



# A RESTAURANT GUIDE TO SOURCING FISH RESPONSIBLY

*90% of the world's fish stocks are either fully or overexploited, and many scientists are concerned about the collective threats facing our seas!*

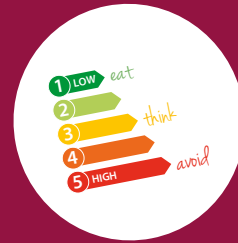
The good news is that there's still time to do something about it. Many fish stocks and habitats can recover if they are managed sustainably and allowed to recover, and if we stop feeding demand for seafood from badly managed or damaging fisheries and fish farms, we can incentivise improvements. To take action, restaurants and foodservice outlets are encouraged to remove the worst fish from their menus, improve your fish offer by diversifying and promoting the best options to help consumers make the right choice!



# FIND OUT WHAT YOU ARE SERVING

In order to assess the seafood on your menu, work with your supplier to find out a little bit more:

- What exactly is the species?
- Is it wild or farmed?
- Where was it caught?
- How was it caught?
- Does it have any certifications or accreditations?



Once you have gathered the specific info about your fish you can use the '[Good Fish Guide](#)' created by the [Marine Conservation Society \(MCS\)](#) to understand how the environmental impact of your seafood sourcing stacks up. We would recommend you REMOVE any fish rated 5 (red) from your menu, such as:

## SWAP THOSE RATED 5'S FOR BETTER OPTIONS

Improve the rest of your menu by choosing lower rated fish as alternatives. Swapping fish rated 5 or 4 for sustainable rated 1 or 2 options is a great way to turbocharge the sustainability of your menu. In most cases you won't even need to change your menu, you can still buy the same species, but from a different area or capture/farming method. For those trickier species [Sustainable Fish Cities](#) has created a helpful tool called '[Top ten sustainable fish swaps](#)' to assist you in finding appropriate alternatives for some of the most popular fish.

In the UK, we are too reliant on cod, haddock, tuna, salmon and prawns. There are so many other good seafood options that could be more widely used in the food service sector, many of which are more resilient to fishing pressure or require less input to farm, including:

Buying sustainably certified or accredited seafood is another way to scale up your fish offer and in many cases also improve traceability - key for sustainable seafood. Some of the best and most widely used standards in the UK include:

For WILD caught - Marine Stewardship Council

For FARMED - Aquaculture Stewardship Council (ASC)

Organic (Soil Association or Naturland)

GlobalGap

Global Aquaculture Alliance Best Aquaculture Practices (GAA BAP) 2 - 4 star

Freedom Foods specifically for welfare of farmed finfish



To learn more about what various seafood labels cover check the [interactive Seafish Guide](#)

## SHORE UP FOR WHAT YOU BELIEVE & PROMOTE YOUR SUSTAINABLE OPTIONS

To support your sustainable fish sourcing efforts it is a good idea to have a policy in place which states your commitments. Share this policy with your supplier, your staff and your guests to ensure transparency and consistency in your fish supply chain. Other top tips for promoting the BEST fish to eat options on your menu include:

- Showcasing feature dishes or daily specials on the menu
- Training your staff to be knowledgeable about your fish and sourcing policies
- Be clear on your menu about what you are serving; species, provenance, capture method etc.
- Get licensed to use the MSC and other certification eco-labels on your menu
- Ask your diners for feedback on your fish menu through [Fish2Fork](#) DinerRatings
- Join the conversation and get active on social [#GoodFishGoodDish](#)