



93% of the world's fish stocks are fully or over-exploited from fishing

The problem

- 80% of the seafood we eat in the UK is made up of five species: cod, haddock, salmon, tuna and prawns.
- Some fish are as endangered as the Bengal tiger
- Fishing methods like trawling and dredging can cause lasting damage to the seabed and marine habitats. Longlines and gill nets can accidentally catch vulnerable species like turtles and sharks.

What you can do

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.


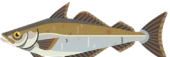















Avoid red-rated fish. It could be endangered, caught using damaging methods of fishing or farming, or there could be illegal activity involved in catching or farming it.

Use the Good Fish Guide when choosing fish and seafood. It has all the advice you need to choose sustainable seafood: mcsuk.org/goodfishguide

Buy fish with eco labels:



Try new fish!

Swap this...	For this...		
 Cod	 European Hake	 Coley	 Plaice
 Haddock	 European Hake	 Coley	 Farmed turbot
 Salmon	 Rainbow trout	 Plaice	
 Tuna	 Mackerel	 Wild-caught sardines	
 Prawns	 Langoustine	 Brown crab	

Find the Best Choice seafood near you

MARINE CONSERVATION SOCIETY

Buy local, Support local



Langoustines

West of Scotland

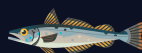
Pot/Creel



Dover sole

Bristol Channel

Demersal otter trawl



Hake

Cornwall

Gill or fixed net



King scallop

Lyme Bay Hand-dived



European lobster

Jersey Pot/Creel



Brown crab

Shetland

Pot/creel



Megrim

North Sea (north)

Demersal otter trawl



Haddock

North Sea

Demersal otter trawl/
Demersal seine net/
Longline



Dab

North Sea

Demersal otter trawl/
Demersal seine net



Plaice

English Channel (east) & North Sea

Demersal otter trawl

Best Choice

UK farmed seafood



Mussels

Suspended Rope Culture / Bottom Culture



King & Queen scallops

Suspended Rope Culture / Bottom Culture



Rainbow trout

Freshwater ponds



Atlantic halibut

Onshore open-circuit system

Make the swap

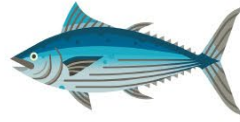
UK seafood lovers are creatures of habit, often opting for the same, popular species - the 'Big Five' - which have mixed sustainability credentials and are often imported. The [Marine Conservation Society](https://www.marineconservation.org) suggests 'buying local' to encourage the development of more sustainable UK seafood. Find out more at www.goodfishguide.org



Cod

Is it sustainable?

UK stocks are doing very badly, but stocks in Iceland are healthy and are currently at sustainable levels.



Tuna

Is it sustainable?

Sustainability depends on species, location and fishing methods. Generally the best options are skipjack and albacore caught with pole and line or handline.



European hake

Swap it for...

Thanks to good management and beneficial environmental conditions hake is now a great sustainable choice.



Mackerel

Swap it for...

Handline-caught from the southwest of England is the best choice.



Prawns

Is it sustainable?

Sourced from all over the world, prawns can be sustainable, depending on what species they are and where and how they were caught or farmed. Generally, prawns with an eco-label like Organic, MSC or ASC are the best choice.



Salmon

Is it sustainable?

Wild Atlantic salmon is not doing well, and the environmental performance of most farmed salmon still needs improving. In the UK, organic and Scottish ASC-certified farmed salmon is a better choice.



Rope-grown mussels

Swap it for...

Grown using low-impact methods, harvested by hand and get all the food they need from the sea around them. What's not to love?



Farmed scallops

Much like mussels, UK farmed scallops don't need any feed or chemicals and are grown using low impact methods.



Farmed Arctic char

Swap it for...

This is an oily fish that's related to salmon. Make sure to only get farmed Arctic char, ideally from the UK.



Farmed rainbow trout

Also closely related to salmon, and therefore a great alternative. Look for rainbow trout farmed in freshwater ponds in the UK for the best options.

Mix it up



Haddock

Actually, yes it is sustainable! Haddock from the North Sea, as well as Iceland, is currently a great choice.



Dover sole

However, if you want to mix things up, try Dover sole from the Bristol Channel and western English Channel, where stocks are booming.