

Relaying your results – the role of the newsletter

The problem

Results from research work on shellfish are generally published in scientific journals.



This information does not easily reach the industry "end users".



Distribution of information to industry by electronic methods is not efficient – for example, less than one third of UK shellfish farms have e-mail contact information.

The answer

A NEWSLETTER – in the UK, Shellfish News has been published twice yearly since it was first introduced in 1996.

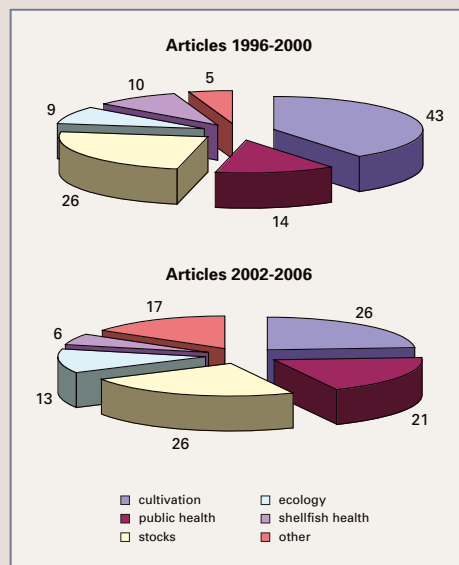
All UK shellfish farmers are registered (by law) with Cefas, the organisation that produces the newsletter, and so copies can easily be distributed by post. There is no charge.



The achievements so far

In 23 issues of *Shellfish News* to date a total of 226 articles have been published, i.e. an average of almost 10 articles per issue.

A comparison of the topics covered by the articles in the first five years (1996-2000 inclusive) and most recent five complete years (2002-2006) is shown on the pie charts.



While articles on managed and harvested shellfish stocks have been constant, the number and proportion of articles on cultivation have declined, in part coinciding with the closure of the Cefas Conwy Laboratory. The proportion of articles on human health aspects of eating shellfish and on conservation issues has increased, reflecting trends and changing drivers in the industry. The extra articles in the 'other' category in later editions are mainly on aspects of shellfish production overseas, a topic of increasing interest.

In addition to the above, about 30-40 abstracts of papers from the scientific literature are summarised in each issue.

Read all about it!

<http://www.cefas.co.uk/news-and-events/shellfish-news.aspx>

Not only research results

A readership survey showed that articles on current research and summaries of published research to be the most popular items, with 70% finding them extremely or very useful.

Other relevant information is also published however, including:

- Policy
- Legislation
- Annual Shellfish Production Data
- Results from monitoring programmes (biotoxins / diseases / pollutants).

Sponsors

Shellfish News is free to farmers and others closely associated with the shellfish industry in the UK. It is sponsored by the Department for Environment, Food and Rural Affairs (Defra), the government body responsible for aquaculture, shellfisheries and the marine environment.



The future???

As Internet use grows it is possible that one day Shellfish News will be a fully electronic publication. Copies are already posted on the Cefas web site, particularly for the benefit of overseas readers. We offer an Email alert service – contact the editor if you wish to be added to this.

