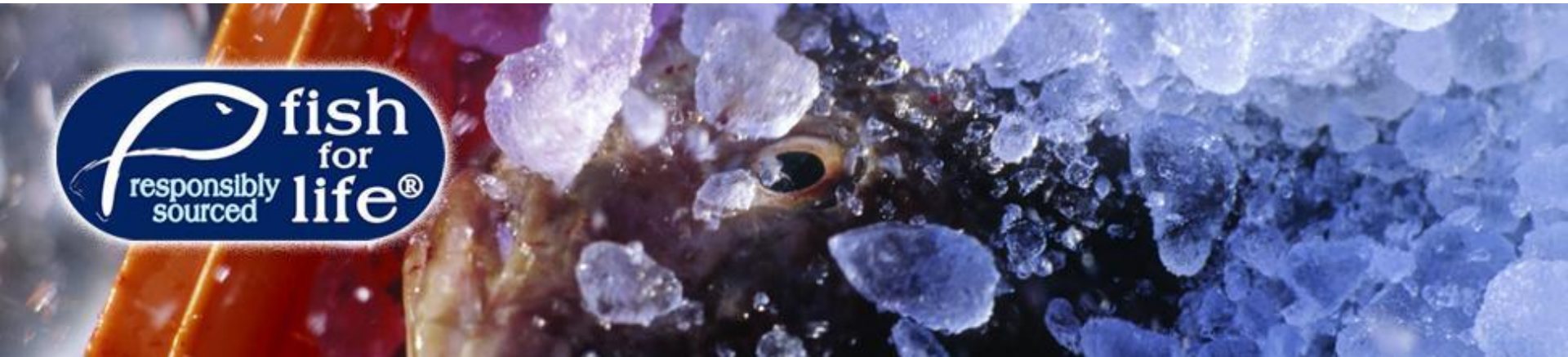
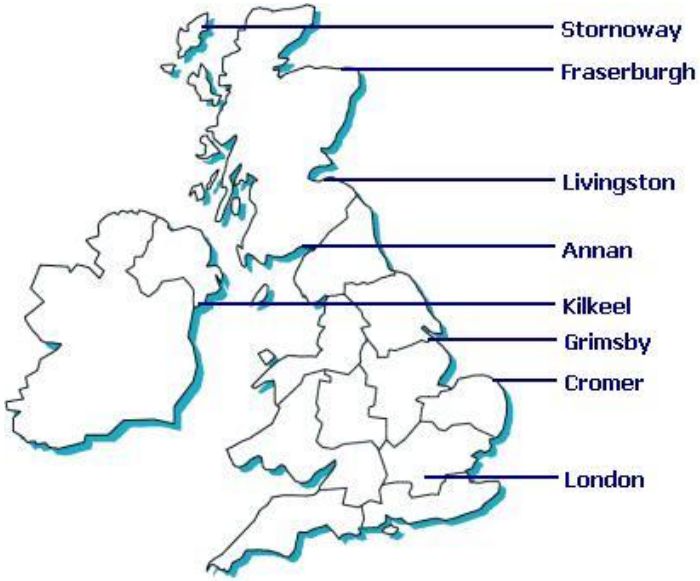
New challenges to responsible seafood businesses in a changing eNGO landscape.

By: Mike Mitchell
Quality and CSR Director
Young's Seafood Ltd
October 12th 2011

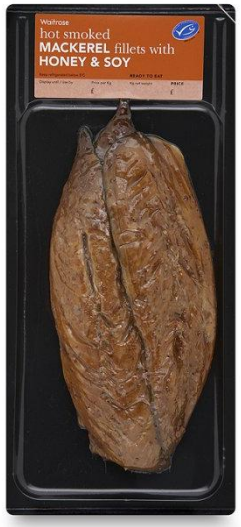


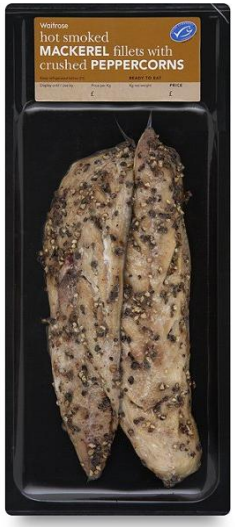
Our business

- Over 200 years of experience in producing responsibly sourced seafood
- Number 1 in both frozen and chilled fish
- Produce 1 out of 3 fish meals enjoyed by UK consumers
- Turnover of £600 million
- 3,200 people across 13 UK sites
  – Grimsby, Scotland



Our Products





Direct action - a long running tactic

Young's SEAFOOD LIMITED

Shoppers trust retailers and major brands…

"Somebody else is doing the worrying for me…"

Fishy Facts!

- One in ten British children have never eaten fish
- One in ten British children thinks that haddock is a planet
- One in ten British adults thinks that John Dory ran for US president
- Almost one person in six could not name more than 3 species of fish
- More than one person in ten thought that a herring was a large bird which stands on one leg
- Almost five people out of ten had never eaten a mackerel
- Two out of ten British adults have never heard of pollock

Sustainability - a major media theme

Client Earth Sustainable Seafood Coalition

Young's SEAFOOD LIMITED

ClientEarth Justice for the Planet

SUPPORTED BY HUGH'S FISH FIGHT

Food and Drink Federation FDF Making a real difference

Birds Eye

The co-operative

YOUR M&S

Waitrose

THE SAUCY FISH CO.

Young's SEAFOOD LIMITED

NEW ENGLAND SEAFOOD

thistle seafoods ltd

M MORRISONS

Sainsbury's

FISH 4 EVER

BRITISH RETAIL CONSORTIUM for successful and responsible retailing

LYONS Seafoods

PROJECT OCEAN.

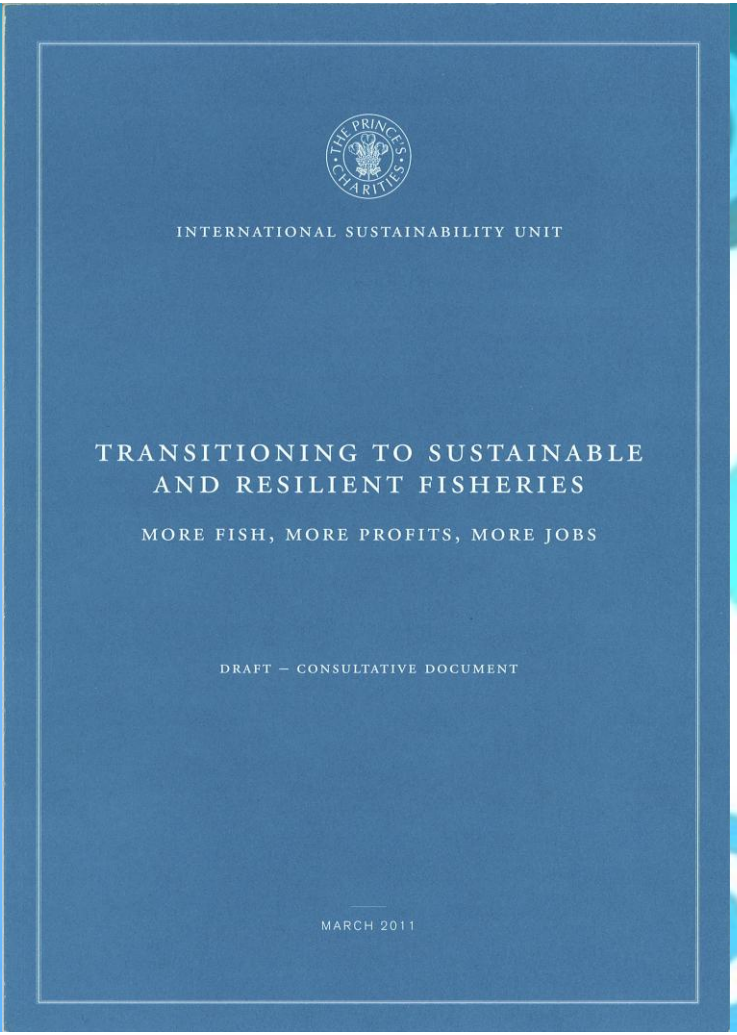
FISH FIGHT

Hugh Fernley-Whittingstall

Hugh with…

Maria Damanaki

The ultimate UK celebrity?



Recent academic criticism of the MSC

Jacquet et al. 2010 *Nature*

Certified Sustainability

- **MSC** - still dominant in the UK market.

But will retailers use more eco-labels in the future?

Moving beyond fish lists and the MSC?

Young's SEAFOOD LIMITED

CERTIFIED SUSTAINABLE SEAFOOD MSC
www.msc.org

Species	Eat	Think	Avoid
Alaska or Walleye Pollock	Alaska, Bering Sea, Aleutian Islands	Western Bering Sea, Okhotsk Sea	
Anchovy		All sources	
Bream	Black Bream (gill net, line)	Black Bream (otter trawl, pair trawl), Gilthead (farmed)	
Clam	Manila, Carpet shell	Hard shell, Razor, Surf, Ocean	
Cockle	Hand gathered	Dredged	
Cod, Atlantic	NE Arctic, Eastern Baltic, Iceland	Western Baltic, Faroe Plateau	All other sources
Cod, Pacific	Alaska, Aleutian Islands	All other sources	
Coley or Saithe	North Sea, West Scotland & Rockall, NE Arctic	Iceland, Faroes	
Crab	Spider (pot caught)	Brown, Spider (net caught)	
Dab	Otter trawl, seine net	Beam trawl	
Eel			European & Conger
Flounder	Otter trawl, gill net	Beam trawl	
Gurnard	Grey & Red	Tub	
Haddock	NE Arctic, North Sea, Rockall	Iceland, Irish Sea, Celtic Sea	West Scotland, Faroes
Hake		All sources	
Halibut	Atlantic (farmed, onshore production), Pacific (US, Canada)	Greenland (NE Arctic)	Atlantic (wild caught), Greenland (other sources)
Herring or Sild	All other sources	West Scotland, Gulf of Riga, Irish Sea, Eastern Baltic, Bothnian Bay	West Ireland, Western Baltic
Ling		Longline or gill net caught. Faroes (handline), Iceland, Greenland, Arctic	All other sources
Lobster		European & American (all other sources)	American (Southern New England)
Mackerel	All sources		
Monkfish (Anglerfish)		All sources	
Mussel	Farmed or hand gathered	Dredged	
Oyster	Farmed		
Plaice		All other sources	Baltic Sea, W. English Channel, SW & West Ireland, Celtic Sea
Pollack or Lythe	All other sources	Trawled	
Pouting or Bib	All sources		
Prawn (cold water/northern)	NE Arctic, Canada	All other sources	
Prawn (King and Tiger)	Farmed (organic-certified or zero-input production)	Farmed (certified or Madagascar)	Wild caught, non-certified farmed
Red Mullet	All sources		
Salmon	Pacific (all species, Canada & USA), Atlantic (organic farmed)	Atlantic (farmed)	Atlantic (wild caught)
Sardine or Pilchard	All other sources	Mediterranean, Bay of Biscay	
Scallop	King (diver caught), Queen (otter-trawl)	King, Queen and Sea (all other sources)	
Scampi or Langoustine		All sources	
Seabass	All other sources	Farmed	Pelagic trawl
Shark & Dogfish (rock salmon)		Lesser-spotted dogfish	Shark, Spurdog

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 by-catch (that's fish caught unintentionally whilst trying to catch other fish, and then 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...
Peel off 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
• Atlantic Salmon (organic farmed) • Atlantic Halibut (onshore farmed) • Coley or Saithe • Dab • Herring • Mackerel • Mussel • Oyster • Pollack or Lythe • Pouting or Bib • Prawn - cold water (NE Arctic, Canada) • Prawn - King or Tiger (organic farmed) • Rainbow Trout (organic/freshwater farm) • Sardine or Pilchard • Skipjack Tuna	• Atlantic Halibut (wild) • Atlantic Salmon (wild) • Bluefin Tuna • Deepwater fish (all) • Eel • Prawn - King or Tiger (wild & non-certified farmed) • Marlin • Shark • Skate • Spurdog (Spiny Dogfish) • Sturgeon Caviar (wild)

BEND AND PEEL HERE

www.fishonline.org | www.fishonline.org

Protecting our seas, shores and wildlife

Table 11.1
Ranking of the sustainability of supermarkets' seafood

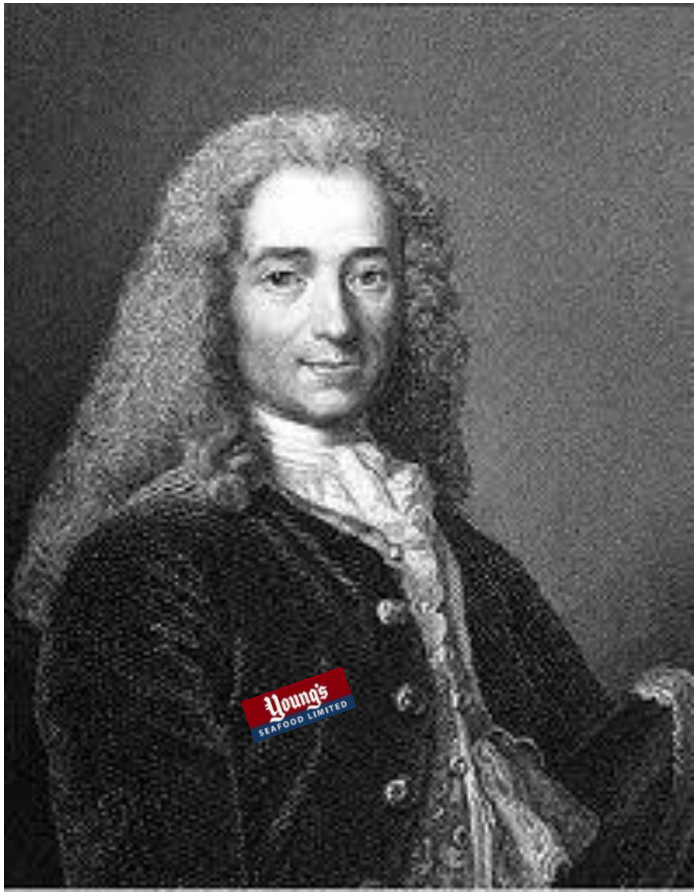
Supermarket	Sustainability of wild-caught seafood	Sustainability of farmed seafood	General Issues*	Rank and grade 2006	Rank and grade 2005
M&S	A	A	A	1	1
Waitrose	A	A	B	2	2
Sainsbury's	B	B	B	3	3
Co-op	C	B	C	4	4
ASDA	C	D	C	5	9
Morrisons	C	D	C	5	8
Tesco	C	D	C	5	6
Somerfield	D	D	D	8	5
Iceland	E	E	E	9	7

*General Issues: the brands and ranges of seafood covered by seafood procurement policies; transparency of policies and their implementation; and promotion of sustainable seafood.

excellent good pass fail

Different approaches

The enemy of the good



"The perfect is the enemy of the good."

Voltaire

From 'La Béguele' (1772)

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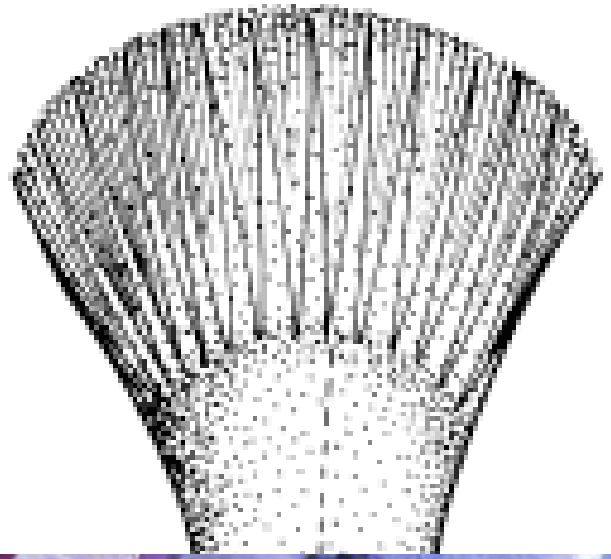
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