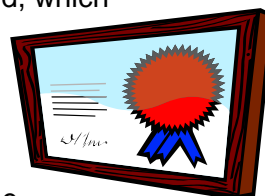


Key steps to get the MSC eco-label on the school menu



1. Source sustainable seafood from your seafood supplier. Brakes now has seven MSC-labelled options directed at primary schools.

2. Get Chain of Custody. This is the MSC's traceability standard, which provides independent verification that fish served with the eco-label has actually come from a MSC certified fishery. Brakes is currently the only foodservice organisation that can provide this as part of their service by extending their own Chain of Custody to include primary schools. Brakes has to show control of supply chain which may require a few minor adjustments in the supply system.



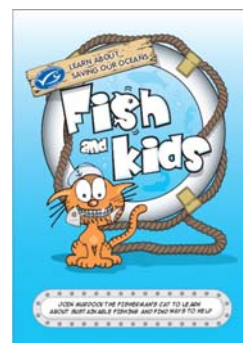
Control supply chain – Surrey Commercial Services (SCS) used a system within the Brakes database to select an MSC fish option and exclude all similar, non-MSC products. In addition, only MSC whitefish fish fingers were available on the Approved Buying List. Choose an alternative MSC option in case of an 'out of stock'. Provide a written request for these system controls to be put in place.

Communicate to staff. Explain the MSC, F&K, and the MSC eco-label. Generic information sheets, an audit checklist and a 'note of acknowledgement' are available from www.fishandkids.org/cafeteria.php. SCS sent information to kitchens and each catering manager signed the note of acknowledgement. This document was filed centrally and also photocopied and laminated for each kitchen wall.



3. Contact MSC I to obtain a logo licence agreement. School meals providers like SCS should contact Alex Hickman, Logo Licencing Manager (0207 223 3578). This document has to be signed and returned before use of the logo can be granted. Use of the logo is free to the public sector. MSC I will need to see draft copies of the menu and any material featuring the MSC logo to check the information.

Add value! Send out education packs. Schools are being urged to create and implement 'whole school food policies' and to teach children about where their food comes from. As part of Fish & Kids, an education pack and website (www.fishandkids.org) have been developed for primary schools. Packs are available to send out to your primary schools. They provide information on the wonders of the sea, fishing, the impacts of fishing and solutions to overfishing. The pack is invaluable for looking at how fish gets from boat to plate. The website has fun and games for children, further resources for teachers and guidance for school meal providers.



Add value! Announce your sustainable seafood choices! Murdock the Fisherman's Cat, the Fish & Kids mascot shown here, is available to attend launch events.

www.msc.org

For more details contact Laura Stewart, Foodservice Project Manager on 0207 350 4000 or Laura.Stewart@msc.org