



THE
**GOOD
FISH**
PROJECT

A chef's guide to sustainable seafood



**THE AUSTRALIAN
PUBLIC DEPENDS
ON CHEFS AND
RESTAURANTS FOR
GREAT QUALITY
DELICIOUS SEAFOOD.**

Increasingly, diners are asking restaurants and catering professionals to take an additional step and **consider the sustainability** of the seafood being served. So the Australian Marine Conservation Society (AMCS) has consulted with chefs and other Australian non-governmental organisations to produce this guide:

**THE GOOD FISH PROJECT -
A chef's guide to sustainable seafood.**

For more information on sustainable seafood visit
THE **GOOD FISH PROJECT** website:

www.goodfishproject.com.au



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SUSTAINABLE SEAFOOD IS ONE OF THE HOTTEST GLOBAL FOOD TRENDS AROUND. IT'S ALSO GOOD FOR YOUR RESTAURANT, YOUR CUSTOMERS AND THE SEA.

The health of our oceans matters. Our seas connect every continent and shape every coast. They control our climate and produce half of the oxygen we breathe.

Our oceans also provide animal protein for more than a billion people, bringing fresh, sumptuous seafood to our plates; here in Australia we each eat nearly 25kgs of seafood every year, which is amongst the highest in the developed world.

But the problem beneath the waves is that over a quarter of the world's fish stocks are overfished and more than half are fished as hard as they can be. But sustainable fishing and aquaculture practices ensure that the ocean habitats and seafood we love will remain for future generations.

THE **GOOD FISH PROJECT** is a chef's guide to sustainable seafood, helping you find out about what 'sustainable seafood' means, and what serving it can mean to your business.

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SUSTAINABILITY MATTERS.

It's not only the health of our seas that depends on the shift towards sustainable seafood; it's the future of the fishing industry itself – more than 200 million livelihoods worldwide depend on the seafood industry. It's in all of our interests to have a consistent supply of seafood today, tomorrow, and well into the future.

The sustainable seafood movement kicked off in the UK and USA, where restaurants and retailers have carved out niches by loudly and proudly promoting their seafood policies. We're seeing a similar seismic shift in Australia, both with increased public awareness of where our seafood comes from and with retailers climbing aboard - in 2011, both Coles and Woolworths announced sustainable seafood sourcing policies and are now beginning to let customers know which fish are produced in a more environmentally responsible manner.

Some pioneering chefs are leading the way in Australia, swapping some fish for better, more sustainable choices. But making the switch to sustainable needn't be confined to the few. Check out who's joining the sea change on the website.



"I've been concerned about sourcing sustainable seafood for some time now. For me, it's not just about the health of the oceans, it's about ensuring that as a chef and restaurant owner I can keep dishing up high quality seafood to my customers. I'd encourage all chefs to find out a bit more about sustainable seafood, and I'm pleased there's now the Good Fish Project specifically for those in the restaurant business."

Kylie Kwong

FINDING THE FACTS ON SUSTAINABLE FISHING.

'Sustainable seafood' doesn't simply relate to how many fish there are swimming in the sea. Whether a fishery is sustainable or not depends on the impact it has on other ocean wildlife, marine habitats and overall ocean health. If we're talking about farmed seafood, sustainability is measured by the way in which farming practices affect the surrounding marine environment, the use of ground up fish used to feed farmed fish and what chemicals are used in the farming process.

To break things down,
THE **GOOD FISH PROJECT**
is filleted into

F.I.S.H

a simple guide to help you on your way
to making better choices.

FIND OUT MORE.
IS IT SUSTAINABLE?
START A CONVERSATION.
HAVE A GO.

For your full fish feast, head to the website
and browse the different sections:

www.goodfishproject.com.au

FIND OUT MORE.

Getting informed about sustainable seafood gives you the opportunity to figure out what factors matter most to you and your business. From understanding the issues, you can begin a conversation with your seafood suppliers, think about developing your own sustainability policy and consider how to communicate your endeavours to your customers.

ALL FISH ARE NOT EQUAL

The best guess is that there are well over 22,000 different species of fish swimming in the planet's oceans. These fish inhabit all parts of the ocean, from 11kms down in the deepest depths to those we can hook on a line from the shore. And while some live their whole lives in the space of a year, others live for over 150 years. This means some species can cope with fishing pressures better than others.



FROM OCEAN TO PLATE - WILD CAUGHT OR FARMED?

Is the seafood you're serving caught from the wild? And if so, what kind of fishing gear was used to catch it? Fishing equipment impacts on the marine environment, but some more so than others. For example, catching tuna with a pole and line has a lower impact on marine wildlife (such as sharks and seabirds) than fish caught using a longline.

Farming seafood can provide wonderful ocean produce – most of the delicious Australian mussels we eat are from farms. Yet farming fish can sometimes place pressure on our seas, because they're fed fish products that are sourced from the ocean's wild fish stocks. Fish farms can also experience issues with pollution and disease.



WHERE DID YOUR FISH COME FROM?

Around 75% of the seafood consumed in Australia is imported, but the way in which fisheries are managed varies enormously from country to country. More than 200 species of seafood are imported into Australia, of which the most significant species are prawns, salmon and tuna.

Buying Australian means you'll probably get more information on the provenance of your fish.





IS IT SUSTAINABLE?

So how do you know if the seafood you want to serve is sustainable? Luckily, a number of organisations have done the hard yards for you. They have assessed the sustainability of wild caught and farmed seafood, domestic and imported produce as well as canned and packaged goods.



Head to the website for both an explanation of how these organisations assess fisheries, and an ocean of links to resources you'll find useful in your journey.

For a guide to the sustainability of Australia's favourite seafood, check out Australia's Sustainable Seafood Guide at www.sustainableseafood.org.au



START A CONVERSATION.

Maybe your research into sustainable seafood has raised as many questions as it has answered? Or maybe you're clear about what matters to you and your business? Wherever you're at, the chances are your industry colleagues are at a similar point and are looking to share thoughts and ideas.

As customers become more aware of seafood issues, they'll be asking questions about your seafood choices. Australians care about their environment and it shows in the way they spend. In 2011, Australians spent \$21.5 billion on health and sustainability products, and 90% stated they were concerned about their environment.

Communicating with your customers is key to making sure they know where you stand on sustainability. Make sure your front of house staff know all about your seafood choices and how you came to make them.

So start the conversation today!



"We're lucky enough that our local seafood is among the best in the world. The decisions we make today will determine whether we can continue to enjoy the same delicious seafood menu for generations to come."

Simon Bryant



HAVE A GO.

KNOWLEDGE IS POWER.

By arming yourself with information about sustainable seafood, you can decide how to market your sustainability credentials to your customers and differentiate yourself from other restaurants or food businesses. You'll not only stand out as a leader in your industry, add value to your customers experience and be helping to ensure longevity in your supply of great seafood, but you'll also be giving the oceans a helping hand, one dish at a time.

If you want a way to advertise your commitment to your customers, sign up to the **Good Fish Project Chefs' Charter**.

We'll help you source and serve sustainable seafood, refresh your menu, and better engage your suppliers, staff and customers.

For more information on the program, check out the next page or head to the website to sign up!



GOOD FISH PROJECT

CHEFS' CHARTER

"As chefs, we have the unique ability to spread messages through how we feed people. It is my mission to help drive home the importance of healthy oceans, lakes and rivers by making important and educated decisions in my kitchens - choosing fish and seafood that are local and sustainable. I'm extremely proud to be an Ambassador for the Good Fish Project Chefs' Charter; with the aim to encourage other chefs and restaurateurs to become more aware about sustainable seafood, what they are serving to their guests, and how to get them involved."



Chris Irving Executive Chef,
The Gantry Restaurant & Bar,
Pier One Sydney Harbour

The Good Fish Project Chefs' Charter is an industry-inspired initiative designed to engage chefs and catering professionals in the sumptuous world of sustainable seafood.

The Charter is a three tier program, beginning with education and guidance to serving and sourcing sustainable seafood. The second level helps you refresh your menu with great sustainable options and better engage your staff, suppliers and customers. And finally, there's the Ambassador level - an awarded status for chefs and restaurants who actively promote sustainable seafood and are leading the industry towards a greener future.

Australia's restaurant and catering industry can have a huge influence on the seafood supply chain. By signing up to the Good Fish Project Chefs' Charter, industry professionals can use their powers for good, and make a real difference to the way we produce seafood. Healthy oceans with abundant fish stocks are in all of our interests so we can enjoy fantastic quality seafood for generations to come.

There are three program levels to reflect the diversity of experience and knowledge in restaurants around Australia.

Sign up and we'll provide you with Good Fish Project promotional material so your customers will see your commitment to sustainable seafood! You can join online and learn the basic ingredients of one of the hottest global food trends around. www.goodfishproject.com.au

Chefs' Charter: INTRODUCTORY PROGRAM

This is an introductory step designed to dip your toes in the water. It's all about education and inspiration. We'll be at the end of the phone to provide personalised advice and tips on what 'sustainable seafood' means and teach you what it takes to buy and sell sustainable seafood. We'll help you to develop your own guidelines to sourcing sustainable seafood so you can share your commitment with suppliers, staff and customers.



Ryan Squires
Executive Chef,
Esquire, Brisbane

Chefs' Charter: MEMBERSHIP PROGRAM

The Membership Program is about taking the next step, the bit where you make the commitment to source and serve only sustainable seafood.

By signing up as a member you're starting to make a real difference to the seafood market. You'll work with your seafood supplier to improve the traceability of seafood. You'll know where it comes from and how it's caught, and you'll sell seafood produced in a way that is better for the oceans, while bringing your customers along with you.

GOOD FISH PROJECT AMBASSADOR AWARDS



Good Fish Project Ambassador Awards are given to outstanding chefs and restaurants. The awards are a way of publically acknowledging true champions of sustainable seafood - those who not only cook and promote it, but also mentor and inspire others to get on board.

Good Fish Project Ambassadors play a key role in changing the way Australian restaurants sell seafood. They are an important part of creating a better seafood future.

"The importance of knowing exactly what you're serving, where it came from and how it was produced is vital for the longevity and health of the oceans. As chefs, we have a role to play in making sure we're doing the right thing by the seas and by our customers. That's why I'm so excited to be an Ambassador for the Good Fish Project - to do my part and help other achieve theirs."



YOU AND YOUR SUPPLIER

The relationship between you and your supplier is crucial not only to maintain a consistent supply of quality produce, but also to provide a link between you, your customer and the fishers out on the water.

To understand the seafood you serve, it's important to know its provenance and traceability - from boat to plate. Your supplier should be able to tell you all there is to know, but it's also worth bringing that knowledge out onto the floor, so your customers can share it too.

It's important to bring your seafood suppliers with you on the journey. That way we're really creating change.

WHAT'S IN IT FOR ME AND MY RESTAURANT?

The Chefs' Charter is rolling out around Australia from 2015, starting with a pilot project with the Surf Coast Shire Council that covers Victoria's iconic Great Ocean Road, a magnificent food and wine destination.

Upon signing up, your restaurant will be promoted via the Australian Marine Conservation Society's extensive social networks, as well as to our database. We will be advertising the program extensively, alerting customers who are looking for that genuine sea change.



WHO WILL BE THERE TO HELP?

You'll have access to AMCS staff members, as well as a dedicated Good Fish Project voice on the end of the line.

You'll be talking to people who know sustainable seafood, who know the restaurant industry and who know the seafood supply chain. Richard Webb (right) will be on hand to provide advice, support and industry tips to sourcing and serving sustainable seafood. Chef, restaurant owner and fisher, he's a man on a mission, who wants to change the way we eat seafood.

We'll be with you every step of the way, connecting you with others in your profession who have trodden the same path and are already reaping the rewards. We'll help you figure out the best way forward for your business.

"It's not so much of a question of why chefs would want to join the Good Fish Project. Why wouldn't they? Customers want to know where their seafood comes from and they want to know that it's sustainably sourced. The Good Fish Project offers chefs access to expert knowledge, collegial support and a framework with which they can confidently take up a leadership role in caring for our oceans."

Richard Webb

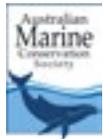
Richard Webb is a passionate sustainable seafood advocate, chef and fisher. He is former chef owner of award winning Sprout Restaurant and Swampdog Fish and Chips. He now trains young chefs at TAFE Queensland.



RESOURCES - WHERE CAN YOU GO FOR MORE INFORMATION?

A GUIDE TO WHO'S WHO IN THE WORLD OF SUSTAINABLE SEAFOOD

The information on THE **GOOD FISH PROJECT** website is the springboard for diving in and finding out more about sustainable seafood. There are a whole host of different non-profit organisations, industry groups and governments working to improve fisheries in Australia and the rest of the world, and if you're interested in finding out more, here are some good pointers:



AUSTRALIAN MARINE CONSERVATION SOCIETY (AMCS)

AMCS is an environmental charity dedicated to protecting and conserving Australia's oceans since 1965. AMCS produces Australia's only consumer guide to sustainable seafood.

Australia's Sustainable Seafood Guide is available online, in booklet form or as a free smartphone App. The Guide assesses a range of seafood from Australia and overseas, based on available scientific literature and fisheries stock status reports.



MARINE STEWARDSHIP COUNCIL (MSC)

MSC is an international independent non-profit organisation, which sets a standard for sustainable fishing. MSC's mission is to use their ecolabel and fishery certification program to contribute to the health of the world's oceans by:

- recognising and rewarding sustainable fishing practices
- influencing the choices people make when buying seafood, and
- working with partners to transform the seafood market to a sustainable basis.



AUSTRALIAN CONSERVATION FOUNDATION (ACF)

ACF partnered with the University of Technology, Sydney to develop a sustainable seafood program specific to Australian fisheries and aquaculture. So far they have assessed 16 produces in WA, SA and NSW.



GREENPEACE AUSTRALIA CANNED TUNA GUIDE

Australia's Canned Tuna Guide ranks the top 10 brands of canned tuna available based on sustainability and traceability, as well as providing a list of which canned tuna is best to buy. The Tuna Guide is online or features as part of *Australia's Sustainable*



Seafood Guide smartphone app

SUSTAINABLE FISHERIES PARTNERSHIP (SFP)

SFP is an international non-government association established to improve commercial fishing and aquaculture practices by working with those in the private sector that support sustainable seafood. SFP harnesses the buying power of companies to catalyse change amongst producers via partnerships aimed at pursuing sustainability.



WORLD WILDLIFE FUND MARKET TRANSFORMATION INITIATIVE

WWF has partnered with a number of leading business in the seafood industry to improve the sustainability of their seafood supply, and educate consumers about sustainable seafood choices, including Marine Stewardship Council (MSC) and Aquaculture Stewardship Council (ASC).

FROM THE GOVERNMENT

The Commonwealth and most of the States and the Northern Territory governments produce fishery status reports. These are an overview of the health of the stocks managed by each jurisdiction, and contain information on which are overfished, which are subject to overfishing and which are in good shape.

For links to non-profit organisations, industry bodies and government reports, head to www.goodfishproject.com.au

