

| | | |
|---|-----------------|--|
| Committee(s): | Date(s): | |
| Energy and Sustainability Sub-Committee | 22 May 2012 | |
| Markets | 4 July 2012 | |
| Subject: The Sustainable Fish City Campaign | Public | |
| Report of: Town Clerk | For Information | |
| <p><u>Summary</u></p> <p>This report informs members of the “Sustainable Fish City Campaign”, a programme promoted by the Marine Stewardship Council, the Worshipful Company of Fishmongers and Sustain.</p> <p>The campaign aims to raise awareness of the issue of unsustainable fishing, and encourage consumers and organisations to choose fish which come from sustainably managed stocks.</p> <p>Businesses and Local Authorities are encouraged to take the “sustainable fish pledge”, which asks signatories to commit to a five step pledge. A significant number of London Boroughs, public sector organisations and businesses have signed up to this initiative.</p> <p>Given the City of London’s connection to fishing, through Billingsgate Market, our Port Health activities and the involvement of the Fish Mongers Company, members are requested to consider committing the City of London Corporation to the Sustainable Fish City pledge.</p> <p>Recommendations</p> <p>It is recommended that the City of London Corporation become a signatory to the Sustainable Fish City pledge</p> | | |

Main Report

Background

1. In recent years rising demand for fish, particularly from South East Asia has led to a rise in unsustainable fishing practices. The result has been the near collapse of a number of key fisheries and several commercial species being pushed to the brink of extinction.
2. This situation has been well publicised over the last couple of years through media campaigns and the involvement of a number of well know chefs.

Public awareness has increased and fish accredited as coming from sustainable sources has greatly increased its market share (in stark contrast to the poor performance of the organic market in the current recession).

3. The Sustainable Fish City Campaign aims for London to become a “sustainable fish city”, where shops, caterers and businesses buy and serve sustainable fish. The campaign is on target to achieve significant progress in time for the Olympics.
4. The campaign is run by a group of leading fish conservation organisations including the Marine Stewardship Council, the Worshipful Company of Fishmongers, the Marine Conservation Society and Sustain.
5. The pledge has already been adopted by the London 2012 Olympic and Paralympic Games, government departments, the Greater London Authority, Whitehall, London Metropolitan Police, TfL, the London Fire Brigade and City Hall, as well as 15 London universities, the National Trust, Sealife London Aquarium, major employers and caterers.

The Pledge

6. The Sustainable Fish City Pledge is in five parts, table 1 (below) explains each level and details the City of London’s current performance.

Table 1

| STEP | COL’ S LEVEL OF Performance |
|---|---|
| <p>Step 1 - State our commitment: Tell our customers and the public that we are developing and implementing a policy on seafood sustainability in our business</p> | <p>The 2011-12 Sustainable City Awards, which are run by the City of London Corporation, featured a sustainable fish category, as a result the Awards were promoted by Raymond Blanc.</p> <p>Should members agree to support the Sustainable Fish City Pledge a page will be added to our website detailing our position.</p> |
| <p>Step 2 - Gather information: Assess and monitor the environmental sustainability of the seafood we serve.</p> | <p>The Remembrancer’s Office currently ensures that Caterers provide sustainable fish in accordance with the requirements of the Guildhall Accredited Caterers Agreement.</p> |
| <p>Step 3 - Source sustainably: Make sustainable seafood choices. This will include:</p> <ul style="list-style-type: none"> - Telling our supplier(s) or caterer we | <ul style="list-style-type: none"> - Guildhall - The Guildhall Accredited Caterers Agreement states that “we will be mandating the use of sustainably sourced fish by caterers |

| | |
|--|---|
| <p>want to serve only sustainable fish</p> <ul style="list-style-type: none"> - Telling our supplier(s) or caterer to remove endangered species from menus - Serving sustainably managed fish – MSC-certified fish, and those rated as ‘fish to eat’ by the Marine Conservation Society: http://www.fishonline.org/fish-advice | <p><i>serving functions at the Guildhall”.</i></p> <ul style="list-style-type: none"> - Mansion House – CHandCo is the in house caterer; they have set their own commitment to using fish supplies that are well managed, responsibly caught fish and seafood. - The Gild – ISS Facility Services is currently in the process of attaining MSC certification. |
| <p>Step 4 - Communicate clearly: Spread the message with our customers, supplier(s), caterer, employees and other key stakeholders about seafood sustainability. Consider investing in Marine Stewardship Council (MSC) Chain of Custody certification to enable us to communicate the sustainability of MSC-certified seafood to our customers.</p> | <p>Action to raise awareness among employees regarding seafood sustainability is relatively straight forward and can be carried out through communications via the intranet, green teams’ activities and engaging with The Gild to place adverts in the canteen area.</p> <p>Preliminary discussions with the London Fish Merchants Association (LFMA) and fish merchants at Billingsgate Market indicate that involvement with this campaign could potentially be good marketing for the Market and individual fish merchants.</p> |
| <p>Step 5 - Influence wider progress: Support positive change for fish, fisheries and marine resources; using our influence to encourage others to join our seafood sustainability journey and the Sustainable Fish City campaign.</p> | <p>The City promotes and influences others to support sustainable fish through the Sustainable Food Category of the Sustainable City Awards which has wide impact at national level.</p> <p>Further activities could be discussed with the Worshipful Company of Fishmongers..</p> |

Options

7. As can be seen from table 1, the City of London already meets the requirements of the pledge, and with little effort could deliver a significant contribution to the Sustainable Fish City campaign. It is therefore proposed that the City of London becomes a signatory.

Corporate & Strategic Implications

8. The key risk associated with this proposal concerns engaging Billingsgate Market. However, both the Billingsgate Business Development Manager

and the Director of the Seafood School are committed to promote sustainable fish to the traders and the public.

9. Recent initiatives have included:

- “A Celebration of sustainable seafood”: a yearly conference focussed on the industry and traders
- Working with traders to help them to obtain MSC certification (MSC is costly for small companies; and to date just two of the traders have the certification)
- Cooking and fish identification workshops, with focus on sustainability, for schools and public

10. Obviously any significant progress must involve the Traders, whose main driver is economic return. To this end any effort to engage them must focus on economic sustainability and the business opportunities arising from a shift in the consumers demand toward sustainably sourced seafood. The most effective way to communicate with traders is directly talking with them.

11. The Head of Sustainable Development will liaise closely with the Markets Department, the Billingsgate Business Development Manager and the Seafood School on any plans to promote sustainable fish at Billingsgate.

Conclusion

12. Given the considerable progress that the City of London Corporation has made in this field, and the involvement of a senior City Livery in the Sustainable Fish City programme, it is recommended that the City of London Corporation support this initiative.

Contact:

Simon Mills / simon.mills@cityoflondon.gov.uk / 3598