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

You can safeguard and help 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 stocks.

Check the table inside for the fish you want to buy or eat. 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.

Get up to date sustainable seafood advice in the palm of your hand with our FREE interactive Good Fish Guide App:

Download for iOS (iPhone etc.) from Apple App store

Download for Android from Google play store

For more detail on sustainable seafood, or to download a digital version of this guide, please visit www.fishonline.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 sardines instead of tuna.

- **Look at labels:** The Marine Stewardship Council (MSC) seafood ecolabel recognises and rewards sustainable fishing and the Aquaculture Stewardship Council (ASC) certifies responsibly farmed seafood. The Marine Conservation Society recognises MSC and ASC certified as a better environmental choice for many seafood products.

- **Shop at the most responsible supermarkets:** Buy your seafood from supermarkets awarded through our supermarket seafood survey; Sainsbury’s and M&S (gold), The Co-operative (silver) and Waitrose (bronze).

- **Go green:** Choose fish caught using methods with lower environmental impact, such as hand lined or pot caught.

- **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:** Slow growing, long-lived species such as redfish and orange roughy, 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:** 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.

Join us today: www.mcsuk.org

Marine Conservation Society
Over Ross House, Ross Park, Ross-on-Wye,
Herefordshire HR9 7QD Telephone 01989 566 017
Email info@mcsuk.org Web www.mcsuk.org

Registered Charity No (England and Wales): 1004005
Registered Charity No (Scotland): SC037480
### Good Fish Guide

#### 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.

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#### Pocket

**Keywords:**
- **Good Choice:** Atlantic Salmon (organic farmed), Atlantic Halibut (wild), Bluefin Tuna, Deepwater fish (gilthead seabream), Eel, Prawn - King or Tiger (organic farmed), Rainbow Trout (organic/freshwater farmed), Sardine or Pilchard (MSC certified), Skipjack Tuna
- **No Thanks:** Atlantic Halibut (wild & non-certified farmed), Seabass (pelagic trawled), Shark, Skate, Spurdog (Spiny Dogfish), Sturgeon Caviar (wild), Swordfish (Mediterranean), Whitebait

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#### Keep the facts with you...
Push out 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.