



acceleris

The Integrated Communications Agency

LET THEM EAT HAKE!

Using the Media to Communicate Positive Messages on the Fishing Industry



Louise_Vaughan

Lies, Lies and Damn Statistics

THE  TIMES

British fishermen 'dumped cod worth almost £1bn'



Pacific nations alarmed by tuna overfishing

Fish could be off the menu in 50 years

by FIONA MACRAE

Days after bluefin tuna sells for £1m conservationists warn species is dying out

Bluefin tuna are in danger of "all but disappearing", according to a new report, despite a decade long fight to save the "tiger of the seas".



Single Dutch boat snatches a fifth of England's fish quota

Prince of Wales launches fight to save overexploited oceans from overfishing

September 2013

Environment > Fishing

EU fishing quotas defy scientific advice, say conservationists

Campaigners say agreement after two days of talks in Brussels allows for more fish to be caught than is sustainable



Kiyoshi Kimura



Only 100 adult cod in N Sea

Fiona Harvey
guardian.co.uk

Cod 'will vanish in 10 years'

September 2012

Bojan Pancevski Published: 10 June 2012



One in three fish caught using the UK quota is landed overseas

The Power of the Media – Hugh's Fish Fight



PLUS,

- 870,000 signed the petition from 195 countries
- 8hrs of TV viewed by 3m people each week
- Broadcast in 28 countries

You Tube

692,000 YouTube views



51K Twitter followers



258K Facebook fans



Starting To Retaliate – NFFO Activity



Why?

- Challenge perceptions of fishing sector
- Strong consumer angle
- Use science to confirm the choice
- Hook to talk about sustainable fishing practices
- Make it personal - one man and his boat
- Add extra ingredients to create a strong media opportunity!

Hake with Clams and Bacon 

Mitch Toinks 

You Will Need - Serves 4
1 hake (weighs about 220g per person)
10g smoked bacon, chopped
 handful of shallots, minced or crushed
 200g of white wine
 handful of parsley, torn
 1 lemon, sliced
 1 sprig of lemon juice
 dash of cream

The NFFO has teamed up with one of the UK's top fish chefs Mitch Toinks to offer this delicious range of recipes for hake.

Hake the fish into four squares of tin foil or inside a roasting bag. Sprinkle over the smoked bacon. Place the shallots around the hake. Fold up the sides of the foil and add a good slug of white wine. Throw in the torn parsley and or roasting tray and bake for 8-10 minutes in the roasting oven.

Gently sweat the leeks in butter for 5-6 minutes and finish with a dash of cream.

To serve, remove from the bag and serve the fish placed on top of the leeks with the opened clams placed around the fish. Lastly, before taking the dish for more information on Mitch go to www.mitchtoinks.co.uk

Sustainability Checklist

- ✓ Fish stocks are closely monitored by scientists. Fishermen regularly work with the research institutes to ensure that the stock assessments are accurate.
- ✓ The amount of each stock that can safely be taken from the sea each year is agreed through a dialogue and decision process involving scientists, fishermen and government.
- ✓ Hake stocks are now under a long term management plan which sets out the safe conditions for each stock.
- ✓ Hake is caught in highly selective nets with features that allow unwanted catch to escape.
- ✓ Hake stocks are currently considered to be at or above maximum sustainable yield, the gold standard in terms of sustainable fishing.
- ✓ Many hake vessels are members of the Responsible Fishing Scheme which is the Marine Stewardship Council's (MSC) best known of schemes.
- ✓ Hake fishing is regulated by MSC accreditation (the year).
- ✓ One of the last decades the fleet fishing for hake have been reduced.
- ✓ All vessels over 12 metres now carry satellite monitoring equipment to provide precise information on the vessels location 24 hours a day.
- ✓ Don't forget fishing has a significantly lower ecological footprint than every other form of food production.

The NFFO announces hake as the UK's most sustainable fish



Consumer survey into fish eating trends revealed:

- **52%** eat fish at least once a week but rarely stray from the 'big five';
- **53%** had never tried hake
- Top reasons people cited for not trying alternative types of fish:
 - 30%** - retail price
 - 24%** - fish is ugly
 - 11%** - poor availability in supermarkets
- Only **6%** of consumers said concerns about lack of sustainability would put them off buying fish

Creating the Dish of the Day

- Endorsement from a celebrity chef
- Think digital! Creation of videos and downloadable recipe cards
- Media day comprising:
 - Story sell in to on and offline media
 - Radio interviews
 - Hake tasting session at Soho restaurant for journalists, retailers and restaurateurs
- Event film to extend opportunities for coverage



THE TIMES



SATURDAY
March 15 2014 | thetimes.co.uk | No 7145

Newspaper of the Year

Only £1.50

THE YORKSHIRE POST

Fish consumers urged to adopt the Spanish taste and make the most of hake



Western Morninn News

Voice of the Westcountry

Let them eat hake, say fishermen, as cod stocks dwindle

Let them eat

Let them eat hake, say fishermen, as cod stocks dwindle



The Sunday Telegraph

stella

Why hake deserves to be on our plates

Sustaining and sustainable, hake surely deserves to appear on our menus more often



Hake with asparagus, peas, parsley and wine. Photo: YUKI SHIGEMURA. Mosaic tines by Javier Mariscal from Christopher Faircloth

The Journal

Wednesday, July 31, 2013 | www.thejournal.co.uk | 149p

THE PLYMOUTH HERALD

VOICE OF PLYMOUTH



Whitby Gazette

Trusted by Whitby since 1954

Have your hake and eat it, says Mitch

A LEADING Westcountry chef has joined forces with the UK fishing industry to encourage people put hake on the menu after finding it is currently the 'UK's most sustainable fish'.

The campaign comes after new research reveals that a third of people in the South West (34%) eat fish at least once a week, and nearly a quarter (23%) eat it around three times a week – yet the majority of them rarely stray from the seafood staples of cod, haddock and salmon.

The National Federation of Fishermen's Organisations (NFFO) has joined forces with Mitch Forks, who has restaurants in Dartmouth, Bristol and Plymouth, to launch a series of free recipe cards encouraging people to consider hake, a species closely related to cod and haddock which is commonly eaten in Europe.

There are burgeoning stock levels of hake in



UK waters and catch quotas have increased by 49 per cent in 2014. But, of the 12,000 tonnes of hake caught by British fishermen last year, just 1.5 per cent was consumed in the UK.

NFFO research shows many fish eaters have

never tried some of the UK's most sustainable fish species. Around half of those in the South West surveyed had never tried hake (48%) or pollock (44%), while more than two-thirds (70%) had never tried codley.

The top reasons people cited for not trying alternative types of fish included the price, not liking the look of the fish/considering it ugly and poor availability in supermarkets (13 per cent). Another reason included not knowing how to prepare it – though this was lower than in any other region in the country.

Mitch added: 'Hake is always a popular option at my restaurants and it's readily available through fishmongers and retailers. It's a white fish which is simple to adapt different recipes and flavours to and as such I hope more people give it a try.'

Spreading Our Net Further

Exclusive podcast interview



To encourage more of us to try Hake the NFFO has teamed up with leading seafood chef Mitch Tonks to create these downloadable hake recipes.



Hake with Sweet Garlic and Olive Oil (1.08MB)



Hake with Clams and Bacon (1.11MB)



Hake with Green Sauce and Clams (1.1MB)



Hake with Oregano and Chilli Breadcrumbs (1.1MB)



Hake with Parsely and Creamed Kale (1.09MB)



Hake with Salsa Verde (1.14MB)

Downloadable recipe cards from celebrity chef Mitch Tonks

Spreading Our Net Further

Hake

with Green Sauce and Clams



Mitch Tonks

The NFFO has teamed up with one of the UK's top fish chefs Mitch Tonks to offer this delicious range of recipes for hake.

Give the fish a good dusting of flour and season well, pour the olive oil into a casserole dish and when it's hot add the garlic and fry for a minute then remove, by doing this you will give oil a real garlicky flavour which is a good base to start from. When the garlic is cooled crush or pound it in a pestle and mortar and mix it with the parsley, it is important that the parsley is as fine as you can get it.

Brown the fish on both sides in the oil and remove from the pan and set aside then brown the potato slices. Add a splash of wine and then sit the fish on top of the potatoes, add the parsley and garlic and just enough water to cover the potatoes. Add the chilli, bay leaf and clams, cover and cook gently for 7-8 minutes until the clams open, the fish should be moist and cooked by this time and the thin slices of potato all breaking up as you serve the fish from the pan.

This dish needs pepper to season but there should be plenty of salt from the clams and the sauce should be a vibrant green from the parsley. For more information on Mitch go to www.mitchtonks.co.uk

- You Will Need - Serves 4**
- 4 fillets hake weighing about 100 g / 4 oz each
 - flour for dusting
 - 100ml / 1/2 fl oz olive oil
 - 2 garlic cloves
 - 2 good handfuls finely chopped parsley
 - 2 potatoes peeled and very thinly sliced
 - Splash dry white wine
 - 1 bunch sea shells
 - 1 bay leaf
 - 200 g / 7 oz fresh clams or mussels
 - Salt and pepper

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- ✓ Hake stocks are currently considered to be at or above maximum sustainable yield, the gold standard in terms of sustainable fishing
- ✓ Many hake vessels are members of the Responsible Fishing Scheme which lays down minimum standards
- ✓ Many fisheries are now under a certification scheme, the best known of which is the Marine Stewardship Council (for example, the Cornish Gill-net Hake Fishery is expecting MSC accreditation this year)
- ✓ Over the last decade the fleets fishing for Hake have been reduced relieving the pressure on the stocks
- ✓ All vessels over 12 metres now carry satellite monitoring equipment to provide precise information on the vessels location 24 hours a day
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Reeling Them In Online

Retweeted by NFFO
British Family @BritishFamily - May 9
Inspired by the @NFFO_UK we are eating more hake. Here is our recipe:
britishfamily.co.uk/recipe-quick-s... Hake is the most sustainable fish.

6.829 FOLLOWERS

RETWEETS 6 FAVORITES 3

11:25 AM - 9 May 2014 - Details

Reply to @BritishFamily @NFFO_UK

Budding Rose PD418 @buddingrose418 - May 11
@BritishFamily @NFFO_UK after msc North Sea haddock !!
pic.twitter.com/7LhdFicR9Y

NFFO @NFFO_UK - May 11
@BritishFamily Glad you liked it James! #eatmorefish #hake

Budding Rose PD418 @buddingrose418 - May 11
@BritishFamily @NFFO_UK the hake stock is booming but you never hear it from the likes @Oceana @GreenpeaceUK

Recipe: Quick (and sustainable) Hake

The National Federation of Fishermen's Organizations (NFFO), which represents fishermen in England, Wales and Northern Ireland has recently launched a campaign to get us eating more hake. With this in mind I give it a go... and it was a revelation.

The campaign comes after new research revealed that 62 percent of consumers eat fish at least once a week and 18 percent eat it around three times a week — yet the majority of people rarely stray from cod, haddock and salmon.

Hake was named as the U.K.'s "most sustainable fish" after the NFFO conducted an evaluation of stock and catch data against a roster of 10 industry sustainability markers. Hake currently meets more of the standards than any other species. So the recipe I am going to show you is not just quick and easy but also great for the UK fishing industry.

After a hard day at work it is easy get home with very little enthusiasm for cooking a decent meal. Last night was one such evening and with nothing but a couple of hake fillets in the fridge I was not all that inspired. I sat about throwing anything that came to hand on my fish and what came out at the end was about the best meal we have had in a long time.

Quick and Spicy Hake

You will need:

- 2 Hake fillets (one each)
- English wine (we used Mount Vineyard white Pinot)
- 3 Big cloves of garlic
- Spring onions

Reeling Them In Online

Rachel Smith @The_FoodIEat · 6h
This morning I met Don Tyler. An entrepreneurial kinda guy, making the most of bumper hake stocks by smoking it. Yum. pic.twitter.com/WFEk989ZMa
View photo

Diana Henry @DianaHenryFood · 6h
@The_FoodIEat Writing about hake soon in @StellaMagazine. There are good stocks these days

Rachel Smith @The_FoodIEat · 46m
@DianaHenryFood Have you seen the @NFFO_UK "Let Them Eat Hake" campaign? nffo.org.uk/hake_initiati...

Diana Henry @DianaHenryFood · 38m
@The_FoodIEat @NFFO_UK They're the people who alerted me. So helpful



The Sunday Telegraph

FOOD HAKE

Sustaining and sustainable – which is exactly how *Diana Henry* likes her fish – hake surely deserves to appear on our menus more often

Photographs by Yuki Suglura

NFFO @NFFO_UK · 33m
@DianaHenryFood @The_FoodIEat glad you can both help eating hake!

Get Saucy...

- Campaign to promote the Saucy Fish Company
- Combinations aimed to reduce the fuss, mess and confusion of fish cookery
- Creative PR to build the brand
- Targeted food journalists and bloggers
- Supported by social media strategy & mealtime inspiration blog including Doctor Who takeover!
- Resulted in 23% unprompted awareness within 18 months
- Development of web based hub - 'the Dock'
- PR supported by events
- Listed among Britain's coolest brands



A Drop In The Ocean

- Continued activity needed
- Important industry providing vital, healthy, sustainable food source
- Perceptions won't change overnight



What Can You Do

- Join our initiative #CatchOfTheDay
- Highlighting the diversity of the UK fleet and entire industry
- Planning in early stages
- Currently looking for support of the industry
- Get involved!



Use the Media to Your Advantage!

BBC



TV chef misled viewers over our discarded catches, say fishermen

Ben Webster Environment Editor

A celebrity chef has been accused of threatening fishermen's livelihoods by misleading the public over a ban on throwing back edible fish.

Hugh Fearnley-Whittingstall played a key role in persuading the European Union to implement the ban, which will be phased in from January. It will force fishermen to land all the fish they catch rather than discarding those they are unable to sell because of quotas.

Exclusive broadcast by Channel 4 of throwing prime d to push fisheries ing the ban. onal Federation of sations said that all had failed to success in halving sarded in the past pugh - introducing g nets.

Barrie Deas, the federation's chief executive, said that the chef's Fish Fight campaign, which included a petition signed by 870,000 people, had resulted in a "fatally flawed ban agreed in a maelstrom of publicity". He said the ban could force boats to remain in dock for much of the year and could damage populations of some species such as

plaice, flounder and dab, which have high survival rates when discarded.

Up to 60 per cent of plaice survive being caught and discarded. Mr Deas said it would be better to throw back younger fish and let them grow and spawn rather than landing them dead to be turned into fishmeal. He said that fishermen would be forced to cut short trips because their boats would be full of fish they could not sell and could not throw overboard. Fishermen in the southwest might have to pay for the fish to be transported to England's only fishmeal factory in Grimsby.

Mr Deas said: "People have been misled into supporting a simplistic, blunt ban that could have very damaging consequences. I told Hugh that discards in England had been reduced by 50 per cent in

Hugh Fearnley-Whittingstall led the Fish Fight



campaign to change EU regulations

the last decade but that didn't appear in his programme because he wanted to present himself as the US cavalry coming over the hill to rescue the wagon train. Celebrity chefs should focus on encouraging people to eat less fashionable species like dab, which are plentiful, rather than generating a high degree of publicity for one-sided arguments which have trapped politicians into making interperate decisions.

Mr Deas accepted that a

ban could have some benefits, including encouraging fishermen to fish more selectively. He called on the EU to agree exemptions for species with high survival rates and for more flexibility in awarding quotas to reduce the problem of "choke stocks". This occurs when fishermen have exhausted their quota for a particular species and cannot continue fishing for other species because of the risk of catching fish they are banned from discarding or landing.

George Eustice, the fisheries minister, said: "We recognise that where there are high survivability rates, discarding might be a better option than landing juvenile stocks," he said. "My message to the fishing industry is there will be practical challenges in how we implement the discards ban, so let's design the detail to address them."

Fearnley-Whittingstall said he had mentioned efforts to reduce discards in a previous series but he had not seen evidence that the UK fleet had made a 50 per cent cut in the past decade. He added: "A system that highly motivates the use of selective fishing gear and minimises unwanted fish being caught is the only way forward to making Europe's fisheries sustainable."



Only 60p to members £2.20



Thank You!

Using the Media to Communicate Positive Messages on the Fishing Industry



Louise_Vaughan