

# MAKE FISH YOUR MAIN DISH

## **SUSTAINABLE SOURCING** *with the Marine Stewardship Council*

### **Trends**

Sustainable, conscious, eco-friendly, green – words that have grown in strength and importance over the last decade, as people all over the world become increasingly aware of the impact we are having on our planet. There are many global challenges when it comes to environmental protection, and protecting the sea, oceans and marine ecosystems is one of the biggest.

It is not news to anyone that fish is extremely nutritious, and a healthy addition to a balanced diet. But with consumers becoming increasingly health conscious, how can we ensure that while we are looking after ourselves, we are also looking after our oceans?

Responsible, sustainable fishing means leaving enough fish in the ocean to allow stocks to naturally replenish, respecting habitats and ensuring those who depend on fishing can maintain their livelihoods.

### **Background**

Oceans cover more than 70% of our planet's surface. They regulate climate, supply oxygen, absorb carbon dioxide from the atmosphere and support a great abundance of life on our planet.

Decades of irresponsible overfishing has led to the depletion of many global fish stocks and destruction of huge expanses of marine habitat. Regions such as the North Sea, Banks of Newfoundland and the East China Sea have famously suffered devastating consequences of overfishing, not only for the fish but also the local communities who rely on the harvest.

33.1% of fisheries have been fished beyond sustainable limits (United Nations SOFIA Report 2018), and the size of marine populations has declined by 49% between 1970 and 2012 (WWF's Living Blue Planet Report 2015).

### **How To Ensure You're Buying Sustainably**

Choose the blue fish!



MSC-C-52916

### **What does the MSC blue fish label mean?**

“Wild, traceable, sustainable: the blue fish label is only applied to wild fish or seafood from fisheries that have been certified to the MSC Fisheries Standard, a science-based set of requirements for sustainable fishing. MSC certified fish are separated from non-certified, and clearly labelled so it can be traced back to source.”

An MSC certified fishery ensures that fish stocks are sustainable, environmental impacts of fishing operations are minimised, and that the fishery is well managed.

### **What can you do?**

When you buy a product with the MSC blue fish label, you become part of a virtuous circle, helping to protect the productivity and health of our oceans.

Choosing products with the MSC blue fish label allows you to enjoy eating seafood in the knowledge you have made a positive choice to support well-managed, sustainable fisheries. These fisheries are pioneering new ways to conserve the marine environment.

By buying fish from sustainable fisheries you're also encouraging more businesses to stock sustainably-sourced seafood and more fisheries to improve and become certified.

### **Where has your fish come from?**

Knowing where our food comes from has become increasingly important for consumers. Products or menu items with the blue fish label guarantees that seafood and fish products have come from sustainable fisheries and can be traced back to where they came from.

All along the supply chain, from ocean to plate, MSC certified seafood is separated from non-certified. Every company at every step along the chain must be audited so you can trust you're buying sustainable seafood.

MSC seafood is also trustworthy - regular DNA testing has shown that MSC labelled products are correctly labelled with mislabelling rates for MSC labelled seafood being less than 1%. In fact a global analysis suggested that on average 30% of seafood products are misdescribed or mislabelled. So, you can trust that the fish is what its packaging or menu says it is.

### **Acknowledgements**

With special thanks to Loren Hiller, this blog was written in collaboration with Marine Stewardship Council, the most globally recognised standard for sustainable, well-managed fisheries. For more information on the ethos and work of the MSC, visit [www.msc.org](http://www.msc.org)

*Aramark have made a pledge to gain certification to MSC Chain of Custody in all of our UK sites by 2020. This pledge has been supervised by Head of Sustainability for Aramark Northern Europe, Sue Lightfoot.*



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