




Fish & Kids – Getting sustainable seafood onto the menus in schools and restaurants



Fish & Kids encourages schools and family restaurants in England to promote and serve sustainable seafood by working with the foodservice industry. Kids, teachers, parents and caterers are given the opportunity to find out why choosing sustainable seafood is vital for the future of fish and fishing.

Aims of Fish & Kids

-  Increase awareness of sustainable seafood issues
-  Increase availability of sustainable seafood menu options
-  Provide a credible way of tracing the products from boat to plate

What are the benefits of Fish & Kids?






A wider variety of sustainable seafood products will be available in a range of outlets to help meet and drive customer demand.

Kids are given the chance to understand the food chain from boat to plate and to learn about responsible consumption with the help of Murdock the Fisherman's Cat. Murdock hosts a fun-packed website and guides teachers and classes through inspirational classroom activities.

Fishermen are encouraged to make improvements in their practices.



Fish & Kids is vital for the future of fish and fishing. Why?

-  **Responsible consumers** are given a real choice to support our last major industry harvesting a wild-caught, renewable food resource by choosing MSC certified products in shops, at school and in restaurants.
-  **Kids find out where their food comes from.** Children are given the opportunity in class to connect real world fish production processes to the seafood they eat.
-  Schools and restaurants will obtain the **MSC chain of custody** – a robust traceability certification - by a simple and cost-effective process, in order to use MSC logo on menus.
-  **The foodservice industry is encouraged to develop a range of MSC products** – products derived from responsible fisheries are differentiated using the MSC logo.
-  **Global overfishing** is addressed by promoting the best environmental solution – by encouraging more fisheries to apply for MSC certification to prove that they fish sustainably and make the changes necessary for improvement.

