



## ISSUE 18

### GREATER LINCOLNSHIRE LEP FOOD SECURITY

19 May 2021

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#### SECTOR PROGRESS & HIGHLIGHTS

Please click on a link below to discover our most recent sector updates.

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- [Trusted Bytes](#)
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#### INTRODUCTION

Yvonne Adam is a Board Director at Grimsby-based Young's Seafood - the UK's No1 seafood business - a Greater Lincolnshire LEP Director and a member of our Food Board. She is an ambassador for healthy, sustainable seafood. Here Yvonne shares with us more detail on an investment announcement made by Young's earlier this month.



*This month I am delighted to introduce some of the key developments and progress across the sector in Lincolnshire in our Food Sector Bulletin, as well as sharing some very exciting news for Young's and the job creation opportunities this brings to the region.*

*Following expansion of our production lines through our accelerated growth plans, we are currently looking for more than 400 new recruits across a variety of factory-based roles in Grimsby, including as production operatives at Humberstone Road, at The Docks and across the wider estate.*

*These jobs have been driven by an increased demand for Young's products and will increase the head count in the town to 3,000 from 2,500 by the end of 2021.*

*Our production operative roles require no previous experience of working in a fish or food manufacturing environment, but we want a willingness to learn, the right attitude and a desire to succeed. Professional and personal growth is very important to us and we have many opportunities for development for those who work with us. We're also keen to promote from within wherever possible.*

*These roles are fantastic for the region and we're proud to be able to support the local community, especially during the tough economic landscape, and to start to drive the economy back towards*

*recovery. We are pleased to be able to grow our team, create skilled jobs and continue to help inspire our nation to love and eat healthy fish that's made in the region, now and for generations to come.*

*We are particularly supportive of the Greater Lincolnshire LEP, which is rapidly developing plans in a powerful collaboration with the food industry to create a globally important UK Food Valley to promote us as the UK capital for food, attract investment, collaborate on innovation and automation and offer green, sustainable growth.*

*The latest LEP Food Security Bulletin contains news on many key investments, announcements and developments fuelling the sector, so please [click here](#) to find out more.*

*Love Fish*

*Love Young's*

Yvonne is also one of our featured Lincolnshire Voices this month. Head over to the [LEP e-news](#) to visit this special edition shining a spotlight on some of the people behind the remarkable work underway across our fantastic region offering their personal thoughts and experiences in a departure from our usual style, and bringing some fascinating insights.

Join us on [@GreaterLincsLEP](#) and [LinkedIn](#) to be the first to see key updates, snapshot news and information. Click [here](#) to register.

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## YOUR NEWS

### Trusted Bytes

A ground-breaking collaborative project funded by Innovate UK, Trusted Bytes aims to boost supply chain productivity across the fresh produce sector by establishing an industry-wide system for trusted data exchange.

The £2.8m Trusted Bytes project will use novel digital technology that connects the supply chain with central government and other critical partners to help facilitate the flow of goods across international borders and drive productivity within the UK food economy. This includes the development of technology that creates immutable proof of food provenance, digitises critical border transfer processes, develops the world's first trust framework to govern trustworthy data exchange and sharing across the full food supply chain, alongside novel telecommunications technologies that provide seamless real-time digital connectivity for supply chain operators.

The consortium, led by Produce Logistics Limited includes leading fresh produce supply chain operators Fesa UK Ltd; Worldwide Fruit Ltd; Davis Worldwide Ltd; Hain Daniels; FreshLinc Ltd; and ukFPN Lincolnshire, supported by technology companies Contained Technologies UK Ltd; British Standards Institution (BSI); and Accelerate Technology Ltd, as well as the University of Lincoln, UK; the High Value Manufacturing Catapult's Manufacturing Technology Centre; and the Satellite Applications Catapult.

Contained Technologies' BlueRing software is at the heart of the project, and it is designed to integrate external systems, such as HMRC, quickly and easily. It will be extended by a new BSI standard to enable businesses to automate the Authorised Economic Operator (AEO) certification process. A further challenge for the rural food sector will be addressed by ubiquitous end-to-end telecommunications developed by Excelebrate Technologies Ltd.

Trusted Bytes will deliver a complete service that can integrate across multiple enterprise resource planning (ERP) systems, from order to compliance and submission. The information will be made available on a transparent data sharing platform that tracks conditions and location, as well as enabling this data to be easily ingested into their forms, templates, and enterprise business and procurement

systems. This integration is crucial for businesses seeking to streamline their processes and regulatory compliance.

Alex Szymborski, Contained Technologies UK Ltd, said: *"I am delighted to lead the Innovate UK funded Trusted Bytes project; helping to create critical innovation in the food supply chain to bring about long-term benefits in trust, security and resilience. This is a great team, with an abundance of skills from technology and industry, bringing together the very best of Britain."*

Professor Simon Pearson, Director of the Lincoln Institute for Agri-food Technology at the University of Lincoln, commented: *"Given the changes to UK terms of trade post Brexit, this project is extremely timely. We hope to provide technology to help the flow of the fresh produce trade but also lead innovation to establish the trusted sharing of data in complex supply chains."*

Angie Stuart, UKFPN Lincolnshire said: *"This is a major achievement and another great example of the level of innovation found within the fresh produce industry in South Lincolnshire. We're super excited to be working on this project with our members and partners."*

### **Youngs Seafood in Grimsby Expansion**

Following on from Yvonne's announcement in the introduction, Young's Seafood is looking for more than 400 new recruits across a variety of factory-based roles in Grimsby.



Terry Tuplin, Site Director (pictured), said: *"We believe in creating positive, well-founded relationships, a great work-life balance, fair reward and long term career prospects. Its foundation is built from over 200 years' experience in fish manufacturing and this has allowed our organisation to provide sustainable employment for development and growth in Grimsby. I myself was recruited from the shop floor 30+ years ago, and as my career flourished, so did the success of the business. We can all enjoy the development, investment and opportunities to grow here at Young's. Many of our Management population have grown up with the business and so can anyone else. We have so many development and promotional opportunities and are keen to promote from within, wherever possible."*

*Today you can be a Production Operative packing or helping make our products, tomorrow you could be managing people or going into other departments such as Learning & Development or Marketing.*

*We're proud to be in a position where we can grow our team and continue to help inspire our nation to love and eat fish now and for generations."*

Anyone interested in a role can apply at <https://youngsseafood.co.uk/careers/> or email [recruitment@youngsseafood.co.uk](mailto:recruitment@youngsseafood.co.uk)

### **New Branston Factory to Make Protein from Low Value Potatoes**

Work has started on a new £6m facility, which will be used to extract high grade plant protein from potatoes, at Branston's site in Lincolnshire.



Branston is working alongside B-hive Innovations as part of a collaborative project to improve potato crop utilisation. The commercial factory is the first of its kind in the UK and will see the introduction of bespoke technologies and capabilities to meet the growing demand for UK grown plant-based ingredients.

The facility will convert low-value potatoes into clean-label functional protein, which can be used in vegetarian and vegan foods. It will also generate starch-based products for a range of manufacturing applications.

The project is being headed up by the newly appointed managing director of the Branston's Prepared Foods division, Richard Fell, as a key part of his focus on transforming the Prepared business.



Richard said: *"We're delighted to be working with B-hive Innovations on this new venture. Most people are aware of potato starch and fibre in potatoes, but they don't consider the highly nutritious protein fraction."*

*"B-hive Innovations has been honing this technology for a number of years, working with a group of academic and industry partners and supported by Innovate UK. They have developed a process to gently extract and isolate high-grade proteins from potatoes. This means we have the potential to meet the growing requirements from food manufacturers for 100% plant-based protein that is free from allergens and is fully traceable from our UK grown crops."*

### **HSH Coldstores Plans for Expansion in Grimsby**

HSH Coldstores, part of Constellation Cold Logistics, which is Europe's largest cold store operator with 13 sites in 4 European countries has announced plans for an expansion in Grimsby.

HSH Coldstores has more than 50 years of experience in the storage and distribution sector. Earlier this year it joined the Constellation Cold Logistics platform, a network of market-leading cold storage and logistics businesses across Europe. HSH's sister company, SAL Commercials, coordinates the transport element of the business and operates more than 40 refrigerated vehicles across the four existing sites, collectively travelling more than two million miles for customers annually.

Plans have been submitted for a £15m development which will create up to 50 jobs at the leading business park on the south bank of the Humber, in the UK. When completed, the state-of-the-art facility at Europarc business park will increase HSH Coldstores' capacity in Grimsby by over 30,000 pallet positions.

The development is expected to create 50 jobs across numerous roles including multi-skilled coldstore operatives, stock office administrators and LGV drivers.

Anthony Howard, Managing Director of HSH Coldstores, said: *“This expansion is needed due to increasing demand for storage from existing and potential new customers. “I’m thrilled that we’re expanding and planning our exciting new facility. Europarc is the perfect location, with its fantastic road links and other food-based businesses on site. “We’re really proud to be working in partnership with Wykeland to invest in the local community and boost the economy. “It’s fantastic we’re in a position to expand in the current climate, but it’s only possible because of the hard work and dedication of our whole team.”*

The new facility will achieve a BREEAM “very good” rating for sustainability and will incorporate extensive solar panels to generate a portion of energy needs. Subject to planning consent, HSH Coldstores is aiming for it to be operational in the first quarter of 2022.

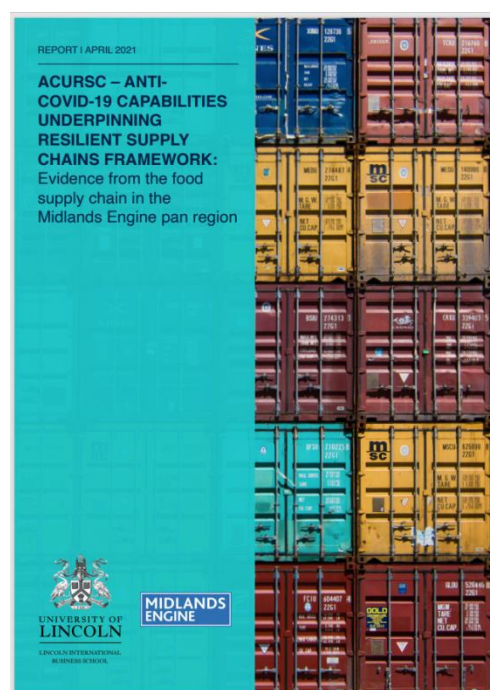
### Professor Simon Pearson Appointed to Co-Chair Horticultural Automation Review

DEFRA is currently leading a review into automation in horticulture which will report on ways to increase automation in the sector and reduce the need for migrant seasonal labour.

Professor Simon Pearson, Director of the Lincoln Institute for AgriFood Technology (LIAT) at the University of Lincoln, and a Greater Lincolnshire LEP Food Board member, has been appointed to co-chair of the horticulture automation review and said: *“I am delighted to be co-chairing this extremely important review alongside the Rt. Hon. George Eustice MP, Secretary of State for Environment, Food and Rural Affairs, and look forward to working with colleagues at Defra on the final report due for publication later this year.”*

Simon’s new role builds on his track record in the last five years of developing the LIAT team, based at the Riseholme Campus North of Lincoln, into Europe’s largest team focused on agri-food robotics and the digitalisation of the Food Chain.

### Midlands Engine Report on Food Chain Resilience



A University of Lincoln team led by Professor Charbel Jose Chiappetta Jabbour, Dr. David Twigg, Liz Price, Professor Martin Hingley, and Martin Collison (Lincoln International Business School, University of Lincoln), have recently completed a review of how the food chain coped with Covid-19 and the capabilities it used in response to the pandemic.

The review found that the UK food supply chain was able to cope well with the pressures put on it by COVID-19, which included the dramatic contraction of ‘food to go’ sector and food services, and an acute increase in food stockpiling by households and retail demand.

The research findings helped build a portfolio of resilience capability factors, the ACURSC (Anti-COVID-19 Capabilities Underpinning Resilient Supply Chains) Framework, which identifies that the main capabilities which enabled the food chain to cope with Covid included:

- Organisation, defined as having effective human resource structures, policies, skills and culture.
- Anticipation, which means the ability to identify potential future disruptive events or situations and to have plans in place to cope when disruptive events occur.

- Adaptability, meaning the organisational ability to quickly modify operations in response to challenges or opportunities.
- Flexibility in order fulfilment, which means quickly changing outputs or the mode of delivering outputs (e.g. moving production from food service to food retail markets or online sales).
- Flexibility in sourcing, with the ability to quickly change production inputs and raw materials when supply chains were disrupted.

It also emerged that the most resilient firms had a few common distinctive characteristics such as a proactive entrepreneurial mindset which helped them respond effectively. Commenting on the review, the authors report that they were struck by just how fast the response had been by our food businesses to the Covid crisis in 2020 and how they had gone well beyond what they were asked to do by government to ensure they both kept their staff safe and the country fed. The industry can be rightly proud of how resilient it was and this stands it in very good stead for the future.

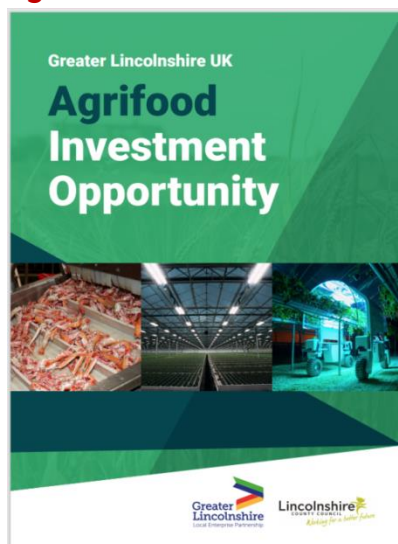
### The Greater Lincolnshire HPO

The Greater Lincolnshire High Potential Opportunity (HPO) for Automation in Food Processing will be launched with the Department for International Trade (DIT) on 27th May in two webinars: early morning for countries East of the UK and late afternoon for the Americas. The purpose of the HPO, which includes 30 detailed slides on Lincolnshire's thriving food sector and its cluster of automation expertise, is to attract further investment to the region.

DIT will use it with potential investors to promote the opportunities in our region and to signpost them to the support and assistance which is available locally.



### AgriFood Sector Investment Proposition



Lincolnshire County Council has worked with the LEP to produce a detailed guide to investing in Lincolnshire's agriculture and food chain. The brochure is available to download [here](#).

The brochure includes detailed information on the industry and its distribution across the LEP area. It identifies our key clusters, and the innovation and skills assets we have and development sites for the food chain.

It forms part of the LEP's work to develop the profile of the food sector and attract further investment to the area.



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## NATIONAL NEWS

### FSA Report on Food in a Pandemic

The FSA working with Demos, interviewed over 10,000 consumers to assess how the pandemic has changed their food buying habits. The report details a wide range of changes including:

- Food insecurity: people have stepped in to help prevent new forms of food insecurity caused by people self-isolating by offering informal support such as shopping for others. There is a public appetite for the government to take action to help feed those without the means to feed themselves. People also tend to be more supportive of preventative actions for food insecurity, such as ensuring well-paid jobs are available to all. Just under two thirds (63%) that 'it is the government's responsibility to make sure no-one goes hungry'.
- UK food supply: a significant proportion of the population have bought food more locally or grown more food during the pandemic, reflecting a wider move towards individual self-sufficiency. 78% of those surveyed supported the UK keeping its current food quality standards, even if food is more expensive and less competitive in the global market. A similar proportion (82%) also supported maintaining the UK's current animal welfare standards.
- Diet and eating habits: there has been a complex shift in people's diets during Covid-19, with more home cooking. Although a third (32%) of respondents in the poll reported eating more healthy main meals, a third (33%) ate more unhealthy snacks. Those who have cooked more or eaten healthier main meals tend to expect this change to continue. However, this is likely to be somewhat dependent on the other changes, such as continued flexible working.

The full report is available at: [Food in a Pandemic report published | Food Standards Agency](#)

### Invitation to join the NI-GB Food Supply Chain Forum

DEFRA is establishing a new industry forum for all businesses within the agri-food supply chain and moving goods between Great Britain (GB) and Northern Ireland (NI).

The NI-GB Food Supply Chain Forum aims to create a community for open discussion of issues affecting business. It will focus on operational implementation issues in the main and ensure the open communication of relevant policy and delivery developments associated with movements into and from NI. Please find [further details in this document](#). If you have any questions about the forum in the meantime, please email [NIGBFoodSupplyChainForum@defra.gov.uk](mailto:NIGBFoodSupplyChainForum@defra.gov.uk). You can [register your interest in joining the forum online](#).

### Add your Views - Quarterly Economic Survey

The opening of Quarter 2 of the Quarterly Economic Survey (QES) coincides with the third step in the government's roadmap to lifting Covid-19 restrictions. With more businesses reopening their doors, we would like to hear from as many Lincolnshire organisations as possible, to further understand how your business is faring in today's climate.

Take part in the QES. It takes less than 3 minutes, and can be completely anonymous if you wish. Click [here](#) to contribute.

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## EVENTS & WEBINARS

### North Atlantic Seafood Forum (NASF) 2021

The NASF 2021 will be hosted virtually from 8<sup>th</sup> June to 10<sup>th</sup> June, bringing attendees a digital conference showcasing 160 top executive speakers presenting in 15 sessions on topics, including:

- Innovation & Technology
- Women in Seafood
- Young Leaders in Seafood with Seafish Industry Authority
- Global Ocean Marine Resources
- Aquaculture Feed
- Policy Making
- Global 'Industry Captains' sharing their thoughts - a 'View from the bridge'
- Salmon, whitefish, pelagic & sustainability seminars
- Prawns
- Investor seminar sponsored by Pareto.

Register your attendance now - the programme can be accessed [here](#).

## EU VAT Changes

Virtual event | 8 June 2021 | 10:00 - 11:30 | [Sign up today](#)

In response to numerous enquiries from East Midlands businesses regarding the EU VAT eCommerce package coming into effect from 1st July, DIT East Midlands and EU VAT specialist Ellen Main Jeffrey from [JustVAT](#) will be on hand to offer insight and answer your questions.

### About this webinar

The EU has been looking at ways to streamline VAT accounting for both EU VAT registered businesses and non-EU businesses selling into the EU and make it easier for individual sellers to report VAT and from 1st July 2021, the EU VAT eCommerce Package will launch. This means that B2C eCommerce sellers and eMarketplaces will face new VAT obligation reforms initiated by the 27 member states of the European Union.

### The primary changes for B2C sellers from 1st July are:

1. Simplified OSS (One Stop Shop) VAT return for EU VAT registered businesses selling cross-border within the EU
2. Ending of the low-value import VAT exemption and the new IOSS (Import One Stop Shop) for non-EU businesses selling into the EU
3. New rules for e-commerce whereby eMarketplaces will in some cases become the deemed VAT supplier and responsible for charging and collecting VAT on deemed supplier transactions
4. VAT obligations using Amazon's Pan-EU FBA and deferred VAT accounts for the EU.

This interactive masterclass will be delivered online and you will receive instructions with a link to your session after your place is confirmed. Attendance is free and places are expected to go fast, so click [here](#) to register your interest in attending today.

*Please note:* priority will be given to businesses based in the [Midlands Engine](#) region, and that your place is not guaranteed until you receive confirmation from us.

## The Greater Lincolnshire LEP Online Jobs and Careers Fair Series returns

The Online Jobs and Career Fair Series unites local people and businesses via a virtual exhibition hall, through which visitors can view job vacancies and training opportunities, engage in live chats and video calls with employers, and access career advice videos. The Greater Lincolnshire LEP is working in partnership with various organisations across the Greater Lincolnshire and Rutland area to make the series a success.

The next event will be live on **Wednesday 26 May 2021, from 10am-1pm** hosted by Karl McCartney MP. Visitors can access the site for free by going to [www.greaterlincsjobsfair.co.uk](http://www.greaterlincsjobsfair.co.uk). The website is accessible 24/7 between live events to offer support and guidance. Organisations can register for a free virtual exhibition stand via [www.greaterlincsjobsfair.co.uk/register](http://www.greaterlincsjobsfair.co.uk/register).

## Brexit Cluster Event - May 2021

This event is delivered by the East Midlands' Growth Hub Cluster lead, and is designed around some of the most popular searches on the ICAEW's Brexit hub. It discusses the aftermath and the road ahead



after the EU Exit, and includes input from the Department of International Trade and local experts advising SMEs.

Expert speakers will focus on how SMEs can remain resilient and keep developing future opportunities. Delegates will hear first-hand from local SMEs about the obstacles they've had to overcome, and lessons learned to help support them in their future growth.

**25 May - Business resilience for SMEs in the East Midlands in a post-Brexit Britain.** Expert speakers will focus on how SMEs can remain resilient and keep developing future opportunities and delegates will hear first-hand from local SMEs about the obstacles overcome, and lessons learned to help support them in their future growth. Speakers include:

- **Edward Tong** - Managing Director of Tong Engineering, the Spilsby based food sector engineering specialist
- **Kevin Hall** - VAT Partner at Wright Hassall LLP
- **David Hooper** - Director of Independent Freight
- **Mike Stokes** - International Trade Adviser, Department for International Trade, Lincolnshire & Rutland

Click [here](#) to find out more.

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## **Agritech and Food Funding Opportunities**

### **The Royal Society Short Industry Fellowship**

This scheme forms part of the Royal Society's Industry programme, and enables scientists employed in industry or academia and/or their postdoctoral researcher to have shorter more dynamic engagements between academia and industry, working on a mutually beneficial and collaborative project.

Secondments can be held for a period of between three and six months full time, or up to 12 months part time. For more information click [here](#)

### **UKRI: UKRI Trustworthy Autonomous Systems programme: responsibility**

This opportunity is part of the UKRI Trustworthy Autonomous Systems (TAS) programme which supports research on the technical, social and ethical challenges surrounding trustworthy autonomous systems. For more information click [here](#). [Knowledge Transfer Partnership](#)

### **Knowledge Transfer Partnership (KTP)**

This [scheme](#) helps businesses in the UK to innovate and grow. It does this by linking them with an academic or research organisation and a graduate. A KTP enables a business to bring in new skills and the latest academic thinking to deliver a specific, strategic innovation project through a knowledge-based partnership. For more information [click here](#)

### **The Greater Lincolnshire Mentoring Programme**

One of the best ways to manage business growth and lead your company to success is by using high-quality business mentors. Join the fully funded Greater Lincolnshire Mentoring Programme, established by the University of Lincoln and Business Lincolnshire, to access a series of one-to-one mentoring meetings and peer support sessions led by highly experienced business leaders.

By joining the programme you will be able to:

- Grow your business with the help of experienced mentors
- Get help and advice with difficult business decisions
- Find focus and direction for your business to aid quicker and more stable growth
- Extend your contacts and create a network with like-minded business leaders

The deadline for applications for the June cohort of mentorships is Sunday 30<sup>th</sup> May. To find out more click [here](#), or email [libs\\_exec@lincoln.ac.uk](mailto:libs_exec@lincoln.ac.uk).

### **The Productivity Programme for Greater Lincolnshire**

The Productivity Programme, delivered by the University of Lincoln and funded by the European Regional Development Fund, is designed to enable micro, small and medium businesses to do things differently through grant funding, business support and collaboration with the academic capacity of the University. To find out more, please head to the Productivity Programme website: [productivityprogramme.co.uk/](http://productivityprogramme.co.uk/)

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## **NEXT EDITION**

If you have relevant news or information which you would like to be included, please let us know by sending an email to: [kate.storey@lincolnshire.gov.uk](mailto:kate.storey@lincolnshire.gov.uk) To be added to the LRF Economic & Business updates distribution list, click [here](#).

The Greater Lincolnshire LEP continues to work closely with businesses, facilitators, and government to address the impact of Covid19 on the food chain and support the food sector to continue feeding the nation and to plan for the recovery phase and growth. Please follow the latest updates on our website [www.greaterlincolnshirelep.co.uk](http://www.greaterlincolnshirelep.co.uk) and follow us on [@GreaterLincsLEP](#) and through [LinkedIn](#).

### **Covid-19**

- Visit [Business Lincolnshire](#) for continued support to your business
- View the Government Covid-secure guidance by sector [here](#)
- Click [here](#) if you can provide Covid-19 testing capacity
- Feed business impacts into [Business Intelligence](#)