



# Fish for the future

This year, M&S will become the first UK retailer to sign WWF's Seafood Charter, helping tackle overfishing and encourage fisheries towards sustainable practices



**T**ime for some alarming statistics: three-quarters of the world's fish stocks are currently fished at or

beyond sustainable limits. And every year millions of tonnes of 'bycatch' – including around 300,000 mammals – are caught accidentally and discarded.

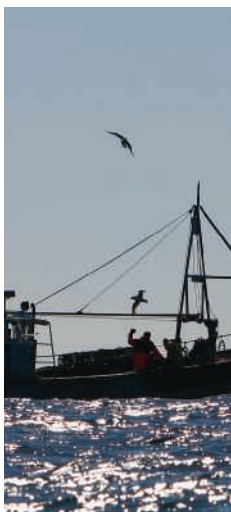
Estimates show that around one-quarter of the UK's sea bed has been damaged by activities such as trawling, at the same time as vulnerable marine habitats and species are struggling to adapt to the pressures of climate change. With some 250 million people earning their living from fishing – and up to one billion relying on fish as their primary source of protein – this is a problem we simply can't afford to ignore.

*'It's estimated that 88 per cent of European fish stocks are overexploited'*

## Charter for success

By signing the WWF Seafood Charter, M&S is tackling sustainable sourcing of all its seafood products, while helping deliver its Plan A commitment.

- WWF will help M&S evaluate the sustainability of its fish products and give guidance on identifying and developing more sustainable sources.
- The two organisations will work together to raise awareness of sustainability issues relating to seafood products, helping customers make more informed choices.
- Together, they'll develop and promote solutions, encouraging customers to try less well-known fish varieties, for example, and to eat more locally and sustainably sourced British fish.
- M&S is backing the WWF's plans for a network of marine reserves across the North Sea, needed to replenish threatened fish species and protect their habitats.
- M&S is helping fund research into the issue of discarded fish. Find out more at [marksandspencer.com/PlanA](http://marksandspencer.com/PlanA).



## How can you help?

Making the right choices about the fish you eat has a huge impact on marine conservation:

■ **Buy MSC-certified seafood** The MSC label ensures the product comes from a sustainable fishery that has not contributed to overfishing. Where MSC certification is available, M&S includes the logo on its packaging (see above).



■ **Ask where the fish came from and how it was caught (for non-certified fish)**

All M&S fish comes from sources where the fishing method is always checked.

■ **Choose less popular fish and try new varieties**

Over 50 species of fish are regularly caught in British and Irish waters, so don't limit your choices. By trying something different and less popular, you'll be doing your bit to take pressure off overfished varieties. Keep an eye out for 'catch of the season' in store for some great-tasting alternatives.

■ **Avoid buying immature fish** M&S aims to sell only mature fish.

■ **Steer clear of deep-sea species** We know little about the breeding patterns of fish such as orange roughy and blue ling – and catches are plummeting. M&S has never sold deep-sea fish.

## Making a difference

WWF works with the fishing industry and other key businesses – such as M&S – as well as governments and local communities globally, to safeguard marine wildlife, the environment and the livelihoods of all those who depend on the oceans for their wellbeing.

High on its agenda is finding solutions to the huge problem of discarded fish. In England and Wales alone, it's estimated that around 40 per cent of fish caught by commercial vessels is thrown away. Stocks of cod, plaice and sole have been particularly affected. A key cause is the use of beam trawling, with net mesh sizes that are too small to allow younger fish to pass through. As a result, these make up more than 80 per cent of the discarded fish in the seas around the UK.

In recent years, M&S has been moving away from sourcing fish caught by beam trawl, in favour of lighter, less destructive methods, such as Danish seine nets.



# Flash fish



Make the most of your fish with top chef Tom Aikens' irresistible recipes



## Beetroot marinated Alaskan salmon

**Preparation** 30 minutes, plus 6 hours marinating

**Cooking** 1½ hrs **Serves** 4

■ zest of 2 oranges and 3 lemons ■ 25g dill, roughly chopped ■ 225g peeled raw beetroot, finely grated ■ 100g caster sugar ■ 150g coarse sea salt ■ 30g black peppercorns, crushed ■ 500g Alaskan salmon fillet  
**For the beetroot** 600g raw beetroot ■ 50ml olive oil  
**For the dressing** 4-6 medium-size raw beetroot, peeled ■ 150ml port ■ 200ml olive oil ■ 100g shallots, finely diced ■ 1 tsp thyme leaves ■ 80ml balsamic vinegar  
**To serve** crème fraîche (optional)

**1** Mix together the zest, dill, beetroot, sugar, salt and pepper in a bowl. Place half the mixture on a baking tray to fit the shape and size of the salmon and lay the fillet skin-side down on top. **2** Scatter over the remaining mixture, cover with a flat tray, place a weight on top and marinate in the fridge for 6 hours.  
**3** Remove the salmon from the marinade, lightly wash in a bowl of cold water and pat dry. Slice thinly. **4** For the roasted beetroot, heat the oven to 180°C/350°F/gas 4 (160°C for fan ovens). Toss the beetroot in the oil, season and wrap in foil. Roast for 1½ hours, or until just cooked through but not too soft. **5** Leave to cool, peel the skin and chop 100g into 2mm dice (set aside for the dressing). Slice each remaining beetroot in half, then each half into 3 wedges. **6** Meanwhile, make the dressing. Chop the raw beetroot then juice in a juicer (you need 250ml). Skim, then strain through a fine sieve into a jug. **7** Heat the port in a pan until it reduces to a syrup, then add the beetroot juice and reduce by two-thirds. **8** Gently heat 50ml olive oil in a pan, add the shallots and thyme and cook for 2-3 minutes until softened. Remove from the heat, set aside to cool, then add the diced beetroot, vinegar, port reduction, remaining oil and seasoning. **9** Divide the beetroot wedges among 4 plates, lay the salmon on top and drizzle with the dressing. Season with black pepper and place a little crème fraîche on the side, if you like.



The beetroot dressing can be used in all sorts of salads and with pickled or cured fish





Make sure the oil is at the correct temperature to ensure the chips colour and crisp up

## Battered hake with chips

**Preparation** 20 minutes **Cooking** 15 minutes **Serves** 4

**For the tartare sauce** 4 egg yolks ■ 2 tsp English mustard ■ 750ml vegetable oil ■ 2 tsp lemon juice ■ 1 tsp white wine vinegar ■ 75g gherkins, chopped ■ 75g capers, chopped ■ 2 tsp chopped parsley ■ 75g shallots, chopped **For the batter** 300g high gluten bread flour ■ 60g cornflour ■ 15g sugar ■ 30g yeast ■ 250ml sparkling water ■ 250ml lager ■ 4 x 140g South African hake fillets **For the chips** 600g potatoes, peeled and cut into 1cm thick chips ■ 1 litre vegetable oil

**1** First, make the tartare sauce. Whisk together the egg yolks and mustard in a bowl, season, then slowly pour in the oil, whisking constantly. (You may need to add a little water to the mayonnaise if it gets too thick.) Stir in the remaining tartare sauce ingredients and set aside. **2** To make the batter, put the flour, cornflour and sugar in a bowl; season. Make a well in the middle and stir in the yeast, sparkling water and lager. Leave for 10 minutes, then whisk to a smooth consistency and set aside for 15-20 minutes. **3** Meanwhile, wash the chips under cold water and place in a pan of lightly salted cold water. Bring to

the boil and simmer for 1 minute, then drain and chill in a bowl of iced water. Pat dry. Heat the oil in a deep fat fryer or large wok to 140°C and fry the chips for 2-3 minutes. Remove and drain on kitchen paper. Heat the oil to 180°C and fry the chips for a further 4-5 minutes until golden brown. Season with salt. **4** Coat the fish in the batter, holding it by one end to let the excess drip off. Heat the oil used to fry the chips to 180°C and fry the fish for 7-8 minutes until golden and crispy. Serve the fish with the chips, sprinkled with malt vinegar if you wish, and the tartare sauce.

## Mackerel salad with watercress and hard-boiled egg

**Preparation** 20 minutes **Cooking** 15 minutes **Serves** 4

■ 4 eggs **For the vinaigrette** 40g wholegrain mustard ■ 20g honey ■ 20ml white wine vinegar ■ 40g chopped shallots ■ 10g sugar ■ 100ml vegetable oil ■ 80ml olive oil **For the mackerel** 100ml olive oil ■ zest and juice of 1 lemon ■ 1 tbsp thyme leaves ■ 2 garlic cloves, finely chopped ■ 8 x 60g fresh mackerel fillets, slashed and cut into 5cm pieces ■ 3 bunches watercress, washed

**1** Bring a pan of water to the boil, add the eggs and cook for 9 minutes. Remove and put in a bowl under cold running water. When cool, peel and cut into quarters. **2** To make the vinaigrette, whisk together all the ingredients then season. **3** For the mackerel, mix the oil, lemon zest and juice, thyme and garlic, and brush onto the fish. Season, put on a baking tray and cook under a hot grill for 4-6 minutes. Drizzle with a little vinaigrette and set aside to cool slightly. **4** To serve, either flake the mackerel or leave as it is. Lightly toss the watercress with the vinaigrette, season and arrange on 4 plates with the egg and mackerel.



You can use sustainable sardines or herring instead. Make sure the watercress is dry as any water will dilute the flavour of the vinaigrette

These recipes were developed by Tom Alkens for WWF's Seafood Charter. Photography © Stonehouse Photographic WWF-UK



## Impressive starter for two

Simply heat these sustainably sourced Mussels in Garlic Butter & Shallot Sauce, £2.99 (500g), in a pan for five minutes and spoon into bowls. Serve with crusty bread to mop up the tasty juices.

YOUR M&S



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