

The Marine Conservation Society's Pocket Good Fish Guide puts YOU in control.

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

The Pocket Good Fish Guide lists which fish are the best sustainable choice, fish you should avoid completely, and the fish you can eat just occasionally, to limit pressure on their stocks.

Getting the most out of your Pocket Good Fish Guide.

Check the table inside for the fish you want to buy or eat at a restaurant. Make sure you avoid eating fish in the red list, enjoy eating fish in the green list and only occasionally eat fish from the amber list.

For detailed information:

www.fishonline.org

For consumer information:

www.goodfishguide.org.uk

For regular updates about the Marine Conservation Society's campaigns, sign up for our e-news at:

www.mcsuk.org

If you love fish...

- ▶ **Diversify your choice:** We're too reliant on the "Big Five": cod, haddock, tuna, salmon and prawns. Choose species such as coley or pouting instead of cod. Herring or pilchards instead of tuna.
- ▶ **Go green:** Choose fish caught using methods with lower environmental impact, such as hand lined or pot caught.
- ▶ **Look at labels:** The Marine Stewardship Council (MSC) seafood ecolabel recognises and rewards sustainable fishing. The Marine Conservation Society recognises MSC certified as a better environmental choice for many seafood products.
- ▶ **Choose organic when buying farmed seafood:** Organic farms tend to have lower stocking densities, higher environmental standards and use feed sourced sustainably, so look for the organic label.
- ▶ **Avoid eating sharks and deepwater fish:** They tend to be slow growing, long-lived species such as redfish and orange roughy, which breed slowly and are therefore vulnerable to over-exploitation. Fishing for deep sea fish can harm other sensitive species like coldwater coral that may never recover.
- ▶ **Become a member:** Be a part of the movement to save our seas. The Marine Conservation Society (MCS) is the UK's leading charity for the protection of our seas, shores and wildlife. The voice for our seas for 30 years, MCS champions protection for marine wildlife, sustainable fisheries and clean seas and beaches. To join us, visit:

www.mcsuk.org



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POCKET

Good Fish Guide

A guide to choosing sustainable seafood

2013

Species

Eat



Think



Avoid



POCKET

Good Fish Guide **KEY**

Fish to eat...

...are from well managed, sustainable stocks or farms, or are resilient to fishing pressure. Green indicates species that are, in MCS's opinion, the best choice.



Fish to eat only occasionally...

...are from fisheries that are at risk of becoming unsustainable due to environmental, management or stock issues. They may also be recovering from previous over exploitation, species with relatively low resilience to modern fishing methods, or fish from farming systems that need to improve some of their practices. Amber means MCS recommends that you only eat these fish occasionally.



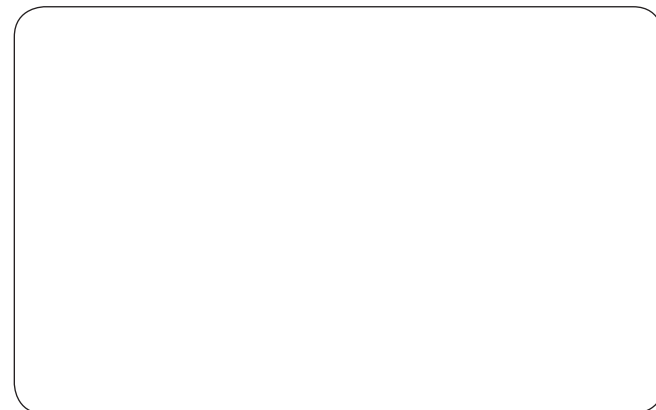
Fish to avoid...

...are from unsustainable, overfished, highly vulnerable or poorly-managed fisheries or farming systems. Or they may have high levels of unwanted by-catch (that's fish caught unintentionally whilst trying to catch other fish, which may then be thrown back dead). Red indicates that in MCS's opinion, you should avoid these fish until the fishery or farming system improves.



Keep the facts with you...

Peel off the card below and keep this handy list of fish to eat and fish to avoid. You have the power in your pocket to make only sustainable seafood choices.



Alaska or Walleye Pollock	● Gulf of Alaska, Bering Sea, Aleutian Islands (MSC certified)	● Western Bering Sea, Okhotsk Sea	
Anchovy	● Bay of Biscay	● Portugese coast	
Arctic char	● Farmed (organic certified)		
Bream, Gilthead	● Farmed (organic certified)	● Farmed	
Brill		● North Sea	
Cockle	● Burry Inlet and Dee Estuary (MSC certified)	● Dredged	
Cod, Atlantic	● NE Arctic, E Baltic, Iceland	● Celtic Sea, E & W Baltic (gillnetted)	● Norwegian coast, Greenland, Faroes, Kattegat, Skagerrak, N Sea, E Channel, W Scotland, Irish Sea, Rockall
Coley or Saithe	● NE Arctic, N Sea, Skagerrak, West of Scotland, Rockall	● Iceland, Faroes	
Crab, Brown	● IPA, Devon & Shetland (MSC certified)		
Dab	● North Sea (otter trawled, seine netted)	● North Sea (beam trawled)	
Eel			● European (inc. farmed) & Conger
Flounder		● All sources	
Grey mullet		● Gill or fixed netted (all areas)	● Commercial line fishery (Cornwall)
Gurnard		● Red, grey and tub or yellow	
Haddock	● NE Arctic, North Sea, Skagerrak & Kattegat	● Iceland, Celtic Sea, W Scotland	● Faroe Plateau, Rockall, Irish Sea
Hake		● European (Northern stock)	● Spanish & Portuguese waters (Southern stock)
Halibut	● Atlantic (farmed, onshore production)	● Greenland (W Greenland)	● Atlantic (wild caught); Greenland (NE Arctic, Iceland, E Greenland)
Herring or Sild	● MSC certified, Bothnian Sea & Iceland	● All other sources	● Celtic Seas (Vla (South), Vllb,c), Bothnian Bay
Mackerel		● NE Atlantic stock	
Marlin		● White Marlin (Atlantic)	● All other sources
Monkfish (Anglerfish)		● All sources	
Mussel	● Farmed		
Pangasius	● Farmed (ASC certified)		
Plaice		● N, Irish & Baltic Sea, Skagerrak (seine netted), E&W Channel, Iceland	● Skagerrak (other sources), Celtic Sea, SW Ireland, W Ireland
Pollack or Lythe		● North Sea, Celtic Sea & W Scotland	
Pouting or Bib	● All sources		
Prawn (coldwater/northern)	● NE Arctic	● Skagerrak & Norwegian Deep	
Prawn (King and Tiger)	● Farmed (organic certified)	● Farmed (certified or Madagascar)	● Wild caught; non certified farmed
Red Mullet		● All sources	
Salmon	● Pacific (all species, Alaska); Atlantic (farmed, organic certified)	● Atlantic: farmed; wild-caught UK rivers above conservation limits	● Atlantic, from any stock below conservation limits
Sardine or Pilchard	● Cornwall (MSC certified)	● Bay of Biscay, W Iberian Sea	
Scampi or Langoustine		● All other sources	● Portuguese coast, North Galicia, Cantabrian Sea
Seabass	● Farmed (closed system)	● North, Celtic Sea, Bay of Biscay, E Channel; Farmed	● Pelagic trawled
Shark & Dogfish (rock salmon)		● Lesser spotted dogfish, nursehound, starry smoothhound	● Shark; nursehound (Bay of Biscay Iberian waters); Spurdog
Skate and Rays		● Cuckoo, spotted & thornback (Kattegat, Skagerrak, N Sea, E Channel, Celtic Sea & W Scotland)	● All skate. Blonde, sandy, shagreen, undulate & smalleyed rays. Also, thornback, cuckoo & starry rays from all other sources
Sole (Dover/Common)	● N Sea & E Channel (gillnet), Celtic Sea (trawl) & W Channel	● All other sources	● SW (beam trawled), W Ireland & Irish Sea
Sole (Lemon)	● Seine netted (North Sea)	● North Sea, Iceland	
Sturgeon, Caviar	● Farmed (closed production)		● All wild caught
Swordfish	● Harpooned (SE Pacific)	● All other sources	● Mediterranean
Tilapia	● Farmed (ASC certified; closed production; Zimbabwe)		
Trout	● Rainbow (farmed, organic certified or freshwater ponds)		
Tuna (Albacore)	● Trolled (South Pacific)	● Line caught (South, North Pacific; North, South Atlantic)	● Longline, pelagic trawled (Indian, N Atlantic); Mediterranean
Tuna (Bigeye)	● Non-FAD Purse Seine (NFPS) (Indian Ocean) (IO)	● All other sources	● Longline, FAD Purse Seine (W Central Pacific Ocean)
Tuna (Bluefin)			● All sources (inc. ranched)
Tuna (Skipjack)	● Troll, pole & line, NFPS (W C & E Pacific, IO); pole & line (Maldives EEZ)	● All other sources	
Tuna (Yellowfin)	● Troll, pole & line, NFPS (E & WC Pacific, IO & Maldives EEZ)	● All other sources	
Turbot	● Farmed (onshore production)	● North Sea	
Whitebait			● All sources
Whiting	● Celtic Sea	● N Sea, E Channel, Skagerrak & Kattegat, W Scotland, Irish Sea, Rockall	



Better Choice	No Thanks
• Atlantic Salmon (organic farmed) • Atlantic Halibut (onshore farmed) • Coley or Saithe (NE Arctic) • Dab (otter trawl or seine net) • Herring (MSC certified) • Mussel • Pouting or Bib • Prawn - cold water (NE Arctic) • Prawn - King or Tiger (organic farmed) • Rainbow Trout (organic/freshwater farmed) • Sardine or Pilchard (MSC certified) • Skipjack Tuna	• Atlantic Halibut (wild) • Bluefin Tuna • Deepwater fish (all) • Eel • Prawn - King or Tiger (wild & non certified farmed) • Seabass (pelagic trawled) • Shark • Skate • Spurdog (Spiny Dogfish) • Sturgeon Caviar (wild) • Swordfish (Mediterranean) • Whitebait
www.fishonline.org	www.fishonline.org