

## What can YOU do to make a difference?

Everyone can be part of the movement in favour of responsible fishing. Consumers, especially, have the buying power to shape the industry and support the change. Together, we can make sure that we leave a proud legacy for our children and grandchildren – vibrant seas teeming with life.



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### IF YOU WANT TO SUPPORT SUSTAINABLE FISHING, CONSIDER THE FOLLOWING ADVICE WHEN YOU ARE SHOPPING FOR FISH:

#### FIND OUT MORE ABOUT THE FISH YOU BUY

Where does the fish come from? Is the stock endangered or in plentiful supply? Is it the right size?

#### DISCOVER NEW FLAVOURS

Do you always buy the same type of fish? High demand for certain species of fish and seafood can lead to overfishing. In contrast, many lesser-known species are far more plentiful. Look beyond the usual suspects and try something new for a change. Your fishmonger will be able to advise you on how to prepare it.



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#### KEEP EATING FISH

Fish and seafood are renewable resources if carefully managed. Both are excellent sources of nutrition, rich in vitamins and minerals and a major source of omega-3 fatty acids. Eating fish can help protect against a range of diseases, from cancer to heart disease, and from depression to arthritis.

#### BUY SUSTAINABLE SEAFOOD WHERE POSSIBLE

Ask your fishmonger, retailer or restaurateur about the fish they sell, or look it up in a seafood guide. Several organisations produce guides for different countries in the EU, listing recommended seafood products available in supermarkets.

#### SUPPORT RESPONSIBLE FISHERIES

Buying sustainable seafood supports those fishermen who care about the environment and wish to protect the resource for the future.

## FAQs

#### HOW SERIOUS IS THE PROBLEM?

Very serious. Overall, 3 out of 4 stocks are overfished, 82 % of Mediterranean stocks and 63 % of Atlantic stocks.

#### WHAT IS SUSTAINABLE FISHING?

Fishing is sustainable when it does not endanger the natural reproductive capacity of fish stocks. Seafood is a renewable resource. It just needs to be managed properly.

#### WHAT ARE DISCARDS?

Discards are unwanted fish and other creatures that get caught in fishing nets and are thrown back into the sea from boats. Usually dead or injured, discards are a waste of sea life.

#### WHAT IS AQUACULTURE?

Aquaculture is the farming of fish and shellfish in the sea or in freshwater.

#### WHEN WILL THE REFORM COME INTO EFFECT?

The new rules will come into effect once EU Member State governments and the European Parliament have voted on the

proposals. Implementation will be progressive because there is a need for the sector to adapt and to be able to deliver results. But the reform sets clear deadlines.

#### WHAT CAN I DO TO SUPPORT SUSTAINABLE FISHING?

Ask your fishmonger where they source their fish, and find out about the state of fish stocks in seafood guides. Select a variety of different fish species and buy seafood that is certified as coming from a well-managed source.

#### SHOULD I EAT LESS FISH?

No, but you might want to vary the types of fish you eat. Discover new tastes and recipes. You'll find that all fish is delicious and easy to cook.

#### FIND OUT MORE

For more information about the campaign to change fishing in the EU, visit the Choose Your Fish website:

[www.chooseyourfish.eu](http://www.chooseyourfish.eu)

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# How do you choose?

BUY WISELY:  
CHOOSE SUSTAINABLE FISH AND  
YOU'LL ENJOY IT FOREVER.



EUROPEAN COMMISSION

## A new vision for Europe's seas

We can no longer ignore the evidence: as a direct consequence of overfishing, there are fewer and fewer fish in the sea. Fishermen are landing a fraction of what they were able to catch 20 years ago, and stocks are dipping year after year. In fact, some species cannot reproduce fast enough to maintain their numbers: 93% of the cod in the North Sea are fished before they can breed.

Clearly, past efforts to tackle the problem did not go far enough. Today, in a major reform of the EU Common Fisheries Policy, the European Commission has set out a radical new approach to the way we fish. Under the new plans, fisheries will be managed in a more sustainable way to allow fish populations to recover. This means respecting the capacity of different species to reproduce and limiting fishing activities in certain areas.



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At the same time, the waste of food resources and the economic losses caused by throwing unwanted fish back into the sea, a practice known as 'discarding', will be banned. Fishermen will be obliged to land all the fish that they catch.

In addition, the aquaculture sector will be developed to boost seafood production and provide new opportunities to the fishing industry.

As consumers, we can all contribute to the success of this new approach by making informed choices about the fish we buy. The reform will also help by providing better information on seafood products so that we can choose sustainably-sourced fish.

**THE SEAS ARE OUR COMMON RESOURCE. BY TAKING ACTION TOGETHER, WE CAN PROTECT THEM FOR THE FUTURE.**

## Giving fish and fishermen a future

Changing the way we fish will bring lasting benefits for consumers, fishermen and the environment alike.

The end of overfishing will allow fish populations to rebuild and flourish. In time, fishermen will be catching more mature and bigger fish. The industry will return to prosperity, and offer attractive job options for young people in coastal communities. Those employed in the sector will be more closely involved in decision-making, and less dependent on public subsidies.



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The reformed Common Fisheries Policy will focus on long-term results. More decisions will be taken by the fishing industry itself, which will be empowered to manage the resource sustainably. There will be financial incentives for those who fish responsibly, and penalties for those who do not. More effective monitoring and enforcement will help rebuild the good reputation of the sector.



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A stronger aquaculture sector will boost Europe's food supply and reduce dependence on imported seafood. New skills and technological innovation will allow the sector to progress and make Europe a key player in the global industry.

Those of us who buy and eat fish will be able to do so with confidence, knowing that our seafood comes from well-managed fisheries. We will have the opportunity to select high-quality, locally-produced food, thanks to clearer food labelling with full information about product origin.

## From sea to supper – the consumer counts

A number of retailers and restaurateurs have already taken steps to source sustainable seafood for their customers.

'The commerce sector is committed to play an active role in helping to achieve a sustainable and well-managed supply of fish, which, in turn, should enable retailers to meet the growing consumer demand for healthy and environmentally friendlier fish and aquaculture.'

**Xavier Durieu, Secretary General of EuroCommerce**

'We want to preserve fish stocks in the sea for our kids. Changes to make fishing sustainable will be the only way the industry can cope. Since we've been handing out leaflets, many of our customers have started trying different species of fish.'

**Scott McMaster, The Chip Box fish and chip shop, Stewarton, Scotland Winner of 2010 'Good Catch Prize' awarded by Marine Conservation Society**



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'Eighty-eight percent of respondents to our survey said it was important that fish products on sale within the European Union come from non-overfished stocks. As the fourth largest producer of fish and aquaculture products, the European Union should turn the trend of overfishing around and lead by example.'

**Louise Hill, WWF**