



Fish & Kids

Taking sustainable
seafood to the
foodservice sector

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(MSC)



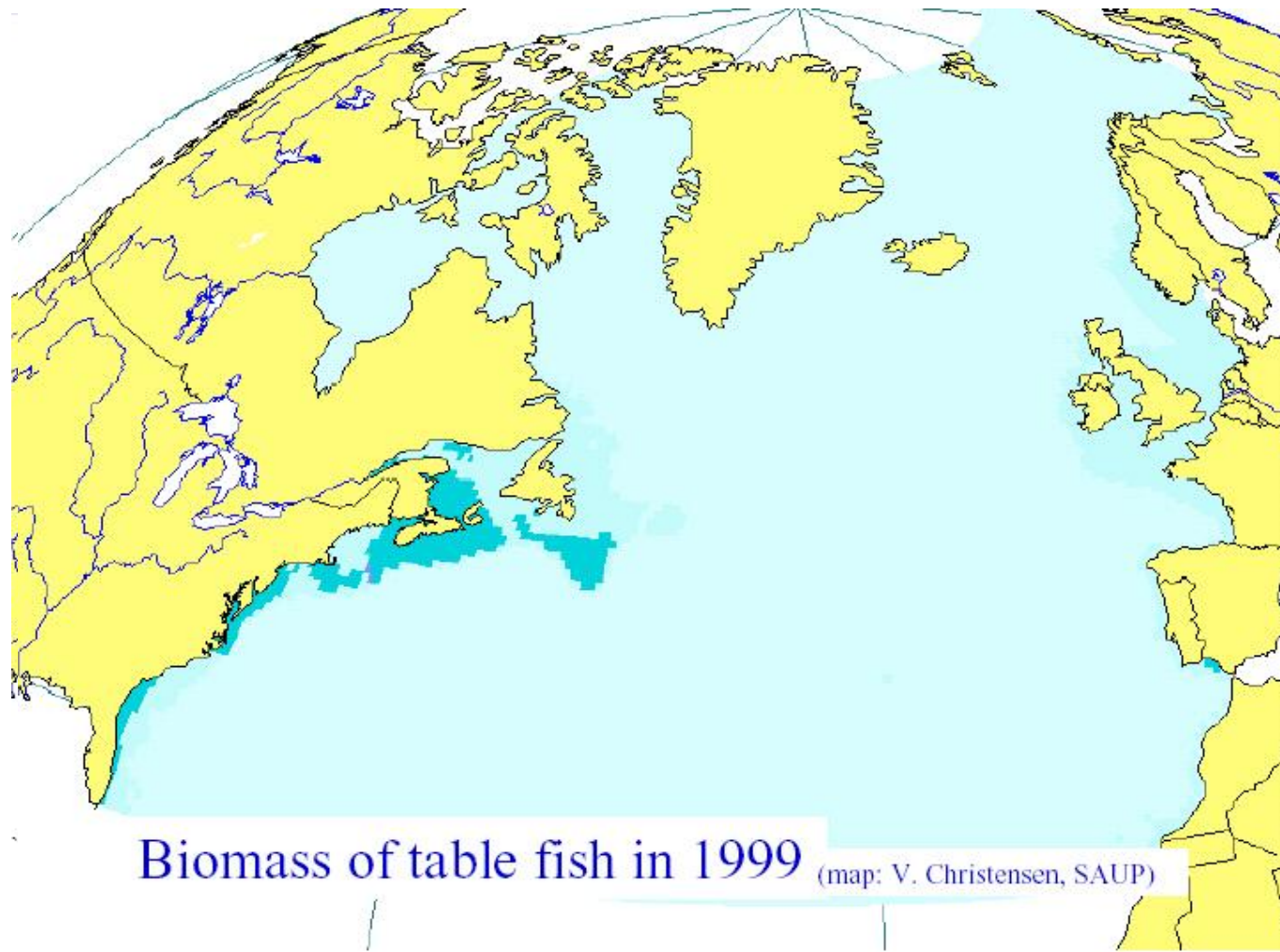
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A Major Global Problem

- 70-80% of the world's fish stocks are fully exploited, over-exploited, depleted or in recovery
- 25% of all fish caught is discarded dead or dying
- From 1950 to 2000, world fish production increased from 8m to 93m MT
- The world seafood industry provides 200 million jobs around the world
- 1 billion people in Asia and one out of five Africans depend on ocean fish for their entire supply of protein



Example: The North Atlantic



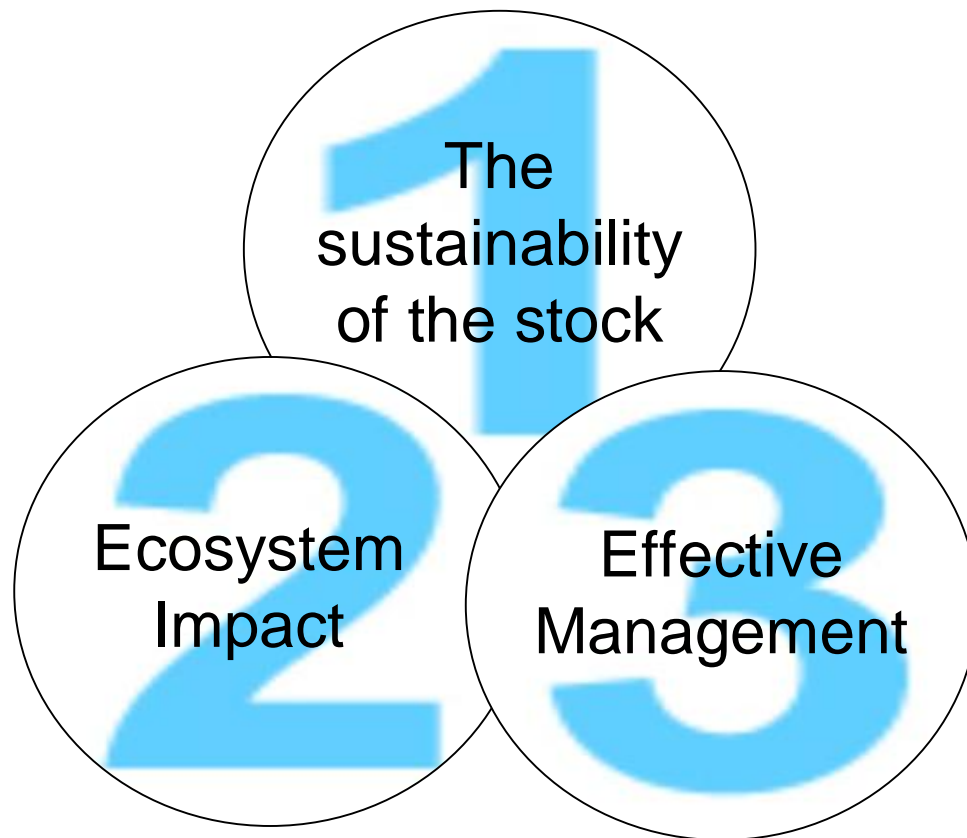
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The MSC

- Eco-label acts as a incentive for consumers and reward for responsible fishing
- Started by WWF and Unilever in 1997, independent since 1999
- Global, non-profit organisation
- Non-campaigning
- An environmental organisation that works *with* industry, not against it
- Fisheries measured against a rigorous environmental standard based on the FAO Code of Conduct for Responsible Fisheries



The MSC Standard: Three Main Principles



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Fully Certified Fisheries

Alaska **Pollock*** – 1 600 000 MT

Alaska **Salmon** (all species) – 332 498 MT

New Zealand **Hoki** – 200 000 MT

South African **Hake** – 166 000 MT

Western Australia **Rock Lobster** – 10 750 MT

Southwest Handline **Mackerel** – 1 750 MT

Thames **Herring** – 121 MT

Loch Torridon **Nephrops** – 150 MT

Burry Inlet **Cockles** – 7 135 MT

South Georgia **Toothfish** – 4 500 MT

Hastings Fishing Fleet **Dover sole** – 40 MT

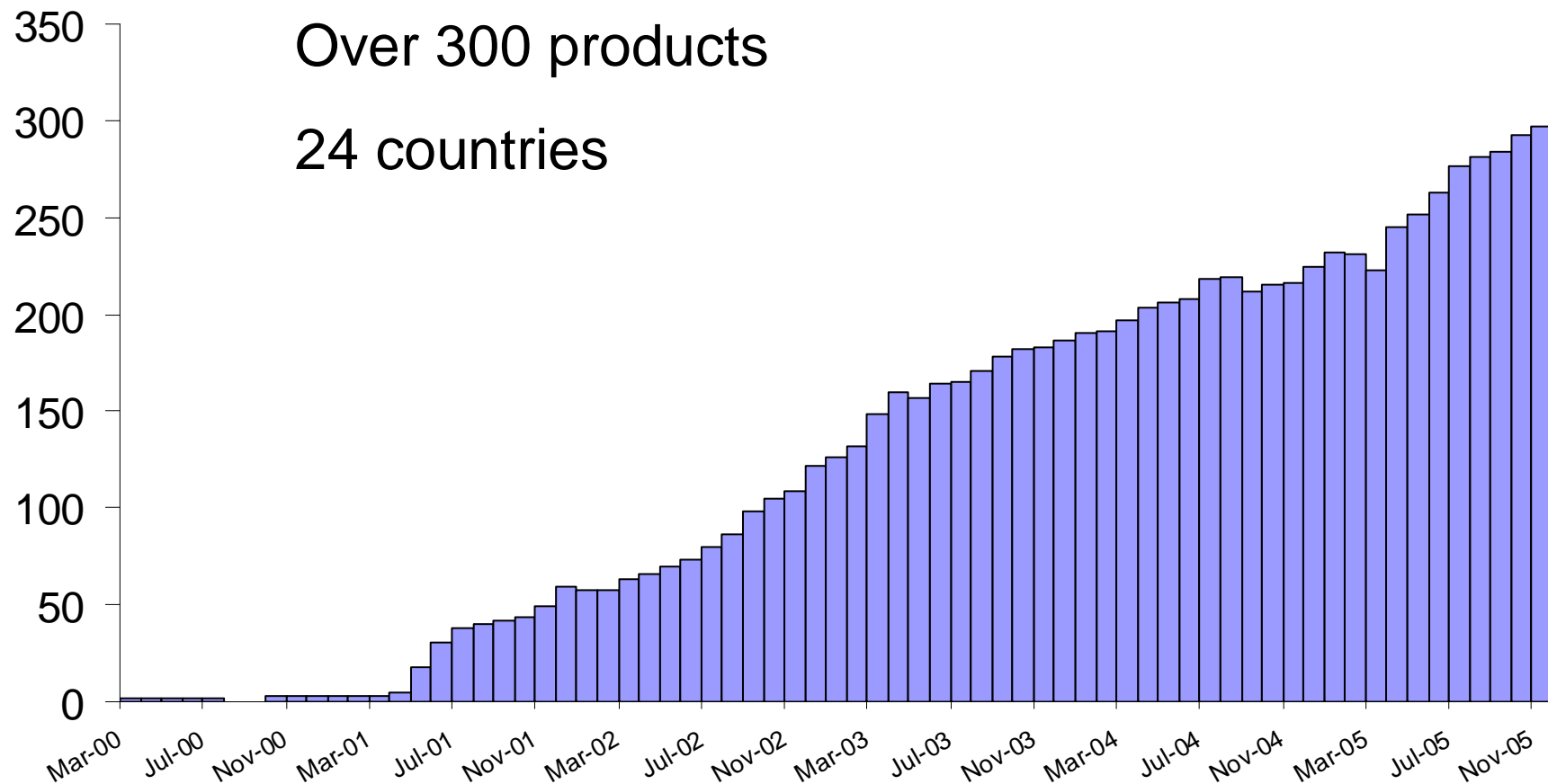
Hastings Fishing Fleet **pelagic** – 80 MT

Mexican Baja California **Spiny Lobster** – 1 300 MT



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MSC-labelled products as at November 2005



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USA

Whole Foods
Vital
Heron Thompson
Kohler
Wildcat

UK

ASDA
MARKS & SPENCER
Sainsbury's
TESCO
Safeway
Sainsbury's
BRACKS
Young's
COUNTRY ORIGINALS
Waitrose

GERMANY and AUSTRIA

FROSTA
FRIEDRICHS
METRO
Bio-Berlin
Mare
Mare SEAFOOD

SWEDEN

FROSTA

BELGIUM

FROSTA
FROSTA
FROSTA

FRANCE

MIGROS
coop
MOVENPICK
FRIEDRICHS
Dyhrberg

SWITZERLAND

MIGROS
coop
MOVENPICK
FRIEDRICHS
Dyhrberg

GREECE

Young's

MALTA

Young's

SINGAPORE

Sainsbury's

AUSTRALIA

Sainsbury's
Sainsbury's
Sainsbury's

NEW ZEALAND

Sainsbury's

Findus Hokifilé
från Nya Zeeland
400 g
NYHET
Perfekt alternativ till torsk

Monoprix Cœurs de filet de Merlu blanc du Cap
SANS ARÊTE • SURGELÉS
EMBALLÉS INDIVIDUELLEMENT
400 g

Sainsbury's just cook...
hake with tomato and chilli salsa
simply oven cook in 30 minutes

Gerookte Wilde Alaska Zalm
NL 3247 E.E.G.
F F F
antischimmel rekort op winkel in Amsterdam
FRANK'S SMOKE HOUSE

iglo 10 Fish Sticks
300g €

MSC logo

The Global Reach of MSC

For further information: www.msc.org

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Fish & Kids project

- 3 year project (Apr 2005-2008)
- Funded by Defra's Environmental Action Fund
- Working with foodservice in UK including distributor, education and restaurant sectors
- Seeks to:
 - Increase awareness of sustainable seafood issues
 - Increase availability of sustainable options
 - Provide a credible way of tracing the products from boat to plate



Why this project?

- Foodservice consumption is nearly 30% of consumer food spend
- Reach consumers at a young age/pester power
- Media spotlight on school meals
- Defra's Public Sector Food Procurement Initiative
- Introduce new certified species to the UK market
- Production to consumption: boat to plate



Progress – key steps

Year 1

1. Establish major foodservice partner
2. Establish education partner (Surrey County Council) and commercial restaurant partners
3. Develop supply chain
 - New Product Development
 - Chain of Custody (traceability) pilots
4. Prepare communications materials including brand

Year 2

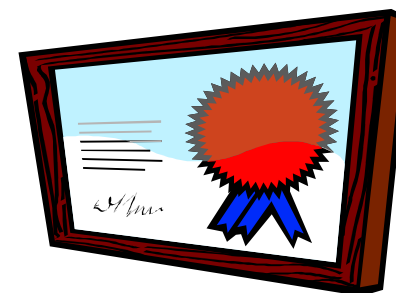
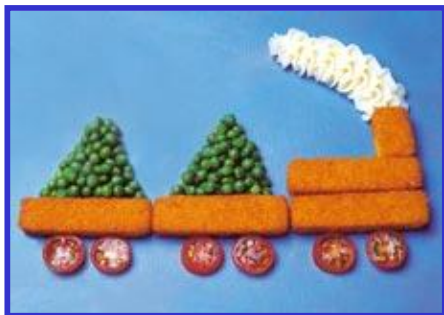
1. Complete foodservice case studies
2. Launch project and roll-out across England



Develop supply chain

New Product Development

- Work with foodservice
- Move with the times – healthy, kid friendly products



Chain of Custody

- Third party verification of traceability
- Pilot to ensure process is user-friendly
- Provide clear guidance

Prepare communication material

- **The 'Brand'**
- **Website**
 - Fun and games plus educational info for kids
 - Downloadable resource for teachers
 - Where to buy' info for parents
- **Guidance & Information**
 - Teachers
 - Parents
 - Foodservice managers



The future?

- Fish & Kids running successful in the UK
 - ✓ Expanded MSC product range and increased uptake in schools/restaurants
 - ✓ Increased consumer awareness of eco-label
- Fish & Kids replicated in other countries
 - ✓ UK project as an example
 - ✓ Outreach to foodservice across Europe and USA
- **MSC-labelled seafood available in schools and restaurants across Europe & USA**



Thank you



Any Questions?

Please feel free to ask me now or email:
Laura.Stewart@msc.org

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