingsgate Market 37

+ 50 years of creative innovation in machinery

Steen is driven by the search for excellence for 50 years. The focus to achieve goals and challenges set by clients and the determination to strengthen long lasting relationships in confidentiality with customers. That is why we introduced the new ST700T table top skinner. A range of different versions is available for skinning a variety of whole fish and big fillets and also for fine and rough work.

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Why not visit our shop in Billingsgate or our fish market in Portsmouth, situated near the newly opened Gunwharf Quays.

Head Office: Camber Docks, Gunwharf Road, Portsmouth, England. P01 2JX

Tel: 023 9275 3621 / 9275 6934 Fax: 023 9287 4444

www.fishmarketportsmouth.co.uk

Billingsgate market, Shop No. 26, Trafalgar Way, London E14 5ST
Tel/Fax: 0207 538 1123 Mob: 07885 369852/07710 560295

Trading at Billingsgate

Unlike the other London markets, Billingsgate merchants sell by sample. The fish displayed on the stands and in the shops inside the trading hall are samples only; the main bulk of the supplies is held outside the market building, away from the sales area. Sales and orders are made against these displayed samples. The carrying-in and unloading of the fish at the Market is called 'shoring in'. This probably dates from the days when Billingsgate occupied the old City site and

fishing boats came up the River Thames and moored alongside the Market where the fish were unloaded.

The trading hours are set by the Superintendent and the start and finish of trading continues to be signalled in the traditional way by the ringing of the Market Bell by a Market Officer. Trading may not be conducted outside the prescribed hours of trading and anyone doing so would be guilty of forestalling the Market.



The Traders

These are the firms or individuals who rent selling space on the floor of the Market and are tenants of the City of London. The London Fish Merchant's Association is a body which represents the merchants trading interests, while Billingsgate Traders Ltd represents the interests of the tenants in their dealings with the City of London and has representatives on the Market's statutory Consultative Advisory Committee. This Committee also includes representatives from the City of London, the London Borough of Tower Hamlets, the Trade Unions and the National Federation of Fishmongers.



The buyers

Fishmongers and fish-and-chip shop proprietors; delicatessens; publicans; restaurateurs; cafe owners; embassies; specialist fish suppliers; world renowned chefs; buyers from some of London's most famous department stores and from the country's greatest hotels-these are the people who comprise an essential part of any market, the buyers.

It is the demand created by these various buyers

which stimulates the merchants to seek and offer new and improved supplies. Billingsgate is, by law, a "free and open" Market giving everyone the right to attend the Market during trading hours and to purchase fish from any merchant who is willing to serve them. Sales are by private treaty between the parties concerned and no auctioning of fish takes place in the Market.

The Market's cold store is leased to, and operated by, a subsidiary company of the Merchants' Association.

The Market complex also houses several firms who trade in goods and services ancillary to the fish trade; cooking oils, potatoes, catering supplies, trade utensils and a laundry.

Tenants

Billingsgate Market has 98 stands, 30 shops and 79 offices.

A recent addition is a new distribution cold store centre built by a Merchant with assistance from an EU grant and the City of London.



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www.nortrade.co.uk
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Three mouth-watering Seafood dishes by the legendary chef Michel Roux Jr.



Nouilles aux fruits de mer
(Pasta with Seafood)

Fruits de Mer

1 hour + 10mins
(4 pers)

8 langoustines cooked
4 scallops in the shell
12 mussels
2 razor clams
20 winkles
125ml dry white wine
4 plum tomatoes
2 shallots
250ml double cream
100ml fish stock
Salt, pepper

Pasta
250g plain flour
2 eggs
3 yolks
1 pinch salt
1 table spoon olive oil

To make the pasta put into the food processor and blitz until the dough comes together. Leave to rest for 15 minutes then roll to desired thickness.

Clean the mussels and steam in the white wine and chopped shallots until just cooked, remove and then steam the razor clams. Remove the flesh from the mussels and clams and keep warm.

Shell the scallops and cut accordingly then gently cook in the mussel liquor, then remove and place with the mussels and cracked langoustine for later use. Pick the winkles and discard the shells. Add the langoustines heads to the mussel and clam liquor and crush, add the fish stock and cook for 10 minutes, then press through a fine sieve. Add the cream to this and reduce to sauce consistency.

Blanch the tomatoes to peel and then de-seed and cut into small dice.

Cook the pasta in boiling water then toss into some of the sauce. Re-heat the seafood in the remaining sauce and add the tomato dice.

Twirl the pasta onto the plate, arrange the seafood around and decorate with a clam shell or langoustine head.

Le Gavroche, the first British Restaurant to gain one, two and three Michelin stars, has been at the centre of London's culinary life since 1967. First opened by the legendary Roux brothers, Michel and Albert, it is now run by Albert's son and one of the finest chefs in the UK, Michel Roux Jr.

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Monday to Friday:
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Tel: 020 7499 1826
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- **Consistency** – our frozen storage distribution centre in North London has the capacity to stock in excess of 2,500 pallets.

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Peterhead Transport provides a daily distribution service for Scottish seafood processors to all main primary and secondary markets throughout the United Kingdom and, via its partnership network, across Europe.

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Calamar Farcis aux Riz Sauvage

(Stuffed Squid with Wild Rice)

1 hour + 10 mins
(4 pers)

4 med squid
20 mussels
100g wild rice soaked overnight in cold water
1 onion
1 shallot
2 cloves garlic
1 small bunch parsley
500ml lobster stock
1 red pepper
1 green pepper
100g butter
125ml white wine
1 pinch saffron
Salt, pepper
2 yolk of egg

Clean the mussels and then steam open until just cooked with the white wine. Pick out the meat and add the cooking juice to the lobster stock. Clean the squid remove beak but keep tentacles whole. Cook the rice as a pilaf with the addition of diced peppers, saffron and lobster stock. When cool add the yolk and stuff the squid with the rice, close the opening with a wooden cocktail stick. Gently cook in the simmering remaining lobster stock for 4-5 minutes until cooked. Take some of the stock and reduce to sauce consistency. Toss the mussels in a little garlic butter made with the shallot, garlic and parsley. Fry the tentacles in a little oil until crispy. Slice the stuffed squid and arrange neatly on the plate with the mussels.



Cockle Risotto with Flat Parsley

Serve 4 persons

1kg fresh cockles in their shells
300ml dry white wine
200ml chicken stock
2 shallots, finely chopped
2 tablespoons unsalted butter
157g Arborio rice
50g parmesan cheese, grated
1 tablespoon mascarpone
Salt and pepper
30g flat-leaf parsley, coarsely chopped

Wash the cockles in several changes of cold water, scrubbing the shells if necessary. Put them in a hot saucepan with 250ml of the wine, cover the pan and cook over high heat, shaking the pan from time to time. When all the shells have opened (6-8 minutes), drain into a colander set over a bowl to collect the cooking liquid. Remove the cockles from their shells and set aside. Bring the chicken stock to the boil and set aside. In a thick-based saucepan, sweat the shallots with the butter until translucent but not browned. Add the rice and cook for a few seconds, stirring until the rice is translucent. Pour in the remaining 50ml of wine and turn up the heat until the wine has evaporated, stirring constantly. Then add a ladleful of the hot cockles cooking liquid and turn down the heat, stirring occasionally, until all the stock is absorbed and the rice is tender.

Remove from the heat and stir in the cockles, parmesan and mascarpone. Season to taste, add the parsley and serve immediately, on warmed plates.





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A history of Billingsgate

The Market rights of the City of London were based on a charter granted by Edward III in 1327 which prohibited the setting up of rival markets within 6.6 miles of the City, (six and two thirds miles being the distance a person could be expected to walk to market, sell his produce and return in a day). In 1400 King Henry 1V granted to the citizens the right, by charter, to collect tolls and customs at Billingsgate, Cheap and Smithfield. Since then, the Billingsgate Market Acts of 1846 and 1871 and the City of London (Various Powers) Acts of 1973, 1979, 1987 and 1990, have confirmed the City's role as the Market Authority and laid down its responsibilities and rights, including the making of regulations, byelaws and the collection of tolls, rents and other charges.



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A history of Billingsgate

Billingsgate was known as Blynesgate and Byllynsgate before the name settled into its present form. The origin of the name is unclear and could refer to a watergate at the south side of the City where goods were landed- perhaps owned by a man named 'Biling'-or it may have originated with Belin (400BC) an ancient King of the period.



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A history of Billingsgate

Billingsgate was originally a general market for corn, coal, iron, wine, salt, pottery, fish and miscellaneous goods and does not seem to have become associated exclusively with the fish trade until the sixteenth century.

In 1699 an Act of Parliament was passed making it "a free and open market for all sorts of fish whatsoever". The only exception to this was the sale of eels which was restricted to Dutch fishermen whose boats were moored in the Thames. This was because they had helped feed the people of London during the Great Fire.

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A history of Billingsgate

Until the mid-nineteenth century, fish and seafood were sold from stalls and sheds around the 'hythe' or dock at Billingsgate. As the amount of fish handled increased, a purpose-built market became essential. In 1850 the first Billingsgate Market building was constructed on Lower Thames Street but it proved to be inadequate and was demolished in 1873 to make way for the building which still stands in Lower Thames Street today. This was designed by the City Architect, Sir Horace Jones and built by John Mowlem. It was opened in 1876. It is now a listed building.

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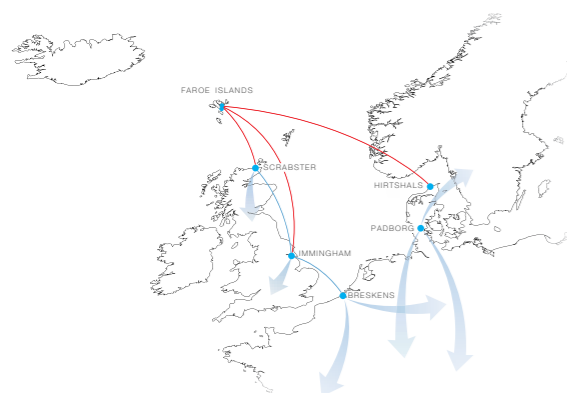
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ASIAN PEARL T/A CRYSTAL AMUSEMENTS LTD		STAND E8/E9	FRESH EXOTIC	07956221688	0208 691 2835	Saravanan_crystal@yahoo.co.uk	Mr S. Saravanan
BARDS SHELLFISH		STAND I6/I7/I8 STAND F12	SHELLFISH FRESH & FROZEN	020 7538 2835 01708 867279	0207 538 2835	Bardshell@yahoo.co.uk	Mr. Simon Chilcott
BARTON & HART		STAND H6/H7/ H8/H9 & H10	WET	020 7515 2341			Mr. Roger Barton
BENGATE TRADING LTD	62	OFFICE ONLY	FRESH/FROZEN	020 7515 8008	0560 149419	info@bengate.com www.bengatetrading.co.uk	Mr. Iliia Gantzias
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Billingsgate Market



Billingsgate Market,
Trafalgar Way
Poplar
London
E14 5ST

TRAVEL

Tube

From Stratford, London Bridge & Waterloo take the Jubilee Line to Canary Wharf (10 minutes walk)

Road

From the City - A1100 Tower Hill - A1203 East Smithfield - The Highway - Limehouse Link Tunnel (follow signs to Royal Docks) on exit form tunnel into Aspen Way. Take the 1st slip road and follow the signs to Billingsgate Market.

From the South - A102 via Blackwall Tunnel take first exit on North side follow signs to Canary Wharf / Isle of Dogs

DLR

From Bank/Tower Gateway/Stratford/Beckton - to Canary Wharf (10 minutes walk) or to Blackwall (change at Limehouse)(5 minutes walk)

City Airport

By road - follow signs to City, exit onto Aspen Way flyover Junction A1206. Follow Canary Wharf signs (Billingsgate is sub-signed).
By DLR - as from Beckton above.

Photography at Billingsgate Market by Joanne Hornsby-Evans and Adrian Flower Photography

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