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

**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.**

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

1. **LOW IMPACT**

   - Basa or Pangasius (farmed)
   - Clam, Manila (farmed)
   - Cod, Atlantic
   - Coley or Saithe
   - Crab, Brown
   - Dab
   - Haddock
   - Hake, European
   - Halibut, Atlantic (farmed)
   - Herring or Sild
   - Mackerel
   - Megrims
   - Mussels (farmed)
   - Oyster, Native or Pacific (farmed)
   - Plaice
   - Prawn, Coldwater or Northern
   - Prawn, King or Tiger (farmed)
   - Salmon, Atlantic (farmed)
   - Salmon, Pacific
   - Sardine or Pilchard
   - Scallops, King
   - Scampi or Langoustine
   - Sole, Dover or Common
   - Tilapia (farmed)
   - Trout, Rainbow (farmed)
   - Tuna, Albacore
   - Tuna, Skipjack
   - Tuna, Yellowfin
   - Turbot (wild or farmed)

2. **MEDIUM IMPACT**

   - Arctic Char
   - Atlantic Salmon
   - Atlantic Turbot
   - Atlantic Tuna
   - Atlantic Tuna
   - Atlantic Tuna
   - European Hake
   - Haddock
   - Hake, European
   - Halibut, Atlantic (farmed)
   - Herring or Sild
   - Mackerel
   - Megrims
   - Mussels (farmed)
   - Oyster, Native or Pacific (farmed)
   - Plaice
   - Prawn, Coldwater or Northern
   - Prawn, King or Tiger (farmed)
   - Salmon, Atlantic (farmed)
   - Salmon, Pacific
   - Sardine or Pilchard
   - Scallops, King
   - Scampi or Langoustine
   - Sole, Dover or Common
   - Tilapia (farmed)
   - Trout, Rainbow (farmed)
   - Tuna, Albacore
   - Tuna, Skipjack
   - Tuna, Yellowfin
   - Turbot (wild or farmed)

3. **HIGH IMPACT**

   - Arctic Char
   - Atlantic Salmon
   - Atlantic Turbot
   - Atlantic Tuna
   - Atlantic Tuna
   - Atlantic Tuna
   - European Hake
   - Haddock
   - Hake, European
   - Halibut, Atlantic (farmed)
   - Herring or Sild
   - Mackerel
   - Megrims
   - Mussels (farmed)
   - Oyster, Native or Pacific (farmed)
   - Plaice
   - Prawn, Coldwater or Northern
   - Prawn, King or Tiger (farmed)
   - Salmon, Atlantic (farmed)
   - Salmon, Pacific
   - Sardine or Pilchard
   - Scallops, King
   - Scampi or Langoustine
   - Sole, Dover or Common
   - Tilapia (farmed)
   - Trout, Rainbow (farmed)
   - Tuna, Albacore
   - Tuna, Skipjack
   - Tuna, Yellowfin
   - Turbot (wild or farmed)

4. **RED RATED FISH**

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

5. **WILD RATED FISH**

   - You can find over 650 ratings for 140 species on GoodFishGuide.org or the Good Fish Guide app

Say No to Red Rated Fish

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

www.mcsuk.org/red-rated
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...

- **MSC certified:** Look for the blue fish symbol. MSC certified fish are harvested in a way that’s good for our oceans and Fishery Improvement Projects (FIPs) help make fishing more sustainable.
- **Organic farms:** Look for the organic farm logo. Organic farms tend to allow higher environmental standards and use responsibly-sourced feed, for example. When buying farmed fish, choose organic. Organic farms tend to allow 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!

**What is the best catch?**

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

**Prawns**

Prawns are great in curry, stir-fry, paella or when barbecued, 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’ tea-time 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.

**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.

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

**Scallop**
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.

**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

**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.

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

**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.

- **Pollack (Pollachius pollachius)**
captured by handline in Celtic Sea and English Channel

**www.goodfishguide.org/app**