

# Reducing your impact on our seas by choosing sustainable fish is easy



**Best choice** – try to eat only these fish, they're the most sustainable

**Think** – there are better rated alternatives, consider before consuming

**Fish to avoid** – includes endangered species and fish from damaging fisheries

You can play a key role in securing the future of our seas and marine wildlife by making more environmentally responsible choices when buying seafood.

If what you are looking for isn't listed in the tables below it's likely to be rated 3 or 4.

You can find over 650 ratings for 140 species on [goodfishguide.org](http://goodfishguide.org) or the Good Fish Guide app

**FREE** for Apple iOS (iPhone) and Android



## Best choice

Only from these areas - fished or farmed like this

<b>Basa or Pangasius</b> (farmed)	ASC certified
<b>Clam</b> , Manila (farmed)	UK
<b>Cod</b> , Atlantic	North East Arctic, Iceland - MSC certified
<b>Coley or Saithe</b>	Faroe Islands - Otter trawl; North East Arctic - Gillnet; Iceland, North Sea, West of Scotland & Rockall, Skagerrak
<b>Crab</b> , Brown	Western English Channel - Pot caught; Shetland - MSC certified
<b>Dab</b>	North Sea - Seine net or otter trawl
<b>Haddock</b>	Rockall, North Sea, West of Scotland, Skagerrak, Iceland, North East Arctic - MSC certified; Irish Sea
<b>Hake</b> , European	Northern stock
<b>Halibut</b> , Atlantic (farmed)	Scotland - Onshore production
<b>Herring</b> or <b>Sild</b>	North Irish Sea - MSC certified; North Sea & Eastern English Channel
<b>Mackerel</b>	North East Atlantic
<b>Megrim</b>	Cornwall - Otter trawl; Northern North Sea & West of Scotland
<b>Mussels</b> (farmed)	Rope-grown & bottom-culture
<b>Oyster</b> , Native or Pacific (farmed)	Bottom & suspension-culture
<b>Plaice</b>	Eastern English Channel - Otter trawl; North Sea - Beam trawl & otter trawl
<b>Prawn</b> , Coldwater or Northern	MSC certified
<b>Prawn</b> , King or Tiger (farmed)	UK - Closed land-based system; Indonesia - Zero input system; Organic certified
<b>Salmon</b> , Atlantic (farmed)	Europe - Organic certified
<b>Salmon</b> , Pacific	Alaska - MSC certified
<b>Sardine</b> or <b>Pilchard</b>	Bay of Biscay
<b>Scallops</b> , King	Scotland - Dive caught
<b>Scampi</b> or <b>Langoustine</b>	Skagerrak, West Scotland - Pot caught; North Sea (Fladen Ground)
<b>Sole</b> , Dover or Common	North Sea - Gillnet; Baltic Sea - Otter trawl; Western English Channel; Celtic Sea & Bristol Channel
<b>Tilapia</b> (farmed)	ASC certified
<b>Trout</b> , Rainbow (farmed)	UK - Freshwater ponds
<b>Tuna</b> , Albacore	South Pacific - Longline, MSC certified; Atlantic - Pole & line, Troll; Pacific - Pole & line, Troll
<b>Tuna</b> , Skipjack	West Atlantic, West Central Pacific - Pole & line; Maldives - Pole & line MSC certified
<b>Tuna</b> , Yellowfin	West Central Pacific - Longline, MSC certified; Atlantic - Pole & line; North Pacific - Pole & line, Handline
<b>Turbot</b> (wild or farmed)	Farmed: Onshore production, Global Gap Certified; Wild: North Sea - Trap

This guide is updated annually. Ratings accurate at time of printing (March 2020).

Rated 1 or 2

- Some sources should be avoided - see [GoodFishGuide.org](http://GoodFishGuide.org)
- Locally caught/produced options available
- Prohibited species or IUCN Red Listed (Endangered or Critically Endangered) - see [iucnredlist.org](http://iucnredlist.org)



SAY NO TO



Your choices matter. Sign our pledge and help take unsustainable seafood off the menu.

[www.mcsuk.org/red-rated](http://www.mcsuk.org/red-rated)

## Fish to avoid

- Cuttlefish**: Otter or beam trawl
- Clams**, Razor: Electrofished or dredged
- Cod**, Atlantic: North Sea, English Channel & Skagerrak; Celtic Sea; West of Scotland; Rockall; Baltic Sea; Kattegat
- Eel**, European , Conger
- Grouper**
- Halibut**, Atlantic (wild) : North East Atlantic
- Marlin**, Blue: Atlantic
- Mullet**, Thicklip Grey
- Prawn**, King or Tiger: non-certified farmed (except King from Ecuador and Honduras)
- Ray**, Blonde, Sandy, Shagreen, Starry
- Salmon**, Atlantic (wild)
- Shark**, Angel , Porbeagle , Tope
- Skate**, Common , Longnose , Norwegian, White
- Spurdog** or **Rock Salmon** : North East Atlantic
- Sturgeon caviar** (wild)
- Swordfish** - Mediterranean - Longline
- Tuna**, Bluefin : Ranches

(Wild rating currently being reviewed)

Rated

5

# Good Fish Guide 2020



93% of world fish stocks are either fully or over-exploited from fishing.

They face yet more pressure from climate change, pollution, a growing world population and increasing per capita consumption of fish, so we can't afford to make the wrong choices.



Our ratings influence over 750 million seafood meals a year.

The Marine Conservation Society is the UK's leading marine charity working to make sustainable seafood the only choice for consumers.

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

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Reg. charity no: 1004005 (England & Wales); SC037480 (Scotland).

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GoodFishGuide.org

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# Top tips to help you make the right choice



## Mix it up!

Did you know that over 100 seafood species are sold in the UK, but most people routinely only eat 5?

We're too reliant on 'the big 5': cod, haddock, tuna, salmon and prawns.

Try hake or coley instead of cod and haddock, rainbow trout instead of salmon, and swap tuna for mackerel or sardines – **all great options to get your fix of omega 3!**



## Label logic

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



← sustainably fished



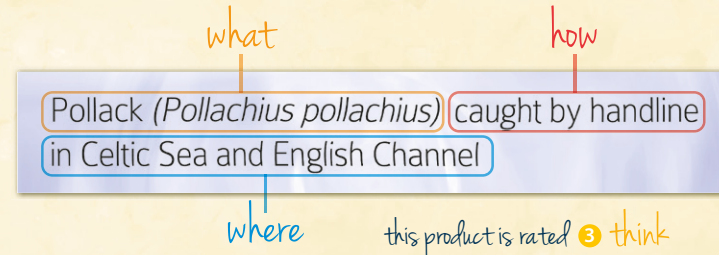
← responsibly farmed

When buying farmed fish, choose **organic**. Organic farms tend to allow fish more room to move, they have higher environmental standards and use responsibly-sourced feed, for example



## What the fish?!

What it is and where and how a fish has been caught or farmed can make a huge difference to its sustainability. Look for sustainability info in store and on labels and don't be afraid to ask questions! Know what you're eating – if you can't get the information you need, give it a miss!



## Low impact

Some fishing and farming methods have a lower impact on species and habitats. Buy seafood caught in a more environmentally-friendly way, such as handline, pot, or dive caught; or from fisheries and farms that minimise their environmental impacts.

## Avoid red rated seafood

like European eel, and wild North East Atlantic halibut. Our **Fish to avoid** list contains threatened or endangered species and fish from damaging fisheries or farming systems. Please avoid red rated seafood.



## In or out of season?

Avoid breeding and spawning times for fresh fish, and egg-bearing crab and lobster. Also avoid undersized (young) fish that haven't had a chance to breed yet. Visit **GoodFishGuide.org** for info.

**The big 5** If you choose to eat these, follow our advice below for making the best choice. **Even small changes like these can make a big difference.**

**Cod** from Iceland and the North East Arctic, which are MSC certified, are the best choices.



**Haddock** stocks from MSC certified fisheries in the North East Arctic, Iceland, Irish Sea and Rockall are in good shape. Skagerrak and West of Scotland are also recommended.

**Tuna** Skipjack and albacore tuna caught with the most selective gears such as pole & line, handline or troll are generally the best choices.



**Salmon** Organically farmed Atlantic salmon or certified wild Pacific salmon (usually tinned) are better choices. Avoid eating all wild-caught Atlantic salmon unless you know it is from one of the very few rivers where the stock is healthy.



**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

The best choices are from organic farms or land-based UK production.



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



## Fish Fingers

The best choices for this kids' teatime favourite are those using certified Alaskan pollock, cod or haddock. See **mcsuk.org/FishFingerGuide** for more information.



**Scampi** is normally caught by trawling, which can have bycatch and habitat impacts. Pot or creel-caught is a better choice – usually called **langoustine**.

**Squid or Calamari** is generally best from small-scale, low impact 'jig' fisheries.

## Seabass

is popular in restaurants. The best choices are from certified farms; look for the ASC label.



**Skates** and **Rays** are vulnerable species, but spotted and thornback rays from the Bristol Channel are an OK choice.

**Scallops** are mostly dredged up, which can damage seabed habitats. Look for hand-dived Scottish King scallops.



**Mackerel** is a large shared stock that's currently at a healthy level, but the best choice is handline caught.



**Eel** is often consumed jellied. Avoid, as European eel is listed by the IUCN as Critically Endangered.

## Did you know?

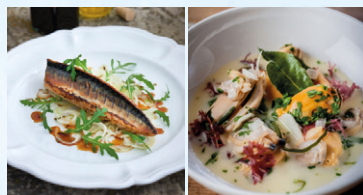
The NHS recommends eating 2 portions of fish per week, but there are guidelines on the amount of certain fish that babies, children and pregnant or breastfeeding women should be consuming. See **www.nhs.uk** for more info.

## FREE APP Good Fish Guide

for Apple iOS (iPhone) and Android

The most up-to-date sustainability advice - in the palm of your hand!

Search for your favourite fish or use the filter options to get the sustainability low-down on over 140 species of seafood most commonly consumed in the UK.



## Fish of the Month recipes from top chefs

Some of the nation's favourite chefs share their recipes and top tips to help you enjoy the amazing array of sustainable seafood we have here in the UK.



Download the app, or follow us on Twitter **@GoodFishGuideUK** to stay up to date.



## Eating out?

Look for businesses displaying these logos in-store or online, as they are doing some good things to improve the sustainability of their seafood:



**www.soilassociation.org/certification/catering**



**www.thesra.org**



**www.sustainweb.org/sustainablefishcity**

Good Fish Guide ratings underpin the sustainable seafood commitments adhered to through these initiatives.

Are you a business using our ratings? Let us know so we can add your logo to our Seafood Wall of Fame.

## Love the sea and want to do more to protect it?

We want to make sure our fish stocks are plentiful, our seas are clean and pollution free, and our marine wildlife has the protection it needs to thrive.

## There are many ways you can help us achieve our goals.

Become a member of MCS and receive your welcome pack and quarterly magazine

Make a donation towards our work

Volunteer by joining a beach clean, supporting a campaign or becoming a Sea Champion

Sign up to our e-news through the MCS website

Visit our website today to find out how you can support us: **www.mcsuk.org** or follow us on Facebook and Twitter **@mcsuk** **@GoodFishGuideUK**

**www.goodfishguide.org/app**

