

24<sup>th</sup> May 2006

## **Fish & Kids success leads to national roll-out**

Sustainable development charity the Marine Stewardship Council (MSC) and partner Brakes, the UK's leading supplier to caterers, announced today (24/05/06) the national roll-out of the 'Fish & Kids' project after a successful pilot.

Fish & Kids - which is part funded by DEFRA - aims to educate the next generation of consumers about the risks of over-fishing and encourages school caterers to offer children sustainable fish bearing the MSC's independent seafood eco-label. The project has been piloted at 350 primary schools in Surrey since November 2005. Together, Surrey's schools have served their pupils over **650,000** of Brakes sustainable fish-fingers carrying the MSC eco-label in the last year.

Adam Swan, Brakes Commercial Manager (Fish and Seafood) commented: "Working with the MSC on the **Fish & Kids** project reinforces Brakes commitment to offer its customers a sustainable seafood choice from its wide range of products. Brakes has worked with the MSC for some time and was the first delivered wholesaler in foodservice to offer a MSC-certified product to its customers - we now have 11 products available. The success of the pilot is a great achievement and gives us the opportunity to really encourage caterers from both the education and the commercial sector to look at making a sustainable choice when it comes to choosing fish for their menus."

Rupert Howes, Chief Executive of the MSC, says: "This project creates awareness of the fact that fish supplies are not endless and that everyone has a role to play in securing fish for the future. Millions of people depend on seafood for vital nutrition and for their livelihoods. It is therefore essential that we secure fish supplies and educate future generations of consumers about the importance of protecting the marine environment."

All 11 Brakes products carrying the MSC eco-label will meet the government's new school nutritional requirements. They will not only make school dinners healthier but will help secure our long-term fish stocks. Commenting at the launch Eileen Steinbock, Brakes' Head of Health and Nutrition, said: "It's great to see the Fish & Kids project rolling out across England. Fish is such an important source of nutrition,

particularly an excellent source of protein, for children and has always been a popular choice. Being able to provide products to schools that will not only meet nutritional requirements, but also help create greater awareness of the sustainability of fish stocks is a great achievement and once more demonstrates our commitment to providing our customers with the best possible choice.”

The Fish & Kids project aims not just to increase the range of MSC-labelled sustainable fish options on menus, both in schools and commercial restaurant chains but to also provide the educational tools to increase both the awareness and understanding of fish sustainability to children. Fish & Kids features a free, fun, and fact-filled education pack and website that explore the threats facing the oceans and engage children in activities and online games to save turtles, dolphins and whales from unsustainable fishing practices.

Brakes and the MSC attended the official Fish & Kids launch event [Wednesday 24 May] in Cobham, Surrey at St Andrew’s Primary School, where, as well as having MSC labelled products on their lunch menus, children from Year 2 and 5 trialled the information pack and website.

The MSC hopes to see schools all over the country follow the Surrey example and make sustainable fish a part of English school menus and cross-curricular teaching.

Since launching its first MSC labelled product in 2003 Brakes now has 11 MSC available to caterers:

### **Brakes/M&J Lines**

F32312/T32312 MSC White Fish Finger 25g (Hoki)

F3241/3241 MSC Fishwich 85g (Alaskan Pollock)

F31570/P31570 MSC Salmon Nuggets 19g

F3391/P3391 MSC Pacific Keta Salmon Steaks 140-170g

F30248/P30248 MSC Pacific Keta Salmon Supremes 140-170g

F32368/P32368 MSC Salmon Fish Finger 25g

F32375 MSC Whitefish Fillet Portion 57g (Hoki)

F32466 MSC Wholemeal Breaded Whitefish Portion 85g (Alaskan Pollock)

F32463 MSC Wholemeal Breaded Salmon Portion 85g

P206 MSC Pacific Keta salmon steaks 170 - 230g (Available from M&J Seafood Only)

F2689/ P2689 MSC Hoki Fillets 110 – 170g

Note to editors:

1. Fish & Kids encourages schools and family restaurants in England to promote and serve sustainable fish. Kids, teachers, parents and caterers will find out why choosing sustainable seafood is vital for the future of fish and fishing. Kids will get to know the food chain from boat to plate and will learn about responsible consumption with the help of Murdock the Fisherman's Cat. Murdock hosts a fun-filled website and education pack for teachers. Partners in this project are sustainable development charity the Marine Stewardship Council (MSC) and foodservice company Brakes. The project will increase the availability of sustainable fish to school caterers.
2. Brakes is the leading supplier to caterers in the UK and France, with a turnover in excess of £1.5billion. Its strong understanding of the needs of the catering industry, combined with innovation in both products and service, has seen Brakes develop into the leading foodservice solutions provider. Brakes is also a significant supplier to the foodservice marketplace in France.
3. The MSC works to find a solution to the global problem of overfishing. The charity has developed an environmental standard for well-managed and sustainable fisheries. Fisheries that meet this standard are allowed to display the MSC's blue eco-label on their products. In the UK, there are 63 products bearing the MSC eco-label. They can be found at supermarkets such as Sainsbury's, Waitrose, Tesco, Marks & Spencer or ASDA. More information is available at [www.msc.org](http://www.msc.org).

For more information:

Simon Henrick  
Group PR Manager  
01233 206712  
07979 704928