

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.)



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



POCKET
Good Fish Guide

2014

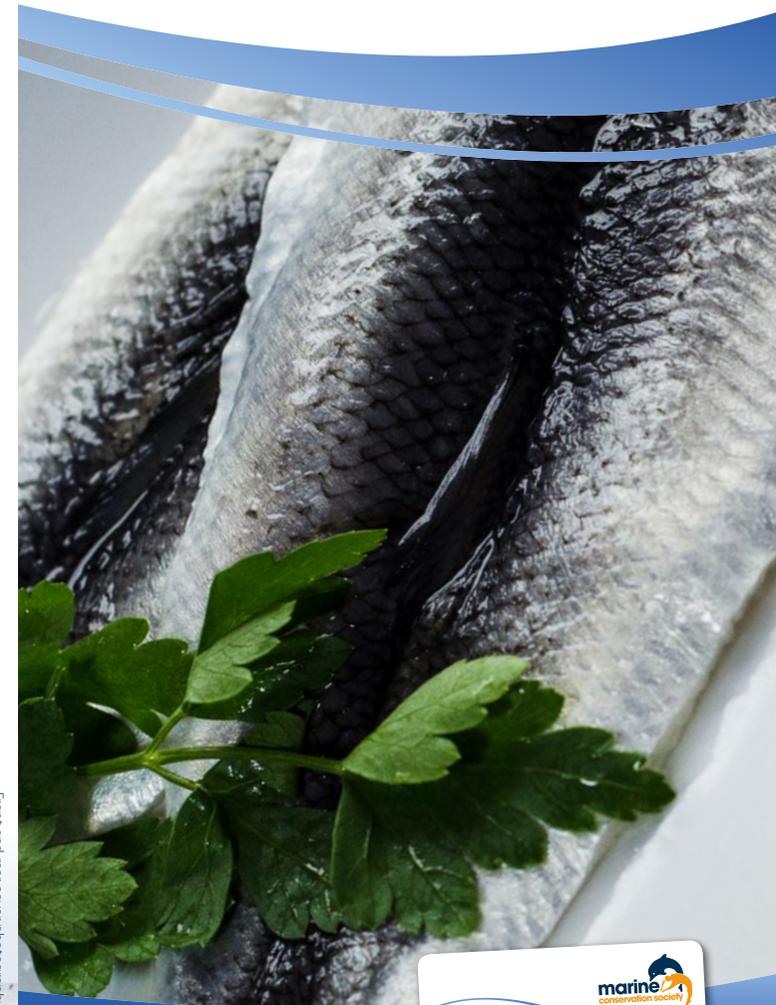
This guide is updated annually. Ratings accurate at time of printing (Feb 2014).
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If you love fish...

- **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 roughly, 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



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Good Fish Guide

A guide to choosing sustainable seafood

2014

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Species 	Eat 	Think 	Avoid 
Alaska or Walleye Pollock	■ Gulf of Alaska, Bering Sea, Aleutian Islands (MSC certified)	■ Western Bering Sea, Okhotsk Sea (non MSC certified)	
Anchovy	■ Bay of Biscay	■ Portuguese coast	
Arctic Char	■ Farmed (organic certified)		
Bream, Gilthead	■ Farmed (organic certified)	■ Farmed, Mediterranean	
Brill		■ North Sea	
Cockle	■ Burry Inlet & Dee Estuary (MSC certified)	■ Dredged	
Cod, Atlantic	■ North East Arctic, East Baltic Sea, Iceland	■ Celtic Sea, West Baltic Sea	■ Norwegian coast, Greenland, Faroes, Kattegat, Skagerrak, North Sea, English Channel, West of Scotland, Irish Sea, Rockall
Coley or Saithe	■ North Sea, Skagerrak, West of Scotland, Rockall, Iceland	■ North East Arctic, Faroes	
Crab, Brown	■ IPA (Inshore Potting Area), Devon & Shetland (MSC certified)		
Dab	■ North Sea (otter trawled, seine netted)	■ North Sea (beam trawled)	
Flounder		■ North Sea	
Grey Mullet		■ Gill or fixed netted (all areas UK)	■ Commercial line fishery (Cornwall)
Gurnard		■ Red, grey & tub or yellow	
Haddock	■ North Sea, Skagerak, Kattegat, Iceland	■ North East Arctic, Irish & Celtic Seas, West of Scotland	■ Faroe Plateau, Rockall
Hake		■ European	
Halibut (Atlantic or Greenland)	■ Atlantic (farmed, onshore production)	■ Atlantic, farmed, open net pens; Greenland (West Greenland)	■ Atlantic (wild caught); Greenland (North East Arctic, Iceland, East Greenland) ■ Celtic Seas (Vla (south), VIIb,c)
Herring or Sild	■ MSC certified; Irish Sea, Iceland	■ All other sources	
Mackerel	■ South West England (handlined)	■ All other North East Atlantic stock sources	
Monkfish (Anglerfish)		■ All sources	
Mussel	■ Farmed		
Pangasius	■ Farmed (ASC certified)	■ Farmed, Vietnam (open net pens, GlobalGAP certification)	
Plaice		■ North, Irish, Celtic & Baltic Seas, Skagerrak (seine netted), Eastern & Western Channel, Iceland, South West Ireland	■ Skagerak & South West Ireland (beam trawled), Celtic Sea, West of Ireland
Pollack or Lythe		■ North Sea, Celtic Sea, West of Scotland	
Pouting or Bib	■ All sources		
Prawn (Coldwater or Northern)	■ North East Arctic (MSC certified); Skagerrak, Norwegian Deep		
Prawn (King or Tiger)	■ Farmed (organic certified)	■ Farmed (certified or Madagascan)	■ Wild caught; non certified farmed
Red Mullet		■ All sources	
Salmon	■ Pacific (all species, Alaska); Atlantic (farmed, organic certified)	■ Atlantic (farmed; wild-caught in English and Welsh rivers above Conservation Limits only)	■ Atlantic, wild caught from any mixed stock or stock below Conservation Limits
Sardine or Pilchard	■ Cornwall (MSC certified)	■ Bay of Biscay	
Scallop, King	■ Dive-caught; Shetland (MSC certified)	■ Inshore waters of Isle of Man, English Channel, Cardigan & Lyme Bay, Cornwall, Devon	
Scampi or Langoustine		■ All other sources	■ Portuguese coast, North Galicia, Cantabrian Sea
Seabass	■ Farmed (closed system)	■ North Sea, Celtic Sea, Bay of Biscay, English Channel; Farmed	■ Pelagic trawled
Shark & Dogfish (Rock Salmon)		■ Lesser spotted dogfish, nursehound, starry smoothhound	■ All shark; spurdog
Skate & Rays		■ Cuckoo, spotted & thornback (Kattegat, Skagerrak, North Sea, English Channel, Celtic Sea, West of Scotland)	■ All skate; blonde, sandy, shagreen, smalleyed, undulate & starry rays. Also, thornback & cuckoo rays from all other sources
Sole (Dover or Common)	■ North Sea & English Channel (gillnet), Western Channel	■ All other sources	■ West of Ireland, Irish Sea
Sole (Lemon)		■ North Sea, Iceland	
Sturgeon, Caviar	■ Farmed (closed production)	■ Farmed (open system)	■ All wild caught
Swordfish	■ Harpooned (South East Pacific)	■ All other sources	■ Mediterranean
Tilapia	■ Farmed (ASC certified; closed production; Zimbabwe)		
Trout	■ Rainbow (farmed, organic certified or freshwater ponds)	■ Rainbow (farmed, net pens, cages); Brown, sea (farmed, net pens)	
Tuna (Albacore)	■ Trolled (South Pacific)	■ All other sources	■ Mediterranean
Tuna (Bigeye)		■ All other sources	■ FAD Purse Seine, longline (West Central Pacific)
Tuna (Skipjack)	■ Pole & line, non-FAD purse seine (West Central Pacific); Non-FAD purse seine (Indian Ocean); Troll, pole & line (East Pacific & Maldives EEZ)	■ All other sources	
Tuna (Yellowfin)	■ Pole & line, troll (Indian Ocean & Maldives EEZ)	■ All other sources	
Turbot	■ Farmed (onshore production)	■ North Sea	
Whiting	■ Celtic Sea	■ North Sea, English Channel, Skagerak, Kattegat, West of Scotland, Irish Sea, Rockall	

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...

 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.

Better Choice	No Thanks
<ul style="list-style-type: none"> ● Atlantic Salmon (<i>organic farmed</i>) ● Atlantic Halibut (<i>onshore farmed</i>) ● Coley or Saithe (<i>N Sea, MSC certified</i>) ● Dab (<i>N Sea, otter trawl or seine net</i>) ● Herring (<i>MSC certified</i>) ● Mussel (<i>rope grown</i>) ● Pouting or Bib ● Prawn - Coldwater (<i>NE Arctic</i>) ● Prawn - King or Tiger (<i>organic farmed</i>) ● Rainbow Trout (<i>organic/freshwater farmed</i>) ● Sardine or Pilchard (<i>MSC certified</i>) ● Skipjack Tuna 	<ul style="list-style-type: none"> ● Atlantic Halibut (<i>wild</i>) ● Bluefin Tuna ● Deepwater fish (<i>all</i>) ● Eel ● Prawn - King or Tiger (<i>wild & non certified farmed</i>) ● Seabass (<i>pelagic trawled</i>) ● Skate ● Spurdog (<i>Spiny Dogfish</i>) ● Sturgeon Caviar (<i>wild</i>) ● Swordfish (<i>Mediterranean</i>) ● Whitebait

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