

Sustainable Seafood: What's the problem?

Charlotte Jarman
Ethical Eats, Sustain

With thanks to the Marine Conservation Society




What is sustainable seafood?

- Sourced from well-managed, healthy fish stocks
- Caught/farmed using methods that have a minimal impact on the marine environment



Why choose sustainable seafood?

- By choosing to source sustainable seafood you are helping to ensure the future for:
 - a healthy marine eco-system
 - a productive fishing industry
 - Both of these are essential in securing a future for seafood
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Effects of fishing

- Around 80% of EU fish populations are over-fished
 - Only 15% world fisheries have excess capacity
 - Over 80% of the worlds large predatory fish have disappeared in the last 50 years
 - High levels of bycatch, discards and habitat damage are widespread
 - Food webs are being disrupted by the removal of predators and prey
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Environmental impacts of fishing

Low Impact

- Hand collection
- Line fishing



Medium Impact

- Mid-water trawls
- Seine nets

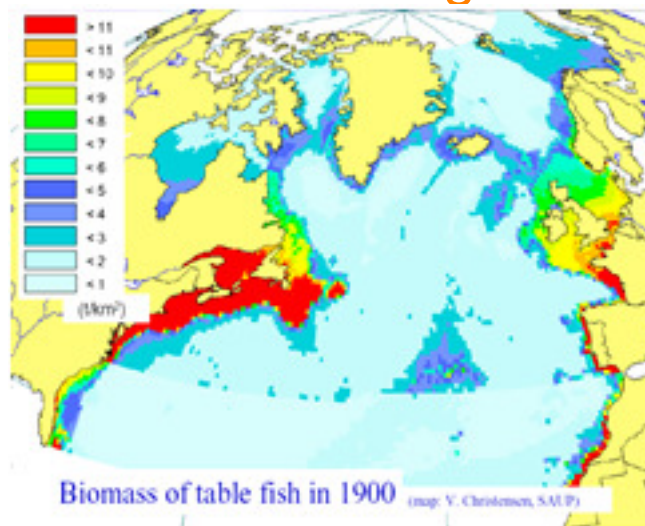


High Impact

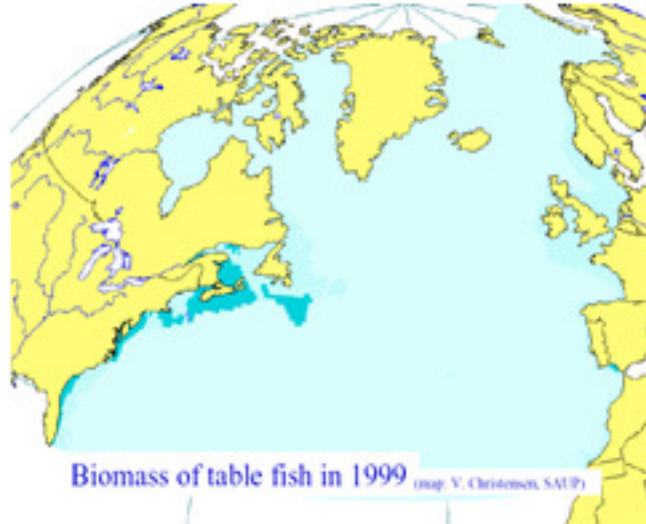
- Dredges
- Trawls
- Explosives



Overfishing



Overfishing



Overfishing



- Overfishing – reduces the reproductive capacity of fish populations and prevents them from recovering
- Some species such as the Bluefin Tuna and Atlantic halibut are now as endangered as the Tiger and Panda



Discards & bycatch



- **Discards:** Throwing away under-sized, non-quota, over-quota, and/or non-target species.
- **Bycatch:** Incidental capture of marine mammals, turtles, seabirds and other non-target animals.

Habitat Disturbance

The effects of fishing gears can alter the marine habitat significantly, reducing its ability to support marine life, including the fish that are being targeted.



Aquaculture



- Now accounts for 46% of all seafood production (FAO, 2010).
- Growing faster than wild capture fisheries and terrestrial meat production.
- So is it the solution?

Aquaculture issues



- **Disease:** Intensive farming can lead to the rapid spread of disease, which can then spread to wild populations.



Aquaculture issues



- **Pollution:** Farms can have a negative impact on the surrounding area through 'organic enrichment'.

Aquaculture Issues

- Escapees – Can negatively impact on the genetic diversity of wild populations.
- Medication – Antibiotics and pesticides used in farms can effect the natural marine environment.
- Welfare – from an animal rights viewpoint there can be issues with high stocking densities.

Enough about the problems...

...what about the solutions?



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Helping You Navigate Seafood Sustainability

Emily Howgate, SeaWeb-Seafood Choices

www.goodcatch.org.uk



Navigating Seafood Sustainability



Step 1 -
Gather Information

Step 2 -
Source Sustainably

Step 3 -
State your Commitment

Step 4 -
Communicate Clearly

Step 5 -
Influence Wider Progress

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1. Gather Information

Assess and monitor the environmental sustainability of the seafood you currently serve.



- To begin to improve you first have to know where you are starting from
- Find out the what, when, where and how of catching and farming your seafood.
- Talk to your fish supplier!

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Seafood Audit Template

Product description	Supplier or Source	Species Name (scientific)	Species Name (flat scientific)	Storage category (e.g. fresh, frozen, smoked)	Product form (e.g. whole, fillet, skin added, breaded)	Is it whole caught or farmed?	Where is it caught or farmed?	How & the fish caught or farmed?	MSC rating (1, Green - 5, Red)	Is it MSC certified? (i.e. MSC, organic, fair-trade, etc.)	Country of origin	Name of vessel or farm	Traceability from receipt (i.e. evidence of site visits, audit certificates)
Fish fingers	Ocean view	Arctic perch	Theragra chalcogramma	Frozen	Breaded	MSC	Sea of Alaska	Unknown	1	MSC	USA	Unknown	MSC certification
Salmon fillet	Ocean view	Salmon	Salmo salar	Canned	Chunks	MSC	Unknown	Unknown	Unknown	No	Thailand	Unknown	None
White sea bass	James Fine Fish	Halibut	Paralichthys oblongus	Fresh	Whole	MSC	Denmark	Line-caught	1	No	UK	Lady of the Waves	Verifiably best supplier has record of direct boat visit and direct sourcing relationship
White sea bass	James Fine Fish	Red pike	Astirgale luciae	Fresh	Whole	MSC	Denmark	Denmark offshore	1	No	UK	Green Burrell	Verifiably best supplier has record of direct boat visit and direct sourcing relationship
Coat fish	London Seafood Co.	Pacific cod	Gadus macrocephalus	Frozen	Flaked	MSC	Alaska	Longline	1	MSC	USA	Unknown	MSC certification
Scampi tails	London Seafood Co.	Langoustine	Neptunus norvegicus	Frozen	Breaded	MSC	All Atlantic, North Sea	Denmark offshore	1	No	UK	Unknown	None
Salmon supreme	London Seafood Co.	Salmon	Salmo salar	Fresh	Portions	Farmed	Scotland	Net-pens	2	No	UK	Thistle Loch Salmon Farmers	Fresh certificate from farm available
Mussels	London Seafood Co.	Blue mussels	Mytilus edulis	Fresh	Live	Farmed	Scotland	Road-grown	1	No	UK	Unknown	None
Pinked tiger prawns	London Seafood Co.	Tiger prawns	Penaeus monodon	Frozen	Pinked and de-veined	MSC	Asia	Denmark offshore	1	No	Unknown	Unknown	None

Good Catch...the essentials includes a handy template that can help you pull-together information about the seafood you currently source and serve.

Available to download from www.goodcatch.org.uk soon!

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2. Source Sustainably

Make improvements to your current buying practices.



MCS ratings: www.fishonline.org

- **Avoid the Worst** 5
e.g. MCS rating
- **Promote the Best**
- 'demonstrably sustainable'
e.g. MSC certified 1 or 2, even MCS rating
- **Improve the Rest** 3 4
e.g. MCS rating

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Top Tip:

- Mix up the menu



- Think about serving different types of seafood, giving commonly exploited species a rest.
- Cooking new seafood creatively can inspire further demand for alternative species from your customers.

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Top Tip

- Go low



- Buying fish that eat low on the food chain can be more sustainable than larger, predatory fish - which need more food and time to grow and are susceptible to over-fishing.
- An added health bonus of Omega oils from the small, oily fish
- Something to consider for both wild and farmed

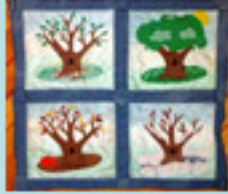
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Top Tip

- Seasonal specials

...and size does matter!



- Celebrate fresh, wild seafood at its peak by ordering with the seasons and highlighting this on your menu.
- Avoiding buying wild fish during their spawning season allows species to breed and replenish their populations.
- ...As does only using fish that are mature and above breeding size

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Top Tip

- Flex it



- Be as flexible as possible to adapt to availability of sustainable seafood.
- Seafood specials can draw attention to a specific sustainable option.
- Simply describing dishes as 'fish' or 'seafood' on your menu means you don't pin yourself down to a particular species.

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Top Tip - Tick the box



- Check out the ‘fish with the tick’ at www.msc.org and start serving seafood that is certified as sustainable.
- Independent assurance of sustainability - for you and your customer

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3. State your Commitment

Create a publicly available policy - useful within your business and externally for customers/press/investors...



- A business-wide vision and approach to seafood
- Outline specific actions you are taking to improve what you buy, serve and promote
- Identify clear goals and targets for a set time period

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4. Communicate Clearly

Communicating your sustainable seafood choices can make customers more likely to support your business, build your reputation and encourage others to take similar steps.



- Make information on the source of your seafood clearly available
- Educate your whole team on fish issues and menu items
- FoH staff and menus are key. Plus posters, leaflets and other marketing materials

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Communicate Clearly



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Getting Noticed



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5. Influence Wider Progress

Improving your own sourcing is leading by example, but you can also encourage wider progress. Your strengths and connections can influence better seafood practices, management and policy.



- Use your voice with media, fellow chefs and associations
- Support marine campaigns
- Encourage suppliers and producers to improve, and make information available
- Cultivate the next generation
- Support government policy



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Many Thanks, get in touch for further information

Emily Howgate, SeaWeb- Seafood Choices

t: 020 7922 7780 e: ehowgate@seaweb.org

www.goodcatch.org.uk



www.fishonline.org



www.msc.org



www.seafoodchoices.org



www.sustainweb.org



CERTIFIED SUSTAINABLE SEAFOOD
MSC
www.msc.org

MSC on the Menu

Billingsgate
2nd march 2011

The image is a promotional graphic for MSC seafood. It features a grid of six circular images: a fishing net, a red fishing vessel, a hand holding a menu card with the MSC logo, a plate of fish and potatoes, and a chef in a kitchen. The MSC logo and name are prominently displayed in the top right corner.



The MSC Vision

Our vision is of the world's oceans teeming with life, and seafood supplies safeguarded for this and future generations

The image shows a large school of fish swimming in clear blue water, viewed from an underwater perspective. The text is overlaid on the right side of the image.



How does the MSC work?

A certification programme to promote and reward sustainable fisheries

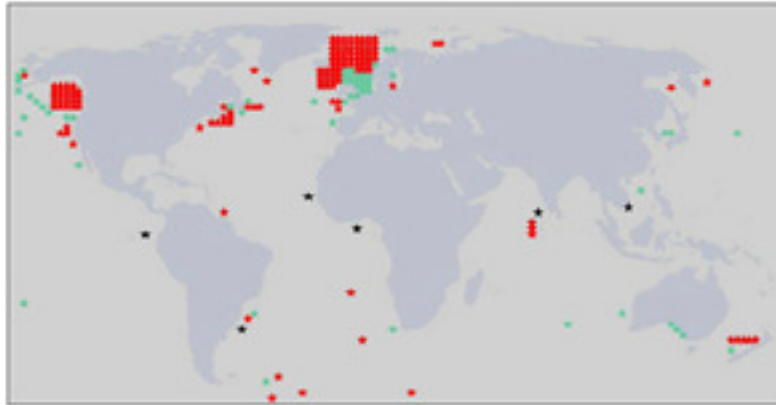
1. Fisheries measured against a rigorous environmental standard (voluntarily)
2. Those that meet the standard are 'certified', and can use the ecolabel on products to communicate their good practice
3. The MSC ecolabel gives consumers the choice of buying sustainable fish

The 3 principles of the MSC environmental standard for sustainable fisheries

- 1 Sustainability of the stock**
The target species is of a biologically sustainable population, capable of maintaining high productivity over time
- 2 Ecosystem Impact**
The fisheries' activity does not threaten the wider marine environment (this includes protecting biodiversity, minimising bycatch, using sustainable gear type etc)
- 3 Effective Management**
The fishery is managed effectively and competently to ensure sustainability continues

All Fisheries in the MSC Programme:

102 certified: ★ 125 in assessment ★ 6 in small scale fishery trials ★



- About 12% of the world's edible wild capture fisheries are now engaged in the programme
- 24% wild-caught 'whitefish'
- 42% global wild-caught salmon
- Approx 9 million tonnes of seafood in total

What MSC fish can I put on my menu?

Cod, haddock, pollock, saithe (coley)
 Wild Salmon
 Mackerel, sardines, herring
 Dover sole, plaice
 Scallops
 Cold water prawns,
 Langoustine
 Mussels

And there are more on the cards... megrim, monkfish, velvet crab,

Many of these are UK fisheries

SINGLE	FISH	SINGLE	SUPPER
1.50	JUMBO HADDOCK	5.40	6.90
2.70	JUMBO BREADED HADDOCK	5.50	7.00
3.90	STANDARD HADDOCK	4.30	5.80
1.90	BREADED HADDOCK	4.40	5.90
2.30	BATTERED SCAMPI	3.80	5.30
2.60	BREADED SCAMPI	3.60	5.10
2.50	HOMEMADE FISHPY	2.30	3.80



Chain of Custody: Maintaining traceability

Certified fish will just get lost in the supply chain – what's the point?



Every party in the supply chain that takes ownership of the product passes a traceability audit

Assurance for customers, consumers and fisheries that only MSC certified fish uses the ecolabel



FOLLOW THE LOGO...!

MSC on the menu: Restaurants



The last 18 months has seen a massive increase in uptake in MSC in foodservice.

High profile restaurants such as Ondine, Fifteen and Moshi Moshi

Broad range of restaurants we are working with from fish and chip shops to sushi to michelin starred

MSC on the Menu: workplace, universities, schools



www.Fish4kids.org

