

# Sustainable fish

London Boroughs buy a lot of fish. This is used in catering mainly for schools, but also council offices, meetings and events, hospitals, care homes and other services such as meals-on-wheels and lunch clubs. Millions of pounds of taxpayers' money are spent on such food every year. London Boroughs are very well placed to make a significant difference to marine conservation with their fish-buying policies.

We would like to see all London Boroughs adopt sustainable fish-buying policies. The Greater London Authority, Metropolitan Police, Transport for London, City Hall and the London 2012 Olympic and Paralympic Games have already done so, as well as lots of London's schools, universities, businesses and restaurants, together serving well over 200 million meals a year. The same standards have also been adopted by central government (and in guidance for catering for the NHS). These organisations have committed to taking the simple steps set out in the Sustainable Fish City pledge:

- **Avoid the worst** - Removing endangered species from menus and catering: those rated as 'fish to avoid' by the Marine Conservation Society [www.fishonline.org/fish-advice/avoid](http://www.fishonline.org/fish-advice/avoid)
- **Promote the best** - Serving sustainably managed fish, MSC-certified fish, and those rated as 'fish to eat' by the Marine Conservation Society [www.fishonline.org/fish-advice/eat](http://www.fishonline.org/fish-advice/eat)
- **Improve the rest** - Helping suppliers serve only sustainable fish with help from organisations such as Good Catch: [www.goodcatch.org.uk](http://www.goodcatch.org.uk) and the MSC: [www.msc.org](http://www.msc.org)



We also want to see sustainable fish promoted in schools through the Marine Stewardship Council's (MSC) Fish and Kids programme. This promotes the use of certified, traceable and sustainable seafood in primary schools and teaches children about marine sustainability. Approximately one fifth of UK primary schools are MSC certified. Fish and Kids provides free national curriculum linked education resources (Key stage 1 and Key stage 2) through teacher packs, full of lesson plans, activity sheets and engaging discussion topics. Schools that are MSC certified also receive posters, dining hall decorations and fun stickers as well as engagement activities with the Fish and Kids mascot - Murdoch the fisherman's cat - who provides activities from school assemblies to cooking classes, see: [www.fishandkids.org](http://www.fishandkids.org)

## Serving up sustainable fish in Redbridge

Redbridge's 53 primary schools have been MSC certified since 2011 - a brilliant achievement for the local authority whose commitment supports fisheries and communities around the world dependent on a sustainable and stable fishing industry. Their school chefs whip up delicious certified fish suppers and maintain procedures that ensure all of their MSC certified seafood is traceable at all times - a requirement of their certification. By maintaining these procedures, Redbridge are able to give parents and children assurance that the fish used can be traced back to the fishery that it came from.



*"We are delighted with the progress made in our schools in introducing MSC certified seafood, which ensures that the fish we serve is traceable and sustainable. We are committed to making more progress in introducing other sustainable food initiatives and will give our full support to our school meal provider in doing this."*

Councillor Alan Weinberg,  
Cabinet Member for Children's Services,  
London Borough of Redbridge

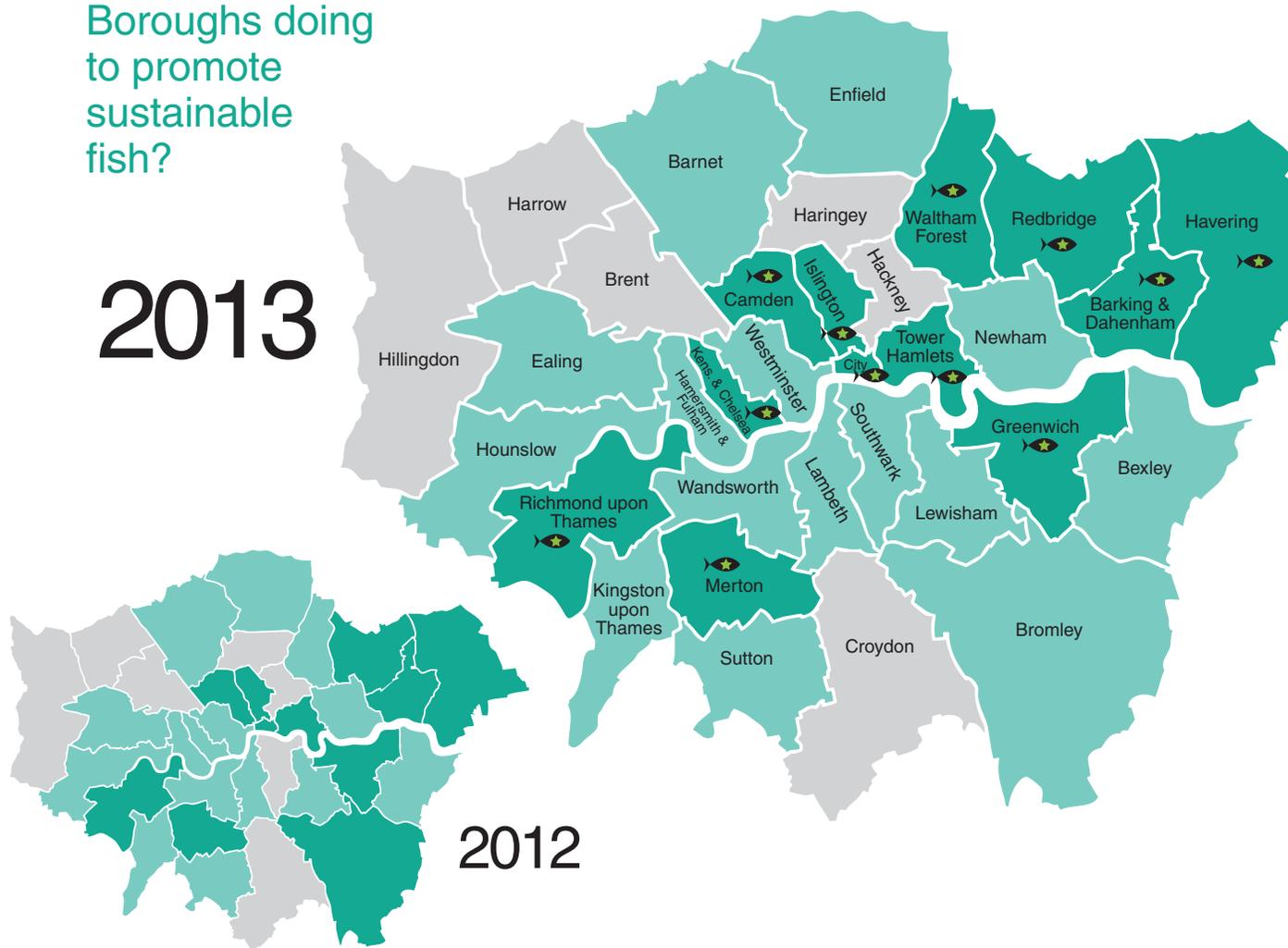
## Map key

-  Borough taking at least two significant steps to support sustainable fish
-  Borough taking one significant step to support sustainable fish
-  Borough taking none of the significant actions on sustainable fish\*

*\* Let us know if you think things have improved in your borough. We will update the map as more action is taken.*

## What are London Boroughs doing to promote sustainable fish?

# 2013



# 2012

### Sustainable fish: tracking borough progress

In the 2011 edition of the Good Food for London report, we showed that 17 out of London's 33 boroughs had by then taken at least one step to support sustainable fish, with four having taken at least two steps. By 2012, 26 boroughs were taking at least one step, of which 11 were taking at least two. In 2013 there are now 27 boroughs taking at least one step, with 12 taking at least two.

### Notes

The three simple and significant actions we rated London Boroughs on are:

- Primary schools MSC certified (accredited to serve MSC certified seafood). These schools may also run the MSC Fish & Kids Education programme, which is free of charge [www.fishandkids.org](http://www.fishandkids.org)
- Improving school meals with the Food for Life programme, which at Bronze award level means excluding endangered fish, and at Silver and Gold levels, caterers may also be serving MSC-certified fish [www.foodforlife.org.uk](http://www.foodforlife.org.uk)
- Achieving MSC chain of custody certification for fish bought by the borough as a whole [www.msc.org](http://www.msc.org)

*Due to the different infrastructure of the City of London it has met an alternative set of criteria.*

### What can London Boroughs do?

Sign up to at least two of the actions above and become a Sustainable Fish Borough. Contact:

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