Fish stocks are in rapid decline and the industry is doing nothing about it. Scientists and governments to ensure stocks are at sustainable levels. There has been a 50% reduction in fishing pressure across all stocks in the North East Atlantic due to stocks recovering.

The industry works with... There were around 12,150 fishermen employed in 2013. UK vessels landed 624,000 tonnes of fish with a total income generated of £718 million.

North Sea cod is on the brink of collapse and so we shouldn't be eating it. All cod on sale in the UK has been caught within scientifically agreed quotas and is therefore a sustainable food choice.

The abundance of North Sea cod is increasing and scientists are confident stocks will continue to build. All cod on sale in the UK has been caught within scientifically agreed quotas and is therefore a sustainable food choice.

Fish is less important to our diets than 20 years ago. Fish is one of the healthiest meals available to us and fish consumption has actually risen steadily since the 1970s.

Big boats hoover up the ocean and are inherently more unsustainable than a small fishing boat. A boat’s size has no bearing on whether it fishes sustainably; it is how it operates that counts. Many ocean-going vessels target large volume, sustainable fisheries and are discard-free.

Big boats have unfair access to most of the UK fishing quota. Large shoaling, relatively low value species like mackerel and herring are mainly caught by large vessels operating safely in hostile offshore waters. Inshore vessels with limited range sometimes face quota shortages, but also can have access to non-quota species. Although quota shortage varies by region, season and year, efforts are made to provide a 12 month fishery for these fleets.

For environmental reasons it’s better to eat meat than fish. Wild-caught fish has a significantly lower carbon footprint than meat production. This is because fish aren’t artificially fed and don’t require use of often scarce water supplies. Contribution to global warming per kilogram (g/CO₂):

- 1 Kg. Fresh Cod Fillets excluding retail contributes 1,200 g CO₂
- 1 Kg. Fillet of beef excluding retail contributes 60,000 g CO₂

Celebrities have done more to change policy around discards than the fishing industry. Due to a concerted effort by industry and development of more selective fishing methods discards have been reducing. In the North Sea roundfishery, discards have been reduced by 90% since 1994.