

## Check out the lists!

We've made the complicated business of choosing sustainable fish easy!

It's simple – green is good, whilst red is a bad choice. You can try tilapia, and plump for pouting, but steer clear of sturgeon and turn down bluefin tuna.



Try to only eat fish listed as **Fish to Eat** – those rated 1 or 2 are good to go!

Definitely give **Fish to Avoid** a miss, these are rated 5 and include threatened or endangered species and fish from damaging fisheries or farming systems.



**GoodFishGuide.org**

Leading foodservice company **Compass Group UK & Ireland** are committed to sustainable seas and sponsor the Good Fish Guide to put sustainable seafood advice in the palm of your hand.

[www.know-your-food.co.uk](http://www.know-your-food.co.uk)  
@KYF\_UK

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## Fish to Eat

Only from these areas - fished or farmed like this

<b>Anchovy</b>	Bay of Biscay
<b>Bream, Gilthead (farmed)</b>	Onshore production; Organic certified
<b>Clam, Manila (farmed)</b>	All methods
<b>Cockles</b>	Hand-gathered - MSC certified
<b>Cod, Atlantic</b> ⚠	North East Arctic or Iceland - MSC certified
<b>Coley or Saithe</b>	Iceland
<b>Crab, Brown</b>	Western Channel, Celtic Sea, Cornwall, Orkney, Pembrokeshire - Pot caught; Shetland - MSC certified
<b>Dab</b>	North Sea - Otter trawled, Seine netted
<b>Haddock</b> ⚠	North Sea, Skagerrak and West of Scotland, Iceland, North East Arctic - MSC certified
<b>Hake, European</b>	Cornwall - MSC certified
<b>Halibut, Atlantic (farmed)</b>	Onshore production
<b>Herring or Sild</b> ⚠	Cornwall; Irish Sea; MSC certified
<b>Lobster, European</b>	Jersey - MSC certified
<b>Mackerel</b>	South West England - Handline; EU & Norway (MINS)
<b>Mussels (farmed)</b>	Rope grown
<b>Oyster, Native or Pacific (farmed)</b>	Bottom & Suspension culture
<b>Pangasius (farmed)</b>	ASC certified
<b>Pollock, Alaska</b>	Bering Sea/Aleutian Islands, Gulf of Alaska - MSC certified
<b>Pouting or Bib</b>	All sources
<b>Prawn, Coldwater or Northern</b>	North Sea; MSC certified
<b>Prawn, King or Tiger (farmed)</b>	Organic certified
<b>Salmon, Atlantic (farmed)</b>	Organic certified
<b>Salmon, Pacific</b>	MSC certified or FAO based Responsible Fisheries Management (RFM) certified
<b>Sardine or Pilchard</b>	Cornwall - MSC certified
<b>Scallops</b>	Dive-caught; Shetland - MSC certified
<b>Scampi or Langoustine</b>	Irish Sea East; North Sea (Fladen Ground); West Scotland (Minches) - Pot caught
<b>Seabass (farmed)</b>	Onshore production
<b>Sole, Dover or Common</b> ⚠	Western Channel; MSC certified
<b>Sprat</b>	North Sea
<b>Swordfish</b> ⚠	Central & North West Atlantic - longline MSC certified; South East Pacific - Harpoon
<b>Tilapia (farmed)</b>	Zimbabwe; ASC certified; Onshore production
<b>Trout, Rainbow (farmed)</b>	Organic certified; Freshwater ponds
<b>Tuna, Albacore</b> ⚠	South Pacific - Longline MSC certified, Troll; North Pacific - Troll, Pole & line
<b>Tuna, Skipjack</b>	West Central Pacific & Indian Ocean - Pole & line, Non-FAD purse seine ⚠ East Pacific, East & West Atlantic - Troll, Pole & line
<b>Tuna, Yellowfin</b> ⚠	West Central Pacific - Pole & line, Handline, Non-FAD purse seine ⚠
<b>Turbot (farmed)</b>	Onshore production
<b>Whiting</b> ⚠	Southern Celtic Sea & English Channel

Rated 1 or 2

## If your fish isn't listed...

...this species might be one that we would recommend eating only occasionally (rated 3 or 4).

Check out the sustainability ratings of our full list of over 150 species on our **Good Fish Guide App**, and our website [goodfishguide.org](http://goodfishguide.org)



## Fish to Avoid

<b>All deep sea species</b> (e.g. Alfonsino, Blue Ling, Orange Roughy, Rabbitfish)
<b>Eel, European</b> ⚠⚠⚠⚠, Conger
<b>Halibut, Atlantic - wild</b> ⚠⚠⚠⚠
<b>Marlin, Blue - Atlantic</b>
<b>Mullet, Grey or Thicklip</b>
<b>Prawn, King or Tiger - trawled or non-certified farmed</b>
<b>Ray, Sandy, Shagreen, Starry, Undulate</b>
<b>Salmon, Atlantic - wild</b>
<b>Seabass - wild</b>
<b>Shark, Angel</b> ⚠⚠⚠⚠, <b>Porbeagle</b> ⚠⚠⚠⚠, <b>Tope</b> ⚠⚠⚠⚠
<b>Spurdog or Rock Salmon</b> ⚠⚠⚠⚠
<b>Skate, Common</b> ⚠⚠⚠⚠, <b>Longnose, Norwegian, White</b> ⚠⚠⚠⚠
<b>Sturgeon (Caviar) - wild</b> ⚠⚠⚠⚠
<b>Swordfish - Mediterranean</b>
<b>Tuna, Bigeye - Atlantic &amp; West Central Pacific - Gill net, Longline, Purse seine</b>
<b>Tuna, Bluefin</b> ⚠⚠⚠⚠
<b>Tuna, Yellowfin - Indian Ocean - Gill net, Longline, Purse seine</b>
<b>Whitebait</b>
<b>Wolffish</b>

Rated 5

## Would you eat an endangered species?

You wouldn't choose Bengal tiger, giant panda or black rhino from a menu would you? But you might just give common skate, Atlantic sturgeon, European eel or bluefin tuna a go – yet they're all just as threatened, and because they often appear on restaurant menus, you could find yourself inadvertently contributing to their extinction. These species are definitely fish to avoid!



**Seeing red?** If you spot a red listed fish on the menu or at the supermarket – let us know! Take a pic and email [info@mcsuk.org](mailto:info@mcsuk.org) to tell us where and when you saw it.

# Good Fish Guide

2016

Your guide to choosing sustainable seafood



## Love fish?

Whether it's white and flaky, oily and tinned or fresh and smoked – fish is one of the most popular food choices around.

But many of our fish stocks are under threat because over the years we've just caught and eaten too many of them.

This guide will help you make the best choices today, to ensure consumers of the future will have fish on their plates for generations to come.



**Marine Conservation Society (MCS)** is the UK's leading charity working with supermarkets, restaurants, fishermen and Government to make sure sustainable seafood is the only option for consumers in the UK.

[www.mcsuk.org](http://www.mcsuk.org)

facebook.com/mcsuk  
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## If you love fish... you'll want to eat it sustainably.

Our **Top Tips** will help you make the right choices.



## Small changes... can make a big difference.

We're too reliant on **cod, haddock, tuna, salmon** and **prawns**. If you eat these species follow our advice for making the best choice.

## Fish and Chips

The two most popular fish at the chippy are cod and haddock.

**Haddock** from North Sea and West Scotland fisheries are healthy and include MSC certified fisheries - a great choice!

**Cod** in the North Sea is now at a more healthy level but still recovering, so the best choice is North East Arctic or Icelandic.



1. **Mix it up a bit** Don't stick to the UK's favourite 5. Try **coley** or **pouting** instead of **cod** and swap **tuna** for **herring, mackerel** or **sardines**. **Plaice** is a long-lived species and subject to high fishing pressure - try **lemon sole** or **dab** instead.



2. **Low impact** Buy seafood caught in a more environmentally friendly way - handline, pole and line, trap or pot or dive caught - or from fisheries using best practice to reduce discards and habitat impacts.

3. **Know your fish!** Buy local. Make friends with a fishmonger in the know or try food box delivery schemes like Abel & Cole. 90% of fish bought for cooking at home is from the supermarket - look for information in store and on labels to check sustainability, and don't be afraid to ask questions! Know what you're eating - If you can't get the info you need, give it a miss!

What **Brown crab** (*Cancer pagurus*),  
pot caught in North East Atlantic  
how (FAO 27) sub area Western Channel.

this product is rated 2 fish to eat

4. **Avoid eating threatened species** like common skate, bluefin tuna, wild seabass and shark. Deep sea species (see **fish to avoid** list) are often long lived and slow growing and vulnerable to overfishing. Fishing for them can also ruin coldwater corals which may never recover.

## 5. In or out of season?

Avoid breeding or spawning times, and egg-bearing (berried) lobster or crab. Immature fish should be avoided to allow them to breed. Visit **goodfishguide.org** for seasonality and sizing info.

## 6. Label logic

Look for the following eco-labels - they're better environmental choices for...



← sustainably fished



← higher welfare standards



← responsibly farmed

Buying farmed fish? Go organic

Organic farms tend to allow fish more room to move, they have higher environmental standards and use sustainably sourced feed.



## Fish Fingers

The best choices for this kids' teatime favourite are those using certified pollock (from Alaska) or haddock or cod from certified fisheries.



**Tuna** Skipjack tuna caught with the most selective gear such as pole & line, troll, handline or non-FAD purse seine is the best choice. Avoid all bluefin tuna.



## Salmon

Organically farmed Atlantic salmon or certified Pacific salmon (usually tinned) are better choices. Avoid eating all wild-caught Atlantic salmon unless you know it is from a river where the stock is healthy.



**Mackerel** is a fairly sound choice. Most sustainable buys are from handline or coastal drift net fisheries, or MSC certified.



## Prawns

are great in curry, stir-fry, paella or when barbequed and you couldn't have a prawn cocktail without them!

**King or Tiger Prawns** are the big ones, also called Asian tiger shrimp and whiteleg shrimp. They're warmwater prawns and the best choice is organically farmed.



**Cold-water Prawns** are the little ones used in sandwiches and prawn cocktails, or sold cooked and peeled. Buy MSC certified.



## Scampi

the pub favourite is most sustainable when caught in pots or creels, to avoid high bycatch.

**Whitebait** is best avoided as a mix of baby fish or fry is used. Mature sprat (from the North Sea) is a better alternative.

**Seabass** is popular in restaurants, but only buy onshore farmed. Wild stocks are overfished, and trawling impacts on spawning fish and is responsible for bycatch of marine mammals.



## Monkfish

isn't a great choice. Occasionally enjoy only those caught in South West UK using tangle nets.

## Skates and Rays

are vulnerable species. Only consider eating spotted ray from the Bristol Channel.

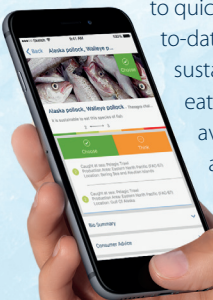
**Scallops** are mostly dredged up, which can damage seabed habitats, so the best choices are hand-dived, farmed, or MSC certified.



Get your hands on our

## FREE Good Fish Guide app

We've revamped our smartphone app with funding from Compass Group UK & Ireland, enabling you to quickly find up-to-date advice on sustainable fish to eat, and fish to avoid while out and about.



Sustainable seafood advice in the palm of your hand

download the app at  
**goodfishguide.org/app**  
for Apple iOS (iPhone) and Android

## 1. Improved features NEW

Search and filter using new criteria - such as sustainability rating, fishing method, seasonality, fish type (e.g. white, oily, shellfish), farmed or wild-caught - to identify the very best choices. **The most up-to-date, easy-to-use fish sustainability advice available!**

## 2. Fish of the month recipes from top chefs NEW

Each month famous chefs, celebs and sea-lovers, such as Raymond Blanc and Nathan Outlaw, suggest sustainable and seasonal recipes. Delve into our archives to try Turbot with Pinto Beans, Smoked Haddock and Leek Rarebit and more easy to follow recipes; all with ingredients, timings and serving numbers.



## 3. Eating out? Where should we go? NEW

We've joined forces with Fish2Fork, to show you how sustainable restaurant menus are.

Our Good Fish Guide app uses your current location, or one of your choice, to bring up a list or map of the places serving the most sustainable seafood, so you can decide where to eat out.



## Did you know the common skate is more endangered than the giant panda?

And you wouldn't eat one of those!

We want to make sure other species don't become the next common skate - once plentiful, now scarce in our seas.

We need your help to make sure fish stocks are given a chance to recover, so that our seas and fishing communities continue to thrive.

**ENDANGERED SPECIES**



Visit our website today to find out about how you can support us by joining up, volunteering or signing up to our enews **www.mcsuk.org**