

Fish Switch Challenge



Your name:

> Your mission:

Challenge someone to switch to sustainable seafood

What to do

1. You're going to make a leaflet to persuade someone you know to eat more sustainable seafood and switch from the 5 most eaten species. Find alternatives, look for eco-labels and avoid red-rated fish.
2. Follow the steps set out in this workbook. They'll guide you through the tasks you need to carry out for your mission.
3. Use your powers of persuasion! Support your point of view with convincing facts and evidence.

The leaflet

Make your leaflet by folding a piece of A4 paper in half to create four pages. This workbook will help you plan the content of your leaflet.

Cover

A picture and title to grab the reader's attention

Page 2

Reasons to take the Fish Switch Challenge

Page 3

Tips for making responsible seafood choices

Back page

Amazing facts to inspire the reader to try new seafood

1 Who are you making your leaflet for?

In the box below, write down the name of the person you are going to ask to take the Fish Switch Challenge.

I am making my leaflet for...

2 Plan the cover – capture your reader’s attention

The purpose of this leaflet is to inspire someone to take the Fish Switch Challenge and try new seafood species.

What title are you going to give your leaflet? Choose words that will grab your reader’s attention.

Write your leaflet title here:

Think of the picture you’ll put on the front cover. Will it be a happy image, sad, of the ocean, of fish?

Describe or draw your cover picture here:

3 Page 2 – tell the reader about the challenge

Describe the Fish Switch Challenge. What are you asking your reader to do? You could use the [fish switch](#) information sheet for ideas.

1. _____
2. _____
3. _____
4. _____

Why are you asking your reader to take part in the Fish Switch Challenge? What problem is it trying to solve?

Give reasons for why your reader should choose sustainable seafood. Can you include facts to support your argument.

You should take the Fish Switch Challenge because...

1. _____

2. _____

3. _____

4 Page 3 – make a fish switch

Lots of people won't know where to start when swapping the seafood they eat. Suggest alternatives to the top 5 most eaten species to make it easier for your reader to take the challenge.

Most popular seafood	What could people try instead?
Cod	
Haddock	
Salmon	
Prawns	
Tuna	

Can you give some recipe ideas using these alternative fish?

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Can you give tips for making sure seafood is responsibly sourced?

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5 Back cover – inspire your reader

Include an amazing fish or ocean fact to inspire your reader to want to protect our fish stocks.

Can you think of a slogan to inspire your reader to take the challenge? Remember to include an imperative verb.

Write your slogan here:

6 Make your leaflet

It's time to put your plan into action and make your leaflet. Get creating!

7 Checklist for success

Our leaflet includes:

- An interesting title
- A clear description of the Fish Switch Challenge
- Reasons why your reader should make different seafood choices
- Suggestions for alternatives to the most-eaten species
- At least one recipe idea
- An amazing fact about the ocean or a fish species
- A slogan with an imperative verb
- At least one rhetorical question and expanded noun phrases to capture the attention of your reader
- An attractive design with images and attention-grabbing colours

Enjoy your special mission challenging someone to take the Fish Switch Challenge!

Remember - every person you persuade to choose sustainable seafood is helping to stop overfishing.



Fishy facts

Did you know?

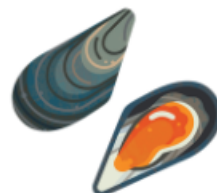
Fishy Facts

- 1 billion people around the world depend on seafood as their main source of protein.
- Some fish are as endangered as the Bengal tiger.
- Fishing methods like trawling and dredging can cause lasting damage to the seabed and other marine habitats. Longlines and gill nets can accidentally catch vulnerable species like turtles and sharks.
- Seafood has a much smaller carbon footprint than most land-based proteins. If fish farming is well managed, it will play an important role in supplying future populations with food.
- 93% of the world's fish stocks are fully or over-exploited from fishing.
- 80% of the seafood we eat in the UK is made up of five species: cod, haddock, salmon, tuna and prawns.

How to eat fish responsibly

Fish is a valuable source of protein with many health benefits. Eat it responsibly by:

- avoiding red rated fish. Check the Good Fish guide for ratings
- switching the fish you choose.
- choosing sustainably sourced fish.



Blue mussel >

■ Best Choice ⓘ

2 ratings

Switch fish

Seafood has a much smaller carbon footprint than most land-based proteins. If fish farming is well managed, it will play an important role in supplying future populations with food.


















How to eat fish responsibly

Fish is a valuable source of protein with many health benefits. Eat it responsibly:

- Avoid red rated fish. It could be endangered, caught using damaging methods of fishing or farming, or there could be illegal activity involved in catching or farming it.
- Check the Good Fish guide for ratings
- Buy fish with eco labels



- Try new fish

Instead of...	Why not try...		
 Cod	 European Hake	 Coley	 Plaice
 Haddock	 European Hake	 Coley	 Farmed turbot
 Salmon	 Rainbow trout	 Plaice	
 Prawns	 Langoustine	 Brown crab	
 Tuna	 Mackerel	 Wild-caught sardines	