



**'We endeavour to use organic ingredients'**

**'Locally caught fish'**

**'Fish pie with salmon, prawns and cod'**  
*From a Brighton restaurant that states on its menu 'all our fish are locally and sustainably caught'*

**'All our fish is from day boats and is line-caught'**  
*From a restaurant serving a whole grilled bass measuring 15cm long*



**What influences a chef to choose a fish?**

**Availability**

**Quality**

**Size**

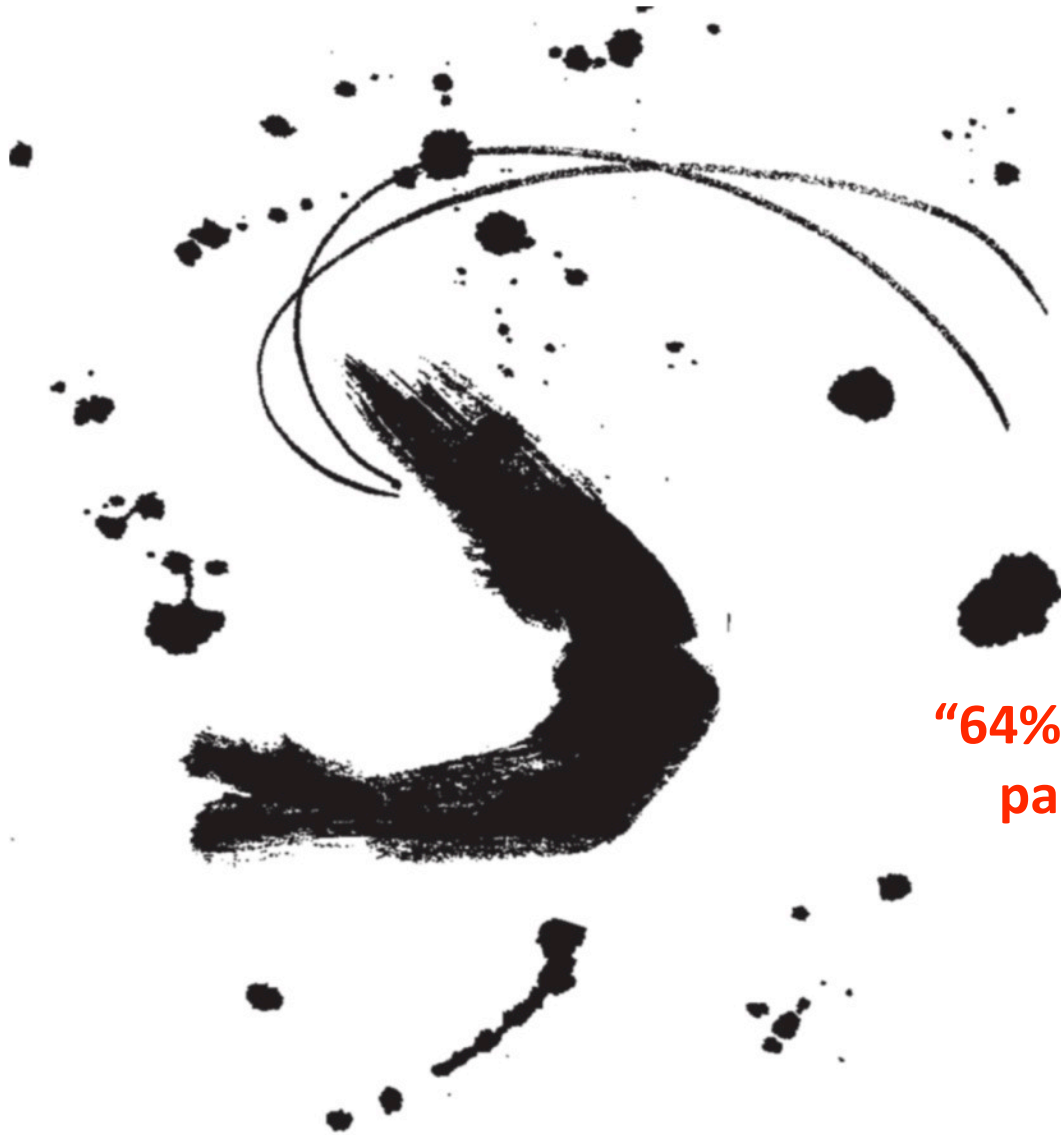


**What influences a chef to choose a fish?**

**Price**

**Farmed seabass £6.50 / kg**

**Line-caught wild £15 - £18 / kg**



**Saatchi**

**“64% want credible, transparent 3rd party verification of sustainability messages”**



**Gandhi**

**“Earth provides enough to satisfy every man's need, but not every man's greed.”**