

# London 2012 Food Group

## Sub-group on Seafood – feedback to LOCOG

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The format and headings of this document follows guidance by the London Organising Committee of the London 2012 Olympic and Paralympic Games (LOCOG) issued to each sub-group (covering major food group themes, plus equipment, processing standards and waste). Each sub-group is scheduled to present its findings and preliminary recommendations to the London 2012 Food Group at workshops on 7 July and 5 August 2009.

The seafood group reports back on 7 July. This feedback has been co-ordinated by Kath Dalmeny, Policy Director of Sustain (who sits on the London 2012 Food Group), based on initial research, a discussion at a roundtable meeting on 25 June, and wider consultation by email with those not able to attend. This document is from Sustain, and is not an official document of LOCOG or the London 2012 Food Group, and should not be read as such.

### 1. Introductory statement and ‘motivation for action’

Seafood<sup>1</sup> can be understood as a “litmus test” for London 2012’s approach to environmentally sound, socially responsible and ethical food for the Games. It also has the potential to be a key differentiator from previous Games. Sustainable seafood is an issue of critical importance to global resource use, international food security, fair trade, health, biodiversity, long-term employment in traditional industries and a sustainable legacy for future generations. Developing and implementing a sustainable seafood policy is an excellent opportunity for London 2012 to demonstrate an exemplary and world-class approach to healthy and sustainable resource use, to be understood as a priority for all future events and catering. We judge that, if designed, communicated and promoted appropriately, this would have great resonance with, and a high level of support and enthusiasm from, the seafood sector, the catering and supply industries, government, environmental and development NGOs, the media and, importantly, the public – for all of whom sustainable seafood and food security are issues of increasing importance.

#### Motivation for action

The motivation for London 2012 adopting a world-class healthy and sustainable seafood policy is as follows:

Strategy theme, Health and Nutrition: Seafood (particularly species described as ‘oily’) is a healthy food.<sup>2</sup> See Appendix 1 for a list of ‘oily’ and ‘white or non-oily’ fish. Seafood consumption is growing in popularity, both nationally and internationally. Seafood-based dishes are unlikely to feature in the *majority* of the food sold at the Games, but where it is on offer it will be universally popular – especially for health-conscious athletes,<sup>3</sup> and for international visitors from countries where seafood may be a larger part of the diet than typical in the UK (where, unfortunately, growth in consumption of the healthiest ‘oily’ fish is very slow). There are opportunities to promote a wide diversity of species for their health, nutrition and cultural appeal (which would also take the pressure off over-exploited stocks).

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<sup>1</sup> Seafood is the term suggested by industry representatives to cover all fish – wild-caught, farmed finfish and shellfish.

<sup>2</sup> When prepared and served in a healthy way, i.e. the nutritional value is not undermined by cooking methods or additional of excessive levels of less healthy ingredients such as saturated fat and salt.

<sup>3</sup> Links between fish, sustainability and human health were highlighted in the 2000 Games in Sydney, with athletes served MSC-accredited Alaskan salmon – partly for its sustainability credentials, and partly for its high nutritional quality. See MSC press release, September 19, 2000: ‘Olympians turn to the Pacific Northwest for the competitive edge’: [www.msc.org/newsroom/msc-news/archive-2000/olympians-turn-to-the-pacific-north-west-for-the](http://www.msc.org/newsroom/msc-news/archive-2000/olympians-turn-to-the-pacific-north-west-for-the)

Strategy theme, Energy and Environment: Food and Agriculture Organization's (FAO) recent assessment of world marine fishery resources states<sup>4</sup>: "Overall, 80 per cent of the world fish stocks for which assessment information is available are reported as fully exploited or over-exploited and, thus, requiring effective and precautionary management," and, "The maximum wild capture fisheries potential from the world's oceans has probably been reached, and a more closely controlled approach to fisheries management is required." There is a high degree of international scientific and policy consensus on the current status of marine fisheries the need to manage the resources more sustainably; and in light of these international efforts this group adopts a staunch view that a sustainable seafood policy is imperative.

There are also concerns about the environmental and social sustainability of certain types of aquaculture, and the ethics of some aquaculture production, particularly in developing countries (generally in tropical regions). The latter ethical concerns are important for London 2012's consideration of the Strategy theme on Diversity and Inclusion and commitments to fair trade.

Aquaculture is recognised as a very important issue for future food security. Current problems associated with aquaculture include antibiotic use, escapes, inter-breeding with wild fish, and (importantly) the sustainability of the fish feed. Fish feed also needs to be sustainable, and this is likely to be a contentious issue for the Games. Currently, no feed fish is MSC certified, but may be soon. Some farmed fish are fed soya, which has sustainability concerns in its own right if sourced from previously forested areas. These are unresolved issues that need further attention.

Whatever the final recommendations, the problems associated with wild-caught seafood and aquaculture are only likely to be addressed by 2012 through concerted action by consumers, business, NGOs and government to support sustainable fishery management.

The good news is that there are now internationally recognised, reputable and scientifically based sustainable fishery management practices and well-established sustainability certification covering a large and growing proportion of the world's wild-caught fish capture. Environmental & Social sustainability aquaculture standards are also in development. There is therefore a better way of doing business with a broad consensus on what constitutes "bad practice" and "good practice", already implemented in progressive mainstream retail and catering. Progress made by the seafood industry in recent years towards ensuring sustainable supply should be recognised. The business case for sustainable seafood has been widely accepted. The good practice currently in place has the potential to generate significant positive coverage, which resonates well with the general public. Taken in the context of the health benefits associated with seafood, the issue of sustainable seafood has the potential to be a key differentiator and iconic issue for London 2012.

Caterers have an influential role to play in setting environmental sustainability standards for the seafood they serve. Many leading companies (including the TOP sponsor McDonald's<sup>5</sup>) are already alert to environmental and ethical seafood sustainability issues and/or have adopted a more responsible approach to sourcing sustainable seafood. This needs to become the norm in all food sold in retail and catering. In addition, it would be useful if catering companies adopted a healthy approach to use of fish in cooking methods, to make best use of its nutritional value.

During the preliminary consultation for this briefing, we have identified very few concerns in the sector about meeting the volume of supply required for 2012 Games catering by

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<sup>4</sup> Food And Agriculture Organization of the UN, Fisheries Department, 'The State of World Marine Fishery Resources' (Rome Italy, 2008), <http://www.fao.org/fishery/sofia/en> (for all downloads); <ftp://ftp.fao.org/docrep/fao/011/i0250e/i0250e.pdf> (for this)

<sup>5</sup> Recently an employee at McD's received a seafood Champion award for his role in leading the company's commitment [http://www.seafoodchoices.com/Champions2009\\_GaryJohnson.php](http://www.seafoodchoices.com/Champions2009_GaryJohnson.php)

demonstrably sustainable means. An additional point worthy of note is that shifting to routine use of sustainable seafood can be cost neutral, in some cases can actually save money, and is at least not prohibitively more expensive when training and/or certification costs are factored in.

As with all food served at the Games, or at related events, the Strategy Theme of Food safety & hygiene will also be important to consider.

## **2. Public trends in seafood consumption and sustainable seafood**

Sustainable seafood is undoubtedly an area of growing concern, for reasons of food security, decline in stocks, destruction of ecosystems, and loss of livelihood of fishing communities.

Progressive industry organisations in the supply, processing, retail and catering sectors have generally taken the approach of choice editing (removal of ‘the worst’ species, most threatened stocks, and most destructive methods of catch); adoption of sustainable seafood sourcing policies and traceability; and support for sustainability certification and labelling (most notably Marine Stewardship Council – MSC certification ensures that the seafood bearing the MSC’s blue eco-label comes from, and can be traced back to, a fishery that has been independently assessed against the MSC standard for sustainable fishing).<sup>6</sup> Environmental and social standards for Aquaculture are also in development.

Understanding of and interest in sustainable seafood issues is likely to increase; with public, media and regulatory scrutiny likely to get more intense in the years to 2012. This comes into special focus in light of the recent increased awareness due to the “End of the Line” film<sup>7</sup> and resultant national and international media coverage.<sup>8</sup> Journalists are becoming better informed of the issues, some newspapers are involved in sustainable seafood campaigns, and are interested in stories relating to seafood issues. We conclude therefore that it would be untenable for the London 2012 Games to make claims for sustainable procurement without having put in place robust policies on sustainable seafood that reflect and build on industry good practice and the best in scientific understanding of seafood and ecosystem conservation. To do anything less would be likely to pose severe risks for public perception, the reputation of London 2012, and the tone and focus of media coverage before and during the Games. In turn, adopting a sustainable seafood approach will require excellent ongoing dialogue with the seafood sector, to ensure that information provided, and promises made in relation to the London 2012 Games, reflect a shared and transparent approach. The sustainable seafood sector also has reputational issues to consider, and would be damaged by high-profile coverage of any mishandling of the issue or promotion of unsustainable options.

Consumer awareness of sustainable seafood issues is growing, but not yet on a par with the very widespread public recognition of for example fair trade and the Fairtrade Foundation logo. This is in part due to the fact that many companies using MSC certified seafood do not publicise this, seeing it as an issue of corporate responsibility rather than an issue for public communication.

Many companies are now adopting sustainable seafood buying policies, understanding that this is now a priority area for corporate responsibility and risk management. In the retail sector,

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<sup>6</sup> It is worth underlining that MSC wild-caught fish accreditation has now reached a significant, and growing, proportion of global wild capture. MSC accredited fish now accounts for: 42% of wild salmon; 41% of white fish; 18% of lobster. MSC accredited fish is on sale in 50 countries worldwide, with 2,500 labelled products from 61 species and 140 fisheries, representing \$2 billion per annum sales. See the MSC website at: <http://www.msc.org>

<sup>7</sup> The End of the Line movie website is at: <http://www.endoftheline.com>

<sup>8</sup> See for example Reuters coverage at: <http://uk.reuters.com/article/idUKTRE5631T720090704> and Daily Telegraph coverage at: <http://www.telegraph.co.uk/earth/earthnews/5402266/An-Inconvenient-Truth-for-Fish.html>

Asda, M&S and Sainsbury's have set internal targets of 100% MSC certified wild-caught seafood. Other retailers, such as Tesco and Morrisons, are gradually building up their supply and the number of sustainably certified seafood product lines. In the supply and foodservice sectors, companies such as Findus, Birdseye, M&J Seafood / Brakes, Young's and 3663 have all adopted sustainable seafood product lines and/or organisational policies and procedures to promote seafood sustainability. In the restaurant sector, there is also an increasing level of progressive activity on sustainable seafood issues, involving companies such as McDonald's and businesses involved in, for example, the Good Catch network (which publishes the Good Catch Manual, and runs visits and training workshops on sustainable seafood issues)<sup>9</sup> and the newly formed Pisces network for responsible fish restaurants.<sup>10</sup> However, many smaller traders – suppliers and caterers – have not yet engaged fully with the issues, and are likely to be selling fish from sustainable and unsustainable sources, with no systems in place to be able to differentiate.

The catering and supply industries appear to be taking action in advance of public understanding, and even without concerted public pressure to change practices. In summary, on the subject of sustainable seafood, consumers in the UK could be characterised as<sup>11</sup>:

- Knowing that sustainable seafood is an issue, but perhaps believing that reputable companies or government are taking action on their behalf, through e.g. quota systems (while in fact, in design and implementation, these are unfortunately inadequate to protect seafood stocks and/or the marine eco-system on which fisheries depend);
- Not being prompted at point of sale (restaurants or retailers) that there is a choice that they can make about consuming seafood that is sustainable;
- Wanting to “do the right thing” and believing they can make a difference, but being confused about what this is;
- Welcoming of simple solutions that enable them to “do the right thing”, as long as these are credible and well communicated;
- Expectant that government, industry and others in positions of authority will make responsible decisions, provide credible information, and make sustainable choices easy;
- Appalled at particular stories relating to iconic species (e.g. bluefin tuna), or wasteful fishing practices (e.g. throwing back good fish into the sea, or by-catch of dolphins or turtles);
- Responsive to stories about provenance, traditional livelihoods, beautiful and pristine marine environments, and adoption of more responsible products and practices;
- However, currently unadventurous about their seafood choices and generally loyal to just a few seafood species (mainly white fish – cod and haddock – salmon, tuna and prawns) or close alternatives.

Despite having a rich seafood heritage and industry, the UK is not a big or diverse consumer of seafood products (except for 5 core species, which are now largely imported. In addition, 81% of shellfish produced in the UK is exported, mainly to France and Spain). This emphasis and situation varies considerably in other countries, particularly rich nations where the variety and volume of seafood consumed, and the awareness of seafood sustainability issues is often much higher than in the UK. Recognition and uptake of sustainable seafood issues and certification is growing rapidly in countries such as Japan, Germany and the US, which are all major consumers of the world's fish supply. About half of the international trade in seafood (by value) originates

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<sup>9</sup> Good Catch is a collaborative initiative that aims to help people in foodservice navigate seafood sustainability. It brings together the work of four organisations: the Marine Conservation Society, the Marine Stewardship Council, SeaWeb's Seafood Choices Alliance and Sustain. See the Good Catch website at: [www.goodcatch.org.uk](http://www.goodcatch.org.uk)

<sup>10</sup> Pisces network for Responsible Fish Restaurants is a restaurant-led initiative that seeks out and links good fishermen with chefs. It offers practical help for chefs to get sustainable fish onto plates, see: [www.pisces-rfr.org](http://www.pisces-rfr.org)

<sup>11</sup> Summary of conversations with several key stakeholders in the preliminary consultation phase.

in developing countries, and 72 per cent of the global catch is destined for three main markets: the EU, Japan and the United States of America. These three markets dominate seafood trade.<sup>12</sup>

Aquaculture production is playing an increasing role in providing for human consumption of seafood. In the past few years, major increases in the quantity of finfish consumed have originated from aquaculture. The average contribution of aquaculture to *per capita* seafood available for human consumption rose from 14 per cent in 1986, to 30 per cent in 1996 and to 47 per cent in 2006, and (according to UN figures) can be expected to reach 50 per cent in the next few years. China is mainly responsible for this increase – both in consumption and production.<sup>13</sup> Social and environmental certification standards for aquaculture are currently in development, co-ordinated by WWF-US.

### **3. Recommendations on standards and approaches to procurement**

It has become evident during discussions that various tiers of food supply, from fast food to VIP banquets should be moderated through variations of the following mechanisms. The choice of mechanism will relate largely to the level of control that London 2012 and the caterer have over the menus to be offered and likely uptake of the dishes.

#### **At a policy level, London 2012 should:**

1. Develop with industry, scientific, regulatory and third sector leaders a London 2012 sustainable seafood policy using existing and credible industry standards and guidance where available, to apply to all seafood over which London 2012 has some level of control. This should be founded on the organising principle that all seafood served at the Games (and at related events) should be “demonstrably sustainable”, i.e. that all seafood must be from sustainable fisheries and contractors must demonstrate compliance. This will result in the application of a recommended London 2012 sustainable seafood sourcing ‘decision tree’ or similar process that must be applied to any seafood products served in the build-up to, during and, where relevant, following the Games.
2. Communicate London 2012’s ambitions and standards on sustainable seafood early and prominently, to send a signal to suppliers, processors, caterers, decision-makers and media that this is an issue of critical importance for London and for organisers of the 2012 Games.
3. Work closely with the seafood industry to facilitate, support and promote education, training and awareness-raising about sustainable seafood in the lead-up to the Games, in the media, in schools and with the supply, processing and catering industries. This should also involve establishing a London 2012 Sustainable Seafood Network to share information and news; provide a dissemination channel for information to and from London 2012, conservation organisations and various sectors of the industry; and to encourage collaborative approaches to supply, training, chain of custody certification, contract tendering and trade/celebratory events promoting sustainable seafood. Representatives from regional organisations such as Regional Development Agencies, regional food groups and local authorities hosting Games-related events should also be included as a priority. A single point of contact should be established (perhaps as part of the Sustainable Seafood Network) to provide advice, information, answers to questions and to connect organisations to opportunities.
4. Continue to consult key stakeholders from government, industry (supply, processing and catering), certification, NGO, conservation and regulatory bodies, to ensure that the details of contracts, supply chain development, communication materials and – ultimately – menus

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<sup>12</sup> Statistics in these paragraph are from: Food And Agriculture Organization of the UN, Fisheries Department, ‘The State of World Marine Fishery Resources’ (Rome Italy, 2006 and 2008), <http://www.fao.org/fishery/sofia/en>

<sup>13</sup> Statistics in these paragraphs are from: Food And Agriculture Organization of the UN, Fisheries Department, ‘The State of World Marine Fishery Resources’ (Rome Italy, 2006 and 2008), <http://www.fao.org/fishery/sofia/en>

meet the ambition to demonstrate a world-class approach to sustainable seafood, and to respond to emerging issues in seafood sustainability. This should also help to manage any risk of mis-communication or inadvertent use of unsustainable seafood.

5. Work with the stakeholder group to develop a coherent approach to finfish aquaculture.

At a contractual level, London 2012 should – for all catering provision:

1. Require all food providers (suppliers, caterers) to provide evidence that the seafood served is demonstrably sustainable in accordance with the London 2012 sustainable seafood policy.
2. In catering and supply contracts, require complete exclusion of those species and stocks most at risk, using the ecosystem-based Marine Conservation Society ‘fish to avoid’ list as the benchmark.<sup>14,15</sup>
3. In catering and supply contracts, require that all seafood must be demonstrably sustainable, using a structured and accountable approach, such as (for example) a London 2012 “sustainable seafood decision tree”. Some further notes on this are that this would include:
  - Provision to ensure that wild-caught seafood comes from fisheries and methods of catch that can be demonstrated to meet the UN Food and Agriculture Organisation’s Code of Conduct for Responsible Fisheries.<sup>16,17</sup>
  - Provision to ensure that due diligence is applied to exclude Illegal, Unregulated and Unreported (IUU) Fishing).<sup>18</sup> It is worth noting that an EU IUU fishing regulation will come into force from January 2010, requiring catch-certification to deter and eliminate IUU fishing, so the necessary traceability should be in place to support this.<sup>19</sup>
  - In catering and supply contracts, a requirement that all seafood from aquaculture practices are demonstrably sustainable or are on the MCS “Fish to eat” list (at the time of the London 2012 Games<sup>20</sup>).
  - Reference to seasonality (see Appendix 2) to avoid use of fresh fish caught during their spawning season, to allow species the opportunity to breed and replenish their populations.<sup>21</sup>
4. Where MSC seafood is used, require caterers to have undergone Chain of Custody certification<sup>22</sup> (and provide support to smaller business to undergo this process).<sup>23</sup> LOCOG should consider working with the MSC to make such certification affordable and accessible.

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<sup>14</sup> The Marine Conservation Society publishes ‘fish to eat’ and ‘fish to avoid’ guidance at: <http://www.fishonline.org/>

<sup>15</sup> It should also be noted that several respondents suggested that it would be useful to build the capacity of MCS to build its communication abilities and to be able to respond more comprehensively to media and industry enquiries / changes in status of fish stocks / visit fisheries to assess status. This would be a useful legacy in its own right and deserves investment.

<sup>16</sup> Code of Conduct for Responsible Fisheries, see: <http://www.fao.org/docrep/005/v9878e/v9878e00.HTM> FAO “The Code, which was unanimously adopted on 31 October 1995 by the FAO’s governing Conference, provides a necessary framework for national and international efforts to ensure sustainable exploitation of aquatic living resources in harmony with the environment. The Code, which is voluntary, also addresses safety and health in the fishing sector,” quoted from Food And Agriculture Organization of the UN, Fisheries Department, ‘The State of World Marine Fishery Resources’ (Rome Italy, 2005), <http://www.fao.org/fishery/sofia/en>

<sup>17</sup> Issues to be addressed are set out in the Seafish responsible sourcing guides at: <http://www.seafish.org/b2b/subject.asp?p=170>

<sup>18</sup> Note: this might be through adoption of a “decision tree” approach to sustainable fish sourcing, as currently in use by an increasing number of mainstream food retailers and fish suppliers, to enable good decision-making and accountability. Examples may be available from industry sustainability specialists, to share with London 2012, to set the benchmark for such an approach.

<sup>19</sup> Agritrade Europe (2008) EU IUU fishing regulation: catch-certification scheme scheduled for 2010, see: <http://agritrade.cta.int/en/content/view/full/4290>

<sup>20</sup> This is an important factor mentioned by several respondents. The size and sustainability of stocks changes over time, and sometimes quite rapidly. Suppliers and caterers need to keep abreast of the status of the stocks they plan to use, so some degree of flexibility is necessary.

<sup>21</sup> Fish seasonality chart from: The Good Catch Manual: A rough guide to seafood sustainability for chefs, restaurateurs and caterers, published by the Seafood Choices Alliance and the Marine Conservation Society, in collaboration with the Marine Stewardship Council and Sustain. See: <http://www.goodcatch.org.uk/goodcatchmanual.html>

<sup>22</sup> Details of the MSC Chain of Custody are at: <http://www.msc.org/get-certified/supply-chain/chain-of-custody-faqs>

<sup>23</sup> Several industry respondents stated that whilst it is clearly more difficult for small fisheries and small traders to demonstrate sustainability, this should not be impossible and practical solutions could be found, particularly to offer training and other support. Note that there is a fee for Chain of Custody certification. London 2012 could encourage various approaches to this, such as support from Regional Development Agencies to help caterers work through the process to meet this requirement. The

5. In catering and supply contracts, require provision of information at all stages (business to business, and business to consumer), including at point of sale, on the species, fishery and method of catch, in a recommended format. Where MSC seafood is used, the MSC eco-label should be displayed and explained in promotional materials, at point of sale, and on menus. Note that it would be a significant achievement and legacy for the sponsors also to consider adopting this policy – McDonald’s uses a large amount of MSC seafood – a fact that is not routinely communicated to customers on, for example, menus or packaging.
6. Update the LOCOG Sustainable Sourcing Code, to place Marine Stewardship Council certification (or any equivalent that may emerge) at an equivalent status to Forestry Stewardship Council certification for sustainable timber.<sup>24</sup>
7. Encourage portion control – for sustainability, waste, health and cost control reasons. Promote an upper limit on seafood portions and discourage “jumbo sizing”, particularly in fast food outlets.<sup>25</sup> Food Standards Agency nutritional guidance is based on a fish portion size of around 140g<sup>26</sup>, and a senior fishing industry representative suggests portions should be in the region of 100g to 140g; however some “jumbo-sized” portions in fish and chip shops are currently “advertised at a 400-500g portion size”.<sup>27</sup>
8. Encourage effective food planning and control of waste (covered by the Russell Partnership’s work, and a separate sub-group on waste management).
9. Ask caterers to demonstrate how they will be training staff to understand, specify, use and promote sustainable seafood.
10. Ask caterers to demonstrate how they will be maximising the nutritional value of seafood, for example by developing recipes to use and promote oily fish species<sup>28</sup> and shellfish; using healthier cooking methods; and limiting the use of salt (this should be in line with benchmark recommendations to emerge from LOCOG’s separate catering and manufacturing sub-group, looking at – among other things – food safety and nutrition). This will be particularly important for caterers supplying regular food to, for example, athletes and workforce. Caterers should also be asked how they will communicate the overall nutritional value of the food, with contract awards weighted accordingly. Calorie declarations and colour-coded nutritional information that meets the Food Standards Agency’s traffic-light labelling criteria<sup>29</sup> should be implemented as standard for all food served to Games staff and the public. The Food Standards Agency emphasises that this would be a way for caterers to make available, and promote, more ‘green’ and ‘amber’ options.

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MSC offers the certification service free of charge to schools. Sustain has also helped a consortium of smaller caterers to pool time and money to undertake the certification cost-effectively, to demonstrate what is possible, see:

[http://www.sustainweb.org/pdf/London\\_Restaurants\\_MSC\\_fish\\_case\\_study.pdf](http://www.sustainweb.org/pdf/London_Restaurants_MSC_fish_case_study.pdf)

<sup>24</sup> In the process of consultation, there was discussion about which, if any, existing ‘sustainability certification’ schemes should be included or approved for use by LOCOG. There was general support for Marine Stewardship Council certified fisheries (although it should be noted that Greenpeace remains critical of MSC; whilst many others consider MSC the ‘only’ ‘demonstrably sustainable’ wild-catch fisheries). Some countries (e.g. Iceland) are also considering introducing their own standard – although it is doubtful whether these would apply by 2012, or necessarily adopt the same scientific rigour as MSC. Two respondents suggested that Friend of the Sea (<http://www.friendofthesea.org>) should also be included, but this view was not shared by a majority of participants. The Greenpeace assessment of Friend of the Sea states that: “The environmental standards are not strong enough; a lack of professionalism and transparency; poor stakeholder involvement; objections process is unclear and not accessible to all; socio-economic standards are not strong enough; quality and consistency of assessments are poor. See: <http://www.greenpeace.org/international/seafood/changing-your-business/what-about-certification/friend-of-the-sea>

<sup>25</sup> This measure has been suggested by a senior fishing industry representative as fundamental to a more sustainable approach to fish - John Rutherford, Chief Executive of the Seafish Industry Authority, in The Smith Institute’s recent (March 2009) Feeding Britain, see: <http://www.smith-institute.org.uk/pdfs/feeding-britain.pdf>

<sup>26</sup> See FSA guidance at: <http://www.food.gov.uk/news/newsarchive/2004/jun/fishportionslifestagechart>

<sup>27</sup> John Rutherford, Chief Executive of the Seafish Industry Authority, in: The Smith Institute (March 2009) Feeding Britain, see: <http://www.smith-institute.org.uk/pdfs/feeding-britain.pdf>

<sup>28</sup> Raised awareness in the catering industry of what constitutes ‘oily’ and ‘white or non-oily’ fish would be a useful role for LOCOG catering policies and communications. For example, fresh tuna is an oily fish, but tinned tuna is not as the long-chain polyunsaturated fatty acids (e.g. omega 3) deteriorate in the processing and storage stages.

<sup>29</sup> Information about colour-coded nutritional labelling is at: <http://www.eatwell.gov.uk/foodlabels/trafficlights/>

11. Encourage the use of a wide diversity of seafood species (including shellfish), to promote cultural diversity, encourage greater appreciation of a wide range of seafood species through the vehicle of an international event, and to relieve pressure on threatened seafood species and stocks.

#### Note on construction of catering contracts

It is worth London 2012 considering how caterers can demonstrate and be rewarded for measurable commitments to sustainability and related issues. In preparation for this briefing paper, we have reviewed several UK and international models for catering contracts that seek to achieve sustainable development goals. In Rome, for example, the school authorities run a weighted “points system” for school catering contracts. In their tender, caterers are asked to demonstrate how they will work to meet the school authority’s goals relating to, for example, use of organic food, educational activities and building trading relationships with social enterprises such as local farming co-operatives.<sup>30</sup> Applying this principle in London 2012 catering contracts could involve asking caterers to set out how they will be taking action on engagement of social enterprise; working with people and businesses in the Host Boroughs; improving nutritional value; ethical trade, sustainable seafood, etc, and setting KPIs for demonstrating progress on these issues. Contracts could be weighted to include consideration of these issues (as well as cost and other standard factors). Some factors may be compulsory (we suggest this should be the case for sustainable seafood) and some factors more open to creative interpretation. In the Rome example, contracts have been awarded on a 100-point award system in which price accounted for 51 points; another 30 points on the basis of the organisation of the service (number of staff, working hours, environmental certifications held by the caterer, and the environmental performance of their transportation system); 15 points for “projects, interventions and services proposed to promote food education amongst the users of the service”. Finally, 4 points were allocated to catering companies capable of offering additional organic, PDO and PGI<sup>31</sup> food products beyond those already required in the tender (the required proportion has been ramped up over several years, ever since the Rome authorities made a commitment in 2001 to seasonal and organic foods, and foods of characteristic provenance and freshness. By 2007, Rome had achieved 70% organic food in all school meals).<sup>32</sup>

#### In all catering and supply contracts, London 2012 should also:

1. Require that suppliers and caterers have an ethical trading policy that supports fair prices, fair treatment<sup>33</sup> and safe working practices, and provide evidence that these are implemented (including but not limited to seafood). London 2012 should ensure that seafood suppliers:
  - Require that primary producers from the UK catching sector have joined the Seafood Responsible Fishing Scheme which demonstrates responsible fishing practices, vessel criteria, crew competence and some environmental considerations.<sup>34</sup>

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<sup>30</sup> Roberta Sonnino of Cardiff University has undertaken a review of food and sustainable development in European countries, particularly in public sector catering. She would be a useful person to consult with further on the draft catering contracts for London 2012. More details are given in the book: Morgan, K and Sonnino, R (2008) *The School Food Revolution: Public food and the challenge of sustainable development*. Earthscan.

<sup>31</sup> Protected designations of origin (PDOs) and protected geographical indications (PGI) are designations for provenance-marketed foods that demonstrate characteristics of a territory, particular landscape or traditional method of production. See: [http://ec.europa.eu/agriculture/quality/database/index\\_en.htm](http://ec.europa.eu/agriculture/quality/database/index_en.htm)

<sup>32</sup> Morgan, K and Sonnino, R (2008) *The School Food Revolution: Public food and the challenge of sustainable development*. Earthscan.

<sup>33</sup> It is worth noting that some such requirements are harder to specify for wild capture fisheries than for aquaculture or inland fisheries. For example, limiting working hours is harder to specify for boats where the typical and accepted working pattern may be very intensive periods of long work hours to exploit the fish available.

<sup>34</sup> The scheme is for fishing industry practices, but does not cover sustainable management of fish stocks or ecosystem management, see: <http://rfs.seafish.org/>



- Adopt, where seafood is sourced from less developed countries, provisions of the Ethical Trade Initiative<sup>35</sup> and/or International Labour Organization standards on safety and health.<sup>36</sup>
  - Use certified Fairtrade ingredients<sup>37</sup> as priority, where/if these are available.<sup>38</sup>
  - Take due account of ethical requirements or priorities of the new Aquaculture Stewardship Council (whether in draft or standards form by 2012).<sup>39</sup>
  - Demonstrate that they are supporting suppliers from poor countries to overcome IUU and other sustainability concerns, to build decent systems and markets for the future.<sup>40</sup> LOCOG may also wish to explore whether it wishes to discriminate against fish from fishing right deals – especially off the coasts of poor countries – which limit the access of indigenous communities and artisan fishers to important native fish stocks.
2. Require that suppliers and caterers demonstrate how they have taken steps to minimise greenhouse gas intensive energy use, packaging, waste and transport.

**For banqueting and other influential occasions, London 2012 should:**

1. Require pre-approval of ‘high-end’ banqueting menus<sup>41</sup> (by a group of key stakeholders representing industry, conservation and regulatory organisations, with their decisions and reasons open to public scrutiny) to be served to e.g. sponsors, dignitaries and international visitors, to ensure that the seafood species, method of catch and communication of the information to the diners is appropriate, prominent and supports the aspiration of achieving and communicating a world-class approach to sustainable seafood.<sup>42</sup>
2. Give special consideration to what menus, seafood, information and other communication materials are provided in situations where domestic and international journalists are most likely to consume it, and in website / e-communications to the general public.

**For catering outside the Games time and venues, London 2012 should:**

<sup>35</sup> See the Ethical Trade Initiative website at: <http://www.ethicaltrade.org>. It is useful to note that the Purchasing and Supply Agency of the NHS has recently adopted ETI guidelines for procurement, in consultation during 2009. See Framework for an ethical procurement strategy for the healthcare sector, June 2008, [http://www.pasa.nhs.uk/pasa/Doc.aspx?Path=%5BMN%5D%5BSP%5D/NHSprocurement/Sustainable%20procurement/ethical%20procurement/framework\\_for\\_ethical\\_trade\\_strategy\\_for\\_NHS\\_0608.pdf](http://www.pasa.nhs.uk/pasa/Doc.aspx?Path=%5BMN%5D%5BSP%5D/NHSprocurement/Sustainable%20procurement/ethical%20procurement/framework_for_ethical_trade_strategy_for_NHS_0608.pdf)

<sup>36</sup> The ILO standards are shown at: <http://www.ilo.org/public/english/protection/safework/standard.htm>. The ILO estimates that 24,000 fatalities occur worldwide per year in capture fisheries.

<sup>37</sup> However, please note that there is currently no Fairtrade standard for seafood products, so this would apply only to non-seafood ingredients.

<sup>38</sup> Currently, to the best of our knowledge, no fish products are shown in the Fairtrade Foundation lists of certified products available to the UK catering sector at: [http://www.fairtrade.org.uk/products/catering\\_products.aspx](http://www.fairtrade.org.uk/products/catering_products.aspx)

<sup>39</sup> The establishment of an Aquaculture Stewardship Council (ASC) is currently being explored by the WorldWide Fund for Nature (WWF). The ASC may not be fully operational by 2012, and even if it were, may not have sufficiently high volume of supplies of accredited product available in time for London 2012. Discussions are focusing mainly on tilapia, salmon, molluscs, shrimp, pangasius and catfish. However, the ethical trading principles / working practices are already well developed, and are therefore a useful guide for London 2012 on the direction of travel of this sector to overcome some of the problems with aquaculture, particularly in poor and tropical countries.

<sup>40</sup> The UN notes that: “IUU fishing has severe impacts on developing countries. They are affected by IUU fishing, and often rampant IUU fishing (e.g. in West Africa). In turn, because of a lack of capacity, they are handicapped in dealing with it. Furthermore, with the rise of catch and trade traceability schemes, many developing countries, at least initially, are likely to face the loss of market opportunities because of their inability to handle the technicalities associated with such schemes. This is a major concern for the international community and seen as an important reason for ensuring that capacity building to combat IUU fishing receives high priority in developing countries.” London 2012 may wish to work with international development partners as well as caterers to ensure that they support capacity-building in poor countries to enable sustainable and ethical fish supply, which would be a worthy legacy in its own right.

<sup>41</sup> This approach has been applied at, for example the Fismongers Hall in London when serving food to conservation organisation representatives [information from preliminary consultation discussion].

<sup>42</sup> In 2002, the Winter Games were held in Salt Lake City. A major Olympics Environmental Reception was held. For promotional and awareness-raising purposes, the MSC worked with the organisers to ensure that MSC-certified seafood (salmon) was used, and MSC text was inserted into the menu. Personal communication from MSC-US, June 2009.

At the earliest opportunity, communicate the importance and details of the London 2012 sustainable seafood policy and contractual obligations to those in a position to influence how catering outside the Games time will be developed. In particular, London 2012 should give consideration to the possibility of issuing guidance to local authorities and regional groups that may use and promote fishery products (e.g. Regional Development Agencies, regional food groups, business networks) on London 2012's expectations for a world-class approach to sustainable seafood. This might also be an opportunity to encourage membership of a London 2012 Sustainable Seafood Network (see above), and to solicit ideas and contacts for engaging food organisations in the organisation of / participation in sustainable food promotion at e.g. Live Sites and at regional events and locations associated with the Torch Relay.

Also, approach all of the sponsors / partners in the London 2012 Games to consider adopting a sustainable seafood policy (and preferably a comprehensive sustainable food policy) in their own catering practices, for in-house catering and events.<sup>43</sup> Support mechanisms to help them through this process exist, such as Good Catch and Ethical Eats.

**To support education and awareness-raising for public and industry, London 2012 should:** Put together a plan for education and awareness-raising activities for the public and industry, with some ideas for specific activities set out below. Appoint champions to take this work forward, and identify / allocate funds, staff time and a timetable to make this happen. Engage with Billingsgate Seafood Training School, which has been doing this for some time and also has a school's programme to educate young people and food service professionals.

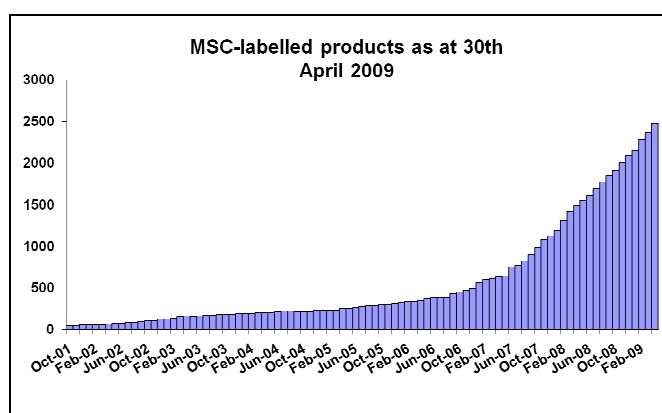
#### 4. Resourcing and procurement

Provide a summary of the group's discussions around resourcing and procurement.

##### ❖ Availability

Discussions with industry representatives indicate that there is strong confidence in the sector that seafood needs for the London 2012 Games could be met by sustainable sources, even with the stringent sustainability, ethical trade and traceability criteria outlined above.

There are a large and rapidly growing number of marine fisheries seeking sustainability certification from fisheries around the globe, and a growing number of MSC labelled products available internationally, as the graph shows.



<sup>43</sup> Plenty of support is available to help private-sector and public-sector organisations take such steps, such as the Fairtrade Foundation 'Fairtrade organisation' programme; Compassion in World Farming's 'Good Egg Award'; the Soil Association's 'Food for Life Catering Mark', and Sustain's Good Food on the Public Plate project.

Some commentary to explain the presumed approach underpinning this confidence is that:

- Sustainable seafood is a subject suited to an international sustainability approach for London 2012, rather than a narrow focus on UK or EU fisheries and “local” supply, particularly as some UK and EU stocks are currently over-exploited.<sup>44</sup> However, it is worth noting that the UK fishing industry has taken a leading role globally towards sustainable management, with 19 of the 140 fisheries globally engaged in the MSC programme – the most for any single country. There are many international dimensions to the sustainable seafood story. For London 2012, this is an opportunity to address issues of the global commons, with internationally resonant communication messages about adopting a more sustainable approach to our shared natural heritage.
- This will raise some tensions with other sustainability themes, such as energy use in fishing, refrigeration and transport over long distances (particularly by airfreight). Greenhouse gas emissions from the fish supply chain have recently been the subject of academic study and industry review. The main greenhouse gas contributor in most life-cycle analysis (LCA) is the method of catch. When fish is air freighted, this will tend to be the dominant source of greenhouse gases.<sup>45,46</sup> London 2012 should be open about these tensions, and work with suppliers to minimise energy, packaging and fuel use, and to encourage more efficient forms of distribution, such as container ship, road and rail.
- In particular, there are opportunities to create a vibrant and influential sustainability legacy in London and the UK’s seafood supply chains, to address serious problems of IUU fish, lack of transparency and traceability for sustainably managed seafood, and lack of understanding and communication of seafood sustainability through the whole supply chain. In part, this could be enabled by high-profile training for suppliers and caterers on sustainable seafood issues. In part, this will be achieved through caterers and suppliers making sustainable seafood the norm (and London 2012 could be highly influential in making this happen).
- Of critical importance is to encourage more marine fisheries to undergo pre-assessment and then full assessment for sustainable management as part of the Marine Stewardship Council certification scheme. Grants may be available to enable more fisheries to undergo – or at least to kick-start – this process. London 2012 signalling to the sector that major events and their caterers are likely to require MSC certification should help to build awareness in the industry, and encourage pace of uptake.<sup>47</sup>

#### ❖ Risks to supply

<b>Proposed risk and mitigation information (for discussion)</b>	
<b>Risk</b>	<b>Mitigation</b>
Policy and scientific understanding of sustainable seafood management may result in tighter regulation over the coming years as governments recognise the extreme vulnerability of some seafood	Creation of contract clauses that refer to principles and processes that reflect current policy and scientific priorities (e.g. MCS ‘fish to avoid’ list; UN FAO code of conduct on responsible fisheries). Opportunities for flexibility built in with ongoing involvement of stakeholders with sustainable seafood management and seafood policy expertise.

<sup>44</sup> Some UK / EU stocks such as North Sea cod have not yet recovered sufficiently from serious over-fishing to enable claims for sustainable management, nor a sufficient sustainable supply to meet demand, thus necessitating an international approach. The current cod quota allowable from the North Sea is around 20,000 tonnes, whereas consumption of cod in the UK is around 100,000 tonnes of fillet per annum; 220,000 (or more) caught fish weight.

<sup>45</sup> Bridger, Rose (May, 2008) Food air freight, the global infrastructure expansion: <http://www.foodethicscouncil.org/files/bridgerairfreightexpansion.pdf>

<sup>46</sup> Tyedmers, P (January 2008) The role of “food miles” in the carbon intensity of seafood. Presentation to the Seafood Summit, Barcelona, Spain. School for Resource and Environmental Studies, Dalhousie University, Canada

<sup>47</sup> Information provided verbally from Marine Stewardship Council, June 2009

stocks and ecosystems.	
Media attention turns to the vulnerability of certain seafood stocks or practices, resulting in high attention, concern and possible boycotts.	Open dialogue between London 2012 with policy, conservation groups and industry throughout, to develop appropriate policies and practice, with decisions open for public scrutiny and feedback. Early identification of issues likely to be particularly sensitive or contentious so they can be addressed.
Seafood is a natural product, with natural variability in supply. Market price tends to track these dynamics, so seafood may be unexpectedly expensive by 2012.	Development of supplier relationships, review of this risk throughout, build-up of frozen / refrigerated supply in advance. Encouragement of the use of a wide variety of species.
Lack of knowledge, traceability and communication in supply chain to guarantee exclusion of MCS 'fish to avoid' and IUU fish.	Promotion of the 'decision tree' approach to sustainable seafood sourcing, and contractual requirement to demonstrate processes are in place to avoid threatened and illegal fish / stocks. Provision and promotion of training – by MSC, Billingsgate Seafood Training School, and others, with London 2012 support on: "How to demonstrate my seafood is sustainable" (covering e.g. sustainable fishery management, contractual requirements, monitoring and evidence). Involve local authorities and TSOs.
Unacceptability of sustainable seafood options to client groups.	Development of policies in consultation with industry and conservation groups who have put sustainable seafood policies successfully into practice. Work with public and private sector caterers to promote other species in the build-up to the Games (particularly schools). Review of international expectations for Games visitors (probably more adventurous than UK consumption), and plan accordingly. Educational and awareness-raising activities in advance of Games time to promote a more diverse approach to and appetite for sustainable seafood.
Contamination or other food safety problem arises.	This issue is common to all food supplies. London 2012 should work with the Chartered Institute for Environmental Health (CIEH) and Environmental Health Officers in local authorities (EHOs) to develop a comprehensive approach to food safety management, integrated into events training, communications and networking, as a core aspect of a healthy and sustainable approach to 2012 Games food. All businesses supplying food should be approved by local authorities and be operating on HACCP principles. SALSA accreditation would also be useful, and a good legacy.

#### ❖ Fair trade

How should fair trading principles be considered and specified in relation to this focus area?  
*See notes on fair trade, fair treatment and safe working conditions in Recommendations, above.*

#### ❖ Integration of small business

Billingsgate Fish Market is situated in one of the five Host Boroughs. Positioning the Billingsgate Seafood Training School as a place for suppliers and caterers to learn more about London 2012 requirements, and for suppliers based at Billingsgate to improve the sustainability own supply and communication of its benefits, could be very helpful. Billingsgate Seafood Training School has been awarded a grant from the Seafish Industry Authority

(<http://www.seafish.org>) to hold a series of seminars on sustainability, which could be linked into the aims of the 2012 Olympics.<sup>48</sup>

There are opportunities for engagement of smaller manufacturing and processing businesses that deal with seafood. This could be encouraged in catering contracts, as a point of difference for catering companies bidding for London 2012 contracts. Evidence of a tendering company having worked with smaller suppliers, particularly in the Host Boroughs, could be highlighted as carrying an advantage in the weighting of contracts.

As with all food supplies for the Games, opportunities for smaller caterers to bid for smaller lots, or to work in collaboration, should be highlighted and encouraged.

### ❖ Cost implications

The costs associated with a shift to sustainable seafood are, **for marine fisheries**, mainly the fee for pre-assessment for sustainability certification with MSC, full assessment and then the annual audit fee. There are currently some grants and other support available to assist with this. Certification is also being understood increasingly in the industry as an appropriate and perhaps necessary route for fisheries to ensure seafood stocks and livelihoods for the future, and to prepare for greater public awareness and likely regulation or standards either from the retail sector or government. Some concerns remain among suppliers about the need for a continuing fee of 0.5% payable to MSC.

The **costs for caterers** – large or small – should not be too expensive, for example:

- Increasingly, mainstream suppliers such as Findus, Birdseye, M&J Seafoods / Brakes, Youngs and 3663 are creating quality and affordable product lines that make use of MSC-certified seafood and replacement species (such as pollock). Some suppliers state that these are sometimes cost neutral, or at only a small / not prohibitive per-unit cost premium. In one instance, in a case study from recent work by Sustain's Good Food on the Public Plate project, London's Metropolitan Police switched to sustainable seafood and have actually *saved* money. Other suppliers state that there is a premium for MSC fish in the marketplace.
- To use the MSC logo on accredited seafood, caterers need to undergo Chain of Custody training and certification. The price is not prohibitive, and for smaller caterers it is possible to work collaboratively with other caterers to keep costs down.<sup>49</sup>
- There are some concerns from suppliers in the middle of the supply chain, who see little economic advantage of certification, but would still bear costs. This deserves attention.

Other shifts to more sustainable species do not involve costly accreditation or certification, such as the use of a wider diversity of fish species. Further, an encouragement to limit portion size would demonstrate sustainable resource use, whilst also controlling costs and removing the possibility of “jumbo-sizing” as a point of competitive advantage.

In all cases, some staff training is probably also necessary, for which there are costs in terms of trainer fees and staff time. Some of these could be met by industry or conservation group initiatives to improve the sustainability of the sector. It is notable, for example, that Billingsgate has been developing sustainable seafood training events at the Seafood Training School (supported by the UK's Seafish authority). The Good Catch network (which publishes the Good

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<sup>48</sup> Email correspondence with Chris Leftwich, Chief Fisheries Inspector at Billingsgate Fish Market, June 2009

<sup>49</sup> Sustain has also helped a consortium of smaller caterers to pool time and money to undertake the MSC Chain of Custody certification cost-effectively, to demonstrate what is possible, see: [http://www.sustainweb.org/pdf/London\\_Restaurants\\_MSC\\_fish\\_case\\_study.pdf](http://www.sustainweb.org/pdf/London_Restaurants_MSC_fish_case_study.pdf)

Catch Manual, and runs visits to fisheries) also runs popular and effective training workshops on sustainable seafood issues.<sup>50</sup> In addition, Sustain has recently been funded by the Big Lottery Local Food Fund (a major Beacon Bid, for a five-year programme, launching in September 2009) to run an Ethical Eats network to help instigate and support greater use of sustainable food and catering practices in London restaurants and caterers. This will involve subsidised training workshops, producer visits, online supplier directories and much more.

In addition all companies dealing with seafood – if they have not done so already – may need to invest time and money into developing their own sourcing policies and robust traceability arrangements. Arguably, this is a cost that is already inevitable, and an ambitious approach to sustainable seafood for London 2012 should serve to encourage greater pace in uptake.

Finally, as noted in the risks section above, seafood supplies are subject to the variable dynamics of any natural resource, as populations wax and wane and seasonal conditions affect volume of seafood caught or reared. Costs of all seafood, including sustainable seafood, is likely to vary. The clear message from industry is summarised in a quote from one major caterer, that: “The more advance notice we get of the criteria, the better we will be able to prepare, to control costs and to identify and communicate the risks.”

## **6. Communication to client and industry of aims and achievements**

### To involve key stakeholders throughout:

London 2012 has already made impressive steps towards involving key client, industry and other groups in the process of achieving and communicating its work on sustainable food. The establishment of a Food Group is commendable, and should continue beyond the initial consultation phase and establishment of a London 2012 food policy.

The wider engagement of sub-groups on key sustainable food themes also promises to be very useful to win support, disseminate information, achieve workable and ambitious goals, and start to manage risks effectively. These too should continue, developing into London 2012 sustainable food networks on specific themes, in this case a London 2012 Sustainable Seafood Network. The role of these networks would be explicitly to facilitate achievement of the goals to be set out in the London 2012 food policy (to be launched in autumn 2009). The networks would share information and news; provide a dissemination channel for information to and from London 2012, conservation organisations and various sectors of the industry; and encourage collaborative approaches to supply, training, chain of custody certification, contract tendering and trade/celebratory events promoting sustainable seafood. Representatives from regional organisations such as Regional Development Agencies, regional food groups and local authorities hosting Games-related events should also be included as a priority.

### On contractual issues to achieve sustainable seafood, London 2012 should:

- State to the food supply and catering industries that there will be contractual requirements from London 2012 to demonstrate processes are in place to avoid threatened species/stocks, damaging fishing practices, and illegal fishing.
- Promote a ‘decision tree’ approach, or similar, to sustainable seafood sourcing.
- Provide and/or promote training – by for example the MSC, Billingsgate Seafood Training School, and others (e.g. leading individuals from industry who have implemented sustainable seafood management), with London 2012 support, on for example: “How to

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<sup>50</sup> Good Catch is a collaborative initiative that aims to help people in foodservice navigate seafood sustainability. It brings together the work of four organisations: the Marine Conservation Society, the Marine Stewardship Council, SeaWeb’s Seafood Choices Alliance and Sustain. See the Good Catch website at: [www.goodcatch.org.uk](http://www.goodcatch.org.uk)

demonstrate my seafood is sustainable” – covering sustainable fishery management, contractual requirements, ways to ‘win more points’ in contracts, monitoring and evidence.

For catering outside the Games time and venues, London 2012 should:

At the earliest opportunity, communicate the importance and details of the London 2012 sustainable seafood policy and contractual obligations to those in a position to influence how catering outside the Games time will be developed. In particular, London 2012 should consider the possibility of issuing guidance to local authorities and regional groups that may use and promote fishery products (e.g. Regional Development Agencies, regional food groups and business networks) on London 2012’s expectations for a world-class approach to sustainable seafood. This might also be an opportunity to encourage membership of a London 2012 Sustainable Seafood Network (see above), and to solicit ideas and contacts for engaging food organisations in the organisation of / participation in sustainable food promotion at e.g. Live Sites and for the Torch Relay.

Some initial ideas on promotional activity, London 2012 could:

- Start engaging with media about particular sustainable food issues. The BBC has already shown a great interest in tracking food issues through to 2012; other public and industry media are also likely to take a keen interest.
- Recruit individuals for an ambassadorial role on sustainable seafood issues, e.g. athletes, CJ Jackson (Billingsgate Seafood Training School), and chefs and restaurateurs that have taken a keen interest in sustainable seafood issues (with the necessary caution that they must understand and be able to communicate the issues before dealing with the media).
- Promote the MSC Fish’n’Kids sustainable seafood programme for schools and link this explicitly to Olympic themes and aspirations. Fish’n’Kids has already been adopted by 20 Local Education Authorities, using the MSC logo on their menus (including Tower Hamlets, which is a London 2012 Host Borough). Around 2,970 schools are participating, with over 830,000 children being offered sustainable seafood.
- Work with the Billingsgate Seafood Training School, which is already running a schools programme. It has a series of courses on the Isle of Dogs (part of a Host Borough) to teach parents how to cook seafood on a budget.
- Invite the torch relay to sustainable fisheries, such as Brixham, Hastings Peterhead & Scrabster, and fishing villages on the coastline all around the UK. The torch could travel on a fishing boat between islands to highlight our island nation and our dependence on the sea. The media coverage could be steered to touch on sustainability issues and promote key messages, a strong link to sustainable livelihoods and marine conservation, and sustainability certification.
- Match key media messages with promotional plans for seafood sustainability organisations – particularly Marine Conservation Society, Marine Stewardship Council, Seafood Choices Alliance, Seafish and the Seafish-sponsored training programme at Billingsgate Seafood Training School.
- Participate in and promote trade and celebratory events relating to seafood, by adding an explicit Olympic component, including farmers’ markets throughout London and the UK, and the forthcoming 2010 London Oyster & Seafood Festival (planned by the Shellfish Association of GB and the subject of a current Lottery Local Food Fund bid).
- Invite the UK’s mainstream food retailers, foodservice providers and restaurants to make a concerted effort to promote sustainable seafood (with clear guidance as to what is appropriate and key messages) up to and during Games time, as part of a national cultural effort to ‘raise the game’ on this important issue. Promote engagement with the collaborative Good Catch project (of the Marine Conservation Society, Marine Stewardship Council, Seafood Choices Alliance and Sustain), and the new Lottery-funded Ethical Eats network.

## 5. Legacy and transfer of knowledge

As an overarching principle, any London 2012 seafood legacy should be solution orientated, building on the positive progress already made by the industry. This should centre on the choices that the industry, and consumers can make towards consuming sustainable seafood.

Significant legacies for London 2012, if the proposed recommendations were adopted, include:

- A profound culture shift in the provision and promotion of sustainable seafood, extending to industry, event management and the public's understanding of the critical importance of sustainable seafood policies and management and how these can be achieved and supported.
- An exemplary sustainable seafood policy, for adoption by future event managers and other major seafood buyers or commissioners.
- More marine fisheries going into pre-assessment and then full assessment for sustainability, as part of the Marine Stewardship Council certification scheme.
- Greatly increased likelihood that unsustainable fisheries management will become politically unacceptable, and perhaps even outlawed.
- Less IUU seafood caught and sold. Much fewer market outlets available for seafood without full traceability through implementation of due diligence by caterers and suppliers.
- Less seafood sold that appears on the Marine Conservation Society 'fish to avoid' list, and greater awareness and dissemination of this list to public and industry audiences.
- To support sustainable development in developing countries, more fisheries in poor countries supported by rich nations and the industry to overcome problems with IUU fish, ethical employment and environmental practices.
- All London 2012 suppliers and traders in seafood having undertaken some form of sustainability awareness training relevant to their business practices and seafood choices.
- Thousands of children inspired to take a sustainable approach to fish.
- Routine provision of species, provenance and method of catch information throughout the supply chain, from business to business, and from business to consumer.
- Greater industry and public appreciation and acceptance of a wider range of seafood, with an accompanying reduction in demand for over-exploited and fully-exploited species and stocks.
- Sustainable seafood integrated into catering, procurement and industry practices / training.

It should also be noted that there is a great deal of scope for influencing fish-buying policies and practices in the catering and hospitality sectors *in advance* of London 2012, to build up support, industry momentum and sustainable seafood procurement. For example, we have spoken to Fresh-RM which organises several market-leading events in the UK that could (in their words) "play a role in communicating the sustainable fish message in the lead-up to the Olympics to the UK food trade".<sup>51</sup> Fresh-RM would be keen to be involved in LOCOG's process from the outset, and showcase London 2012 training, promotional events or media activities relating to health and sustainability. Fresh-RM organises:

- Hotelympia (UK's largest hospitality trade show) which runs at ExCeL in the spring of 2010. Good Catch will be at the event to raise awareness of sustainable fish issues amongst the catering trade.
- The subsequent Hotelympia event will be in the spring of 2012.
- IFE (International Food Exhibition) – the largest food trade show in the UK (mainly retail trade and manufacturing). The next event takes place in the Spring of 2011, also at ExCeL.

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<sup>51</sup> Personal email



- The Speciality and Fine Food Fair at Olympia held each September. This trade show targets the independent smaller outlets – mainly delis, cafés, etc.

## 6. Next steps / areas for further work

If certain questions cannot be answered in detail at this stage, please identify particular areas that need further work.

*It seems likely that more work will be needed on criteria / recommendations for seafood from farmed sources; ethical arrangements; who to engage in the next steps, and how.*

## 7. Targets for achieving recommendation and measures of success

Please complete the table to provide specific targets for achieving the recommendation. The first two columns align with the tables in the draft Sustainable Food Strategy. The last column is new and gets us to the point of specific targets where applicable.

<b>Targets for achieving recommendations, and measures of success (for discussion)</b>		
<b>Critical Success Factor</b>	<b>KPI</b>	<b>Measure of Success</b>
Increase % of sustainable seafood used in Olympic Food	% of seafood having robust sustainability credentials	100% of seafood is sustainable to defined criteria
Decrease to 0% of seafood from threatened species/stocks, or caught by unsustainable means	% of seafood on Marine Conservation Society ‘fish to avoid’ list	No seafood used from Marine Conservation Society ‘fish to avoid’ list
	Development of MCS list for recognition, use and trust by a broader industry and public audience	All suppliers and caterers making use of MCS list of ‘fish to avoid’
Increase % of sustainable seafood used from accredited or other reputable sources	% of seafood that is demonstrably sustainable using London 2012 sustainable seafood decision tree (e.g. accreditation meeting FAO guidelines)	100% of seafood meeting criteria of London 2012 sustainable seafood decision tree.
	Inclusion of MSC accreditation in revised LOCOG sourcing guide	MSC given equivalent status to FSC in LOCOG sourcing guide
Decrease to 0% IUU fish used	% of seafood having robust traceability credentials	All suppliers / caterers have robust seafood sourcing policies in place
Increase in diversity of seafood species used	Proportion of seafood from a wide range of different species	A diversity of seafood is served and enjoyed, de-emphasising over-exploited or fully-exploited species and/or stocks
Increase in supply/catering industry understanding and importance of sustainable seafood	Number and range of key organisations participating in a new London 2012 Sustainable seafood Network	Newsletters circulated; events held; collaborations formed; number and range of participants
	Preparation and circulation of London 2012 guidance to e.g. local authorities and others with an influence over food	Implementation of London 2012 guidance at all Games-related events
	Proportion of suppliers meeting criteria for contracts	100% of contracts awarded to sustainable suppliers
	Number of suppliers/ procurement staff attending training	Positive feedback from training sessions; changes in practice by participants

	Consistent provision of b2b information on seafood species, provenance, method of catch (with eco-labels where used)	100% of seafood is fully traceable at all stages
Increase in public awareness / support for sustainable seafood	Diversity of seafood species prepared and sold	Diversity of seafood sold; positive feedback from customers
	Number and quality of promotional events and media activities run in advance of Games on this issue	Recognition and understanding of sustainability messages and accreditation logos
	Consistent provision of information at point of sale on seafood species, provenance, method of catch and inspiring stories. Prominent promotion of MSC	100% of seafood is labelled at point of sale with key information; all seafood that is MSC accredited is declared prominently as such
Increase in political and cultural awareness / support for sustainable seafood	All banqueting menus and food provision for journalists pre-vetted for fit with sustainable seafood policy and to maximise awareness-raising opportunities	Prominent provision of information (as above) and eco-label use in banqueting menus and in places where journalists are likely to eat
	Appointment of a menu approval committee and method to make criteria open for public scrutiny	Approval committee signs off influential menus
Increase public awareness of the nutritional value of seafood and its role in a balanced diet	Proportion of caterers committed in writing to maximising the nutritional value of seafood (ideas for criteria above)	Fat and salt levels controlled; higher proportion of oily fish and shellfish sold than white fish
	Proportion of meals that include calorie and traffic-light labelling (meeting FSA criteria)	All food sold with calorie and traffic-light nutrition labelling
	Proportion of caterers committed in writing to seafood portion control to upper portion limit guidance and with no 'jumbo sizing'	Seafood portions controlled to avoid waste and excessive consumption

<b>Also of importance (but of more general application to seafood as well as other food themes)</b>		
<b>Critical Success Factor</b>	<b>KPI</b>	<b>Measure of Success</b>
Robust food safety arrangements throughout	Food safety management systems and equipment in place; training provided to caterers and their staff; system for early notification of any emerging food safety incidents put in place	Minimisation of food contamination and food safety incidents at the Games
Increase in adoption by food companies of ethical trading policies and safe working practices	Proportion of suppliers/ caterers demonstrating they can meet the criteria of one or more of the ethical trading arrangements outline above	Increase in companies commissioning responsible, ethical and Fairtrade products, as a matter of policy
Decrease in greenhouse gas intensive energy use, packaging, waste and transport	Proportion of suppliers/ caterers demonstrating how they are minimising greenhouse gas intensive energy, packaging, waste and transport	Decrease in reported energy use, packaging waste, overall waste and fossil fuel use
Increase in likelihood that future public events and catering will adopt world-class sustainability standards	Documentation of processes, decisions and tools for achieving sustainable seafood for a major public event; briefing of future event organisers	Future event organisers consult with London 2012, and receive briefings; then implement sustainable food policies that include sustainable seafood

Involvement of key stakeholders throughout	Range and quality of involvement in stakeholder discussions on seafood; and building momentum over time	Broad consensus reached on terms of contracts, communication messages, media stories, etc. Buy-in from diverse organisations
Adoption of sustainable food policies by all London 2012 partners / sponsors	Number of partners / sponsors adopting sustainable food policies	All partners / sponsors adopt sustainable food policies and participate in media activity

### Appendix 1: Lists of “oily” and “white” (non-oily) fish

Oily fish	White / non-oily fish
Salmon	Cod
Trout	Haddock
Mackerel	Plaice
Herring	Coley
Sardines	Whiting
Pilchards	Lemon sole
Kipper	Skate
Eel	Halibut
Whitebait	Rock Salmon/Dogfish
Tuna (fresh only)	Ayr
Anchovies	Catfish
Swordfish	Dover sole
Bloater	Flounder
Cacha	Flying fish
Carp	Hake
Hilsa	Hoki
Jack fish	John Dory
Katla	Kalabasu
Orange roughy	Ling
Pangas	Monkfish
Sprats	Parrot fish
	Pollack
	Pomfret
	Red and grey mullet
	Red fish
	Red Snapper
	Rohu
	Sea bass
	Sea bream
	Shark
	Tilapia
	Turbot
	Tinned tuna

Fish lists from the Food Standards Agency, see:

<http://www.food.gov.uk/news/newsarchive/2004/jun/fishportionslifestagechart>

## Appendix 2: Fish seasonality calendar

Seasonality can affect the sustainability of seafood species. Avoiding fish caught during their spawning season can allow species the opportunity to breed and replenish their populations. This seasonality calendar shows species where the Marine Conservation Society (MCS) offers advice on when to buy or not buy fresh fish based on their breeding season (only applicable to buying fresh wild-caught fish, not frozen or farmed fish). If a wild-caught species is not included in this seasonality calendar it may be because breeding season data is unavailable, there is no clearly defined season for breeding or because the species is listed by the MCS as a 'Fish to Avoid' regardless of the season. In the chart, green = in season; orange = best to avoid.

Fish species	Months of the year											
Alaska pollock	J	F	M	A	M	J	J	A	S	O	N	D
Cod, Atlantic	J	F	M	A	M	J	J	A	S	O	N	D
Cod, Pacific	J	F	M	A	M	J	J	A	S	O	N	D
Coley	J	F	M	A	M	J	J	A	S	O	N	D
Dab	J	F	M	A	M	J	J	A	S	O	N	D
Gurnard (grey)	J	F	M	A	M	J	J	A	S	O	N	D
Gurnard (red)	J	F	M	A	M	J	J	A	S	O	N	D
Gurnard (yellow)	J	F	M	A	M	J	J	A	S	O	N	D
Haddock	J	F	M	A	M	J	J	A	S	O	N	D
Hake (European)	J	F	M	A	M	J	J	A	S	O	N	D
Hake (Cape)	J	F	M	A	M	J	J	A	S	O	N	D
Halibut (Greenland)	J	F	M	A	M	J	J	A	S	O	N	D
Halibut (Pacific)	J	F	M	A	M	J	J	A	S	O	N	D
Hoki	J	F	M	A	M	J	J	A	S	O	N	D
John Dory	J	F	M	A	M	J	J	A	S	O	N	D
Mackerel	J	F	M	A	M	J	J	A	S	O	N	D
Megrim	J	F	M	A	M	J	J	A	S	O	N	D
Pollack	J	F	M	A	M	J	J	A	S	O	N	D
Red mullet	J	F	M	A	M	J	J	A	S	O	N	D
Sardine/pilchard	J	F	M	A	M	J	J	A	S	O	N	D
Seabass	J	F	M	A	M	J	J	A	S	O	N	D
Seabream	J	F	M	A	M	J	J	A	S	O	N	D
Sole (Dover)	J	F	M	A	M	J	J	A	S	O	N	D
Sole (Lemon)	J	F	M	A	M	J	J	A	S	O	N	D
Trout	J	F	M	A	M	J	J	A	S	O	N	D
Turbot	J	F	M	A	M	J	J	A	S	O	N	D
Whiting	J	F	M	A	M	J	J	A	S	O	N	D
Witch	J	F	M	A	M	J	J	A	S	O	N	D
<b>Crustaceans</b>												
Crab (Brown)	J	F	M	A	M	J	J	A	S	O	N	D
Crab (Spider)	J	F	M	A	M	J	J	A	S	O	N	D
Langoustine	J	F	M	A	M	J	J	A	S	O	N	D
Lobster	J	F	M	A	M	J	J	A	S	O	N	D
Prawn and Shrimp (coldwater) - Northern	J	F	M	A	M	J	J	A	S	O	N	D
Prawn and Shrimp (coldwater) – Brown shrimp	J	F	M	A	M	J	J	A	S	O	N	D
<b>Molluscs</b>												
Mussels	J	F	M	A	M	J	J	A	S	O	N	D
Scallop (King)	J	F	M	A	M	J	J	A	S	O	N	D
Scallop (Queen)	J	F	M	A	M	J	J	A	S	O	N	D

Fish seasonality chart from: The Good Catch Manual: A rough guide to seafood sustainability for chefs, restaurateurs and caterers, published by the Seafood Choices Alliance and the Marine Conservation Society, in collaboration with the Marine Stewardship Council and Sustain: The alliance for better food and farming. See: <http://www.goodcatch.org.uk/goodcatchmanual.html>

**Document compiled by: Kath Dalmeny, Policy Director of Sustain: The alliance for better food and farming. Tel: 020 7837 1228; email: [kath@sustainweb.org](mailto:kath@sustainweb.org).**