

Globally over **800** million people depend on fish for food and income.



HERRING

Fish can play an important role in a balanced diet - it is rich in nutrients whilst having a low fat content.

A small handful of species make up the majority of fish eaten in the UK. The most popular species are salmon, cod, tuna, prawns and haddock.

Roughly **103** million portions of fish and chips are served in take away fish and chip shops in the UK per year, with cod and haddock being the most popular followed by plaice and hake.



ATLANTIC SALMON

Check your seafood footprint: www.wwf-finprint.org

OUR OCEANS SUSTAINABLE SEAFOOD

Farming of herbivorous and omnivorous species, such as carp and tilapia, uses plants as feed. Eating more of these fish can help reduce the need of using wild-caught fish as feed.

Overfished stocks usually need 2-3 times the fish's lifespan to recover and if they are allowed to do so, this can bring benefit to nature and people through more fish in the oceans and higher profit for fishers.

Overfishing negatively impacts both nature and people - marine ecosystems are affected and fish production is reduced, leading to negative economic and social consequences.



MACKEREL

In the last **40** years the fraction of fish stocks being fished sustainably fell by over 20%.



PACIFIC OYSTER



WHITELEG SHRIMP



KING SCALLOP



MUSSEL

Herring and mackerel are examples of low-carbon choices as the fishing methods used to catch them produce less greenhouse gas emissions.

Some fishing methods such as bottom trawling involve disturbing the sea bed which harms ocean habitats.

Bottom trawling results in nearly three times the greenhouse gas emissions of non-trawling capture methods, due to the high amount of fuel required to drag a net along the seabed.

Fisheries that target small pelagic species, like sardines and anchovies, can provide climate-friendly sources of animal protein. These oily fish are also a particularly good source of nutrients.

Filter feeders, like mussels and scallops, obtain food directly from the water and do not need feed to farm them. Sometimes, they are farmed together with fish that require feeding to help clean up excessive feed.



ANCHOVY

27% of fish is wasted between being caught and being eaten.



HAKE



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