

Sustainable Fish City: top ten swaps

People are eating more fish than they used to, and a lot of it is being caught by destructive methods. The world is now seriously at risk of losing some species from our seas for ever. Help protect precious fish, marine environments and good fishing livelihoods by making some simple seafood swaps. You'll be giving some of our most 'at risk' species a chance to recover.

"Sustainable Fish City: top ten swaps" has been created with advice from expert organisations that contribute to the Sustainable Fish City working party. We have also included tips on where to buy more sustainable alternatives, from top supermarkets that score consistently highly in the Marine Conservation Society sustainable fish supermarket survey (www.mcsuk.org).

Published by the campaign to help make London the world's first Sustainable Fish City. No matter where you work, eat, shop or learn, you can help ensure a sustainable fish future. **See the Sustainable Fish City website at: www.sustainablefishcity.net ~ Twitter: @FishCities**




Top Tip: Look out for the Marine Stewardship Council (MSC) eco-label, showing that the seafood is from a certified sustainable source.


See: www.msc.org





Top Tip: For farmed fish, Freedom Food and Organic certified are a good option.


	<p>Why swap? There are lots of different species of tuna, a few of which are critically endangered and some of which are caught in ways that damage other marine life.</p> <p>Top swaps: Try Marine Stewardship Council (MSC) certified albacore tuna – hand-caught in the Pacific Ocean. Albacore has very light, firm and delicately flavoured meat, and is available canned and in jars. Most canned tuna is skipjack, the most resilient species of tuna, with all stocks currently healthy – choose pole and line, handline or troll caught.</p>			
	<p>Co-op MSC certified albacore tuna is available in tins</p>	<p>M&S Pole and line caught tuna is used in tins, sandwiches, salads and ready meals</p>	<p>Sainsbury's MSC certified albacore tuna available in most stores in tins and jars. All own-brand tinned tuna is pole and line caught.</p>	<p>Waitrose MSC certified tuna is available in jars. All own-brand tinned tuna is pole and line caught.</p>
<p>Where to find top swaps for tuna</p>				


	<p>Why swap? Salmon is sometimes farmed very intensively, leading to serious environmental problems.</p> <p>Top swaps: Why not try MSC certified Alaskan wild salmon. It's much leaner than farmed salmon, so be careful not to overcook it. Alternatively, look out for certified organic farmed salmon or Freedom Food farmed salmon.</p>		
	<p>Co-op Freedom Food farmed salmon is available.</p>	<p>Sainsbury's All Sainsbury's wild salmon is MSC certified, available pre-pack and in tins. All own brand Responsibly Sourced Scottish Farmed Salmon is Freedom Food. Organic farmed salmon is widely available pre-pack and on counters.</p>	<p>Waitrose All Waitrose's wild salmon is MSC certified, available chilled, pre-packed, frozen and in tins. Waitrose Select farmed salmon is Freedom Food certified. Scottish organic salmon is available on counters and pre-packed.</p>
<p>Where to find top swaps for salmon</p>			


	<p>Why swap? Our love of this chip-shop favourite has led some haddock stocks to be over-fished. And haddock often swim with cod (see below), meaning that haddock fisheries may catch both fish.</p> <p>Top swaps for haddock: Look out for MSC certified haddock from Scotland or Norway, or try a different firm, white fish such as coley (often sold as saithe), which has an undeserved reputation as something you feed to the cat but, when spanking fresh, is delicious.</p>		
	<p>Co-op MSC Scottish or Norwegian haddock is available.</p>	<p>M&S MSC Scottish haddock available in fresh fish and breaded ranges.</p>	<p>Sainsbury's Line caught MSC certified haddock from Norway. Coley (fillets and marinated) on counters and fillets in frozen section.</p>
<p>Where to find top swaps for haddock</p>			


	<p>Why swap? Many stocks of Atlantic cod are overfished.</p> <p>Top swaps for cod: Give cod a break and try a different white, flaky fish such as the delicate pollock (line-caught from Cornwall is a good choice), or the similarly named MSC certified Alaskan pollock. Coley (see above) is also a great alternative. If only cod will do, go for MSC certified cod from the Arctic, Atlantic and Pacific oceans.</p>		
	<p>Co-op MSC Norwegian cod is available.</p>	<p>Sainsbury's MSC certified Alaskan pollock and MSC certified cod is widely available.</p>	<p>Waitrose MSC certified pollock and line caught Cornish pollock in most branches.</p>
<p>Where to find top swaps for cod</p>			


 prawns	<p>Why swap? King or tiger prawns are usually farmed in the tropics, often very intensively and in ways which can seriously damage local communities and the environment.</p> <p>Top swaps for prawns: Choose organic tiger prawns, or for a more local option, go for Scottish langoustines (also known as Dublin Bay prawns or scampi). Or look out for the smaller MSC-certified cold-water prawns from Canada. Like prawns, crab is as good with strong flavours like chilli as it is plain with lemon and mayonnaise.</p>		
	Where to find top swaps for prawns	M&S MSC cold water prawns and brown crab available.	Sainsbury's Organic prawns and MSC certified Canadian cold water prawns in pre-pack section. Scottish langoustines are on counters and dressed crab is in pre-pack in some stores.

 plaice	<p>Why swap? Left to their own devices, plaice can live for 50 years or more. They grow and reproduce very slowly, making them vulnerable to overfishing. Some beam trawl fisheries catch vast numbers of young plaice as 'bycatch', and throw them back into the sea, dead.</p> <p>Top swaps for plaice: More sustainable flatfish choices include flounder, dab or lemon sole (ask for fish caught by otter trawl or seine net). Or go for MSC certified plaice, or (for posh) MSC certified Dover sole.</p>			
	Where to find top swaps for plaice	Co-op All plaice and sole is MSC certified.	M&S Sells lightly dusted dabs and lemon sole using otter trawl and twin rig methods.	Sainsbury's Lemon sole in pre-pack and on counters in most stores. Dab is on most fish counters.

 swordfish	<p>Why swap? Big, slow-growing 'game' fish like swordfish are particularly vulnerable to over-fishing.</p> <p>Top swaps for swordfish: Nothing similar fits the sustainability bill, but jig-caught squid stands up to strong flavours and is delicious grilled or on the barbeque.</p>	
	Where to find top swaps for swordfish	A good local fishmonger may stock jig-caught squid.

 sea bass	<p>Why swap? Sea bass is commonly farmed in the Mediterranean, and is a carnivorous fish, raising the problem of fish-feed. Wild sea bass are often caught in pelagic trawls that can kill other sea life such as dolphins.</p> <p>Top swaps for sea bass: Look for line-caught sea bass or organically farmed sea bass, or try line-caught black bream, porgy or seabream.</p>		
	Where to find top swaps for sea bass	M&S Line caught sea bass available when in season.	Sainsbury's Line caught sea bass and black bream on counters when available.

 skate	<p>Why swap? Sadly, the once "common" skate is now critically endangered, and several other species of skates and rays are overfished.</p> <p>Top swaps: Nothing really compares to the soft texture of skates and rays, but smaller starry, spotted and cuckoo rays are generally considered a more sustainable choice. Circles of skate wing are sometimes sold as scallops, so a luxurious alternative could be diver-caught scallops.</p>	
	Where to find top swaps for skate	Sainsbury's Dived scallops are available on fish counters in a limited number of stores.

 halibut	<p>Why swap? Halibut is another slow-growing, long-lived species that has been overfished to the point of being endangered.</p> <p>Top swaps: As an alternative, look for MSC certified Pacific halibut – or for something different but similarly meaty and very tasty, try red, grey or tub gurnard.</p>	
	Where to find top swaps for halibut	Sainsbury's Sainsbury's sell farmed halibut as an alternative to wild.

Find out more at: www.sustainablefishcity.net ~ Facebook: [SustainableFishCity](https://www.facebook.com/SustainableFishCity) ~ Twitter: [@FishCities](https://twitter.com/FishCities)