

POCKET GOOD FISH GUIDE



The Marine Conservation Society (MCS) is the UK's leading charity for the protection of our seas, shores and wildlife.

MCS aims to promote ecologically sustainable commercial, recreational, and farmed fisheries to protect fish stocks, livelihoods, and marine life.

Registered charity no (England & Wales): 1004005
Registered charity no (Scotland): SC037480
Company Limited by guarantee no. 2550966

Join MCS

To find out more, donate, or to join MCS and help save our seas contact us:

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Marine Conservation Society

www.mcsuk.org

helping you choose sustainable seafood

SPECIES	EAT	CAUTION	AVOID
Mackerel	-	● MSC cert.	-
Monkfish or anglerfish	-	● From S.W. UK & N.E. USA	● N./N.W. Spain & Portugal
Mussel, Common	● Rope grown or hand gathered	-	-
Oyster	● Farmed native & Pacific	-	-
Pollack or lythe	●	-	-
Plaice	-	● Otter trawled from Irish Sea, or gill/seine net from N. Sea	● W. English Channel, Celtic Sea, S.W. Ireland & W. Ireland
Prawn	● Coldwater, from NE Arctic	● Tiger, organically farmed ● Coldwater, from N. Pacific	● Tiger, farmed & wild caught
Ray	-	● Cuckoo and spotted from North Sea, Skaggerak, E. English Channel & Celtic Sea, ● Starry from North Sea, Skaggerak, & E. English Channel	● Smalleyed & thornback from Bay of Biscay; all blonde, sandy, shagreen & undulate
Red mullet	● From N.E. Atlantic	● From Mediterranean	-
Salmon	● Pacific (5 species are MSC certified) ● Organically farmed	● Atlantic, farmed	● Atlantic, wild caught
Sardine or pilchard	● From Cornwall	● From Spain & Portugal	-
Seabass	● Line caught	● Farmed	● Pelagic trawled
Seabream	-	● Organically farmed	● Red or blackspot
Skate	-	-	●
Snapper	● Red (from W. Australia trap fishery) ● Malabar blood from W. Australia	● Vermillion and lane ● Silk and yellowtail	● Cubera, mutton and Northern red
Sole	● Common or Dover, MSC certified ● Lemon, otter trawl caught	● Common or Dover, from E. English Channel and S.W. Ireland	● Common or Dover from North Sea & Irish Sea
Squid	● Jig caught	● Trawl caught	-
Swordfish	-	-	● Indian Ocean, Mediterranean, and Central & W. Pacific
Tilapia	● Farmed	-	-
Trout	● Brown or sea and rainbow, organically farmed	● Brown or sea and rainbow, farmed	● Brown or sea, wild caught from Baltic
Tuna, albacore	● MSC certified	● From N. Pacific ● Pole & Line from N. Atlantic	● Longline & pelagic trawled from Mediterranean, N. & S. Atlantic
Tuna, bigeye	-	● Handline and pole & line from Central and W. Pacific	● All other stocks
Tuna, bluefin	-	-	●
Tuna, skipjack	● Pole & line from W./Central Pacific or Maldives	● From Indian Ocean	● Purse seine from W. Atlantic
Tuna, yellowfin	-	● Purse seine from Indian Ocean or E. Pacific ● All other stocks	-
Turbot	-	● Farmed	● Wild caught

Please answer these questions online or return this coupon to us.

1 Where do you mainly use this guide (Tick one box only)

- Supermarket Fishmonger Restaurant
 Market Fish & chip shop Other

2 Was the information provided at point of sale sufficient for you to make an informed choice?

- Yes No - go to Q3

3 If the information provided was insufficient for you to make an informed choice, what did you do?

- Gave up the eco-friendly idea and bought the fish I wanted.
 Chose another sustainable fish that had better labelling.
 Didn't buy any fish.

Thank you for your help.



POCKET GOOD FISH GUIDE

a handy summary of www.fishonline.org

www.fishonline.org

Find out more about almost every fish available in the UK, including:

- Fascinating facts and sustainability ratings on more than 150 kinds of fish.
- A guide to the most fish-friendly supermarkets.
- The Sustainable Seafood Directory – a guide to Britain's most eco-friendly restaurants and retailers.
- A downloadable version of this Pocket Good Fish Guide for your friends and family.and much more.

We would recommend that you avoid ALL deepsea species

YOU HAVE THE POWER

YOU can safeguard the future of our fisheries and other marine wildlife by only choosing fish from sustainable sources.

Help ensure the long term health of our seas and marine wildlife by only choosing fish from responsibly managed sources, caught or farmed using methods which minimise damage to the marine environment and other species.

Fish to eat...

Fish from well-managed, sustainable stocks. Dark green indicates species that are, in MCS' opinion, the best choice and lighter green the next best choices.

Fish to eat with caution...

Fish from fisheries that are at risk of becoming unsustainable due to environmental, management or stock issues. MCS recommends that you only eat these fish occasionally. The lighter yellow represents the better choice.

Fish to avoid...

Fish from unsustainable, overfished, vulnerable and/or badly managed fisheries, and/or with high levels of by-catch. In MCS' opinion it is best to avoid these fish at present.

KEY



Marine Stewardship Council certified



Dolphin friendly



Soil Association Certified

SPECIES	EAT	CAUTION	AVOID
Abalone	● Farmed	-	-
Alaska or walleye pollock	● MSC certified 	-	-
Anchovy	-	● Portuguese coast	● Bay of Biscay
Bib or pouting	●	-	-
Black bream, porgy or seabream	●	-	-
Clam	● American hardshell and manila, hand-gathered farmed sources	● Dredge caught	-
Cockle	● MSC certified or hand gathered 	● Dredge caught	-
Cod, Atlantic	-	● Wild caught from N.E. Arctic ● Wild caught from Iceland, W. English Channel, Bristol Channel, S.E. Ireland & Sole	● Wild caught from all other areas
Cod, Pacific	● MSC certified 	-	-
Coley or saithe	● MSC certified 	● From Iceland or Faroes	-
Crab	● Edible/brown, pot caught from S. Devon ● Spider, pot caught	● Edible/brown, pot caught	-
Dab	●	-	-
Dublin Bay prawn, scampi or langoustine	● MSC certified 	● W. Scotland, N. Sea, Skaggerak & Kattegat	● From Spain & Portugal
Flounder	●	-	-
Gurnard	● Grey & red	● Yellow or tub	-
Haddock	-	● N.E. Arctic & N. Sea, Skaggerak & Kattegat	● From Faroes and W. Scotland
Hake	-	● Cape, MSC certified ● European, northern stock	● European, southern stock
Halibut	-	● Pacific, MSC certified 	● Atlantic, wild caught
Halibut, Greenland	-	● From N.E. Arctic	● From N.W. Atlantic & Greenland, Iceland, W. Scotland & Azores
Herring or Sild	● From Norwegian stocks	● MSC certified 	● South Clyde, W. Ireland, & Great Sole fisheries
Ling	-	● Handline caught from Faroes	● All other stocks
Lobster	● Western Australian rock, MSC certified 	● European, pot caught ● European, net caught	● From Canadian & S. New England stocks

BE A SECRET SHOPPER

Tired of bad food labelling? Want more information to make the right eco-choice? Become an MCS Secret Shopper and help us fight for better labelling!

Join our FREE PRIZE DRAW - answer the questions

overleaf online at www.fishonline.org or return

this coupon to MCS (address overleaf).

