Example

Sustainable Seafood Policy for **[name of company or organisation]**

Overfishing presents a huge global challenge. Unsustainable fishing practices are leading to the depletion of many fish stocks, which threatens the livelihoods of fishers, the future of our fish supplies, and our marine ecosystems.

Choosing to source sustainable fish allows us as a business to help reverse this trend, to know that we are contributing to the solution, not the problem, and to support sustainable fishing.

Seafood can be a healthy menu choice, and we acknowledge that to continue to serve the variety of seafood that we enjoy today we must have a robust policy to ensure we only serve fish that is demonstrably sustainable.

We are proud to be signatories of the Sustainable Fish City pledge, as part of which we follow the following principles to ensure that we only serve fish which is demonstrated to be sustainable:

**Please adapt the below to reflect your own achievements and targets. However, keep to the same basic principles of ‘avoid the worst’, ‘promote the best’ and ‘improve the rest’, and check that your commitments match up to the Sustainable Fish City pledge.**

***Avoid the Worst:***

* As of/by xxxxx date we will/have remove(d) all fish that is ‘red rated’ by the Marine Conservation Society (scoring a 5). These are considered by the Marine Conservation Society to be unsustainable, overfished, highly vulnerable or from poorly-managed fisheries or farming systems.
* We do not sell any fish for which we cannot be certain of full traceability – we require evidence from our supplier of the farm or fishery all seafood is sourced from.

***Promote the Best:***

* As of/by **[name]** date we will/have increase(d) our range of Marine Stewardship Council (MSC) certified fish – (note: you can only say this if you have MSC Chain of Custody certification)
* We have increased the proportion of the fish on the menu rated ‘Fish to Eat’ (rated 1 or 2) by the Marine Conservation Society (MCS)
* Our most popular dishes are now all either MSC Certified or rated ‘fish to eat’ by the MCS
* For farmed fish, we source from RSPCA Freedom Foods/Organic/Aquaculture Stewardship Council certified farms.

***Improve the rest:***

* All our **[name]** species will be caught by pole and line by xxx date. (Note: This applies only to certain species such as tuna)
* We have switched our source of **[name]** fish from **[name]** to **[name]** area, where the stocks are more plentiful
* All our **[name]** (farmed) fish comes from **[name]** farm in **[name]** country

We label all fish on the menu by species, and more information can be found on… (on posters, at the back of the menu, on our website)

Our policy is reviewed on an annual basis, and, because the status of fish stocks is always changing, we check the MCS rating of our species at least every 6 months, and ask our suppliers to do the same.

You can keep up to date on the sustainable fish we serve by… following us on twitter and facebook?

This policy is core to our values, and we ensure that any catering we commission or provide follows it by including the above principles in any contract or tender.