



An overview of Fish is the Dish

The consumer campaign for Seafish

Heather Middleton, Marketing Project Manager, Seafish

Consumer Research Findings

- Consumers have an inherent fear of fish
- It's seen as 'hard to cook'
- It's confusing
- Consumers don't know: how to cook seafood, what to serve it with, when it's cooked or what it tastes like
- Consumers know fish is good for them
- Our cooking skills are more limited than before
- Consumers have often been put off by their mothers over cooking seafood
- **One of the biggest changes to our diet is the birth/arrival of a child to the household**

Fish is the Dish the Beginnings



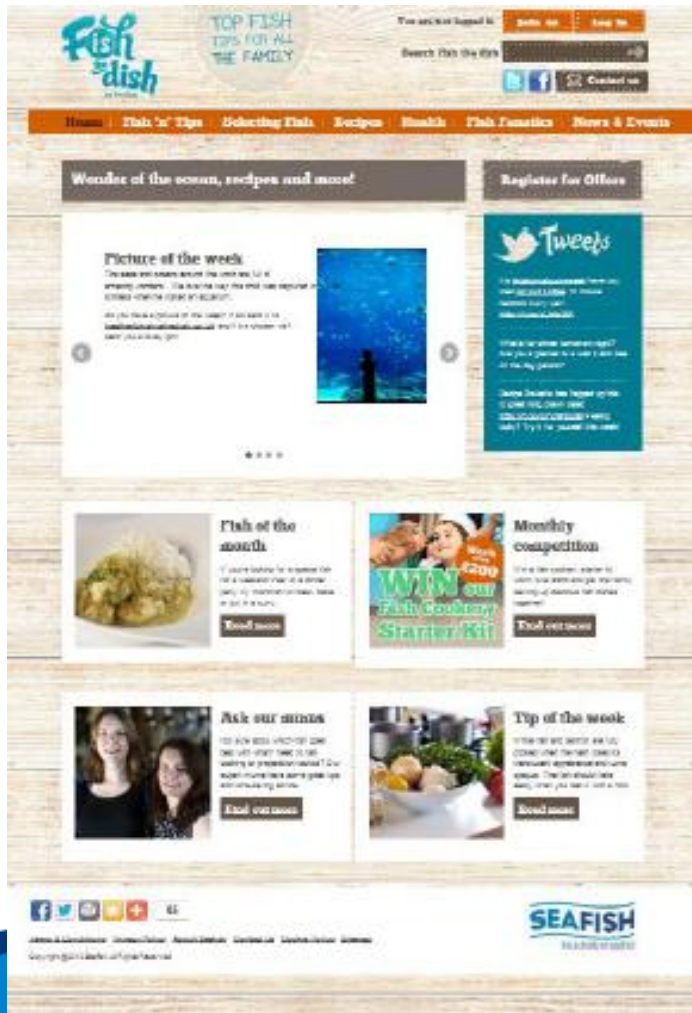
- Launched in October 2011
- Online campaign designed to making fish easy at home
- Backed by social media support
- Breaking barriers of confusion, perceived difficulty and mystery
- Peer-to-peer persuasion
- To empower mums to cook
- Persuading mums to put fish on the menu



Key messages

- Fish is easy
- Fish is Food
- Fish is healthy
- Meal planning – good way to plan in 2 a week
- Fillet or finger, fresh, frozen or tinned – it's all good!
- Choice – showcasing other species above the Top 5

Website – content increasing every week Traffic increasing every month



supporting the seafood industry for a sustainable, profitable future

Social media conversations

Social media has created a bank of advocates



- Over **50** blog posts for events and recipe
- Growing **2000** Twitter followers
- Over **48%** of Twitter followers are 'influential' (over 1,000 followers each): Brands, presenters, chefs and mums
- Facebook likes **424**



Regional events May – Sept 2012

- Length and breadth of UK
- Recipes showcasing local fish
- Media pre and post releases
- Key media/bloggers approached to attend each event
- Extensive Twitter engagement pre and post event



Here's just two experiences (Belfast)
[@Belfast_Mummy](#) [@thirtymummy](#)



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Belfast Mummy Blog and experience

[@belfast_mummy 26/05/2012 21:40](#)

[@fishisthedish](#) [@seafoodcook](#) smaller and smaller enjoying mussels for first time. Thank you!

PICTURE SUPPLIED OF CHILDREN

Belfast Mummy ([@belfast_mummy 28/05/2012 08:19](#)

[@fishisthedish](#) [@seafoodcook](#)

small and smaller just asked for mussels for breakfast!
Your work here is done :)

[@belfast_mummy 10/06/2012 18:09](#)

[@fishisthedish](#) hi heather, thanks for telling my mummy how much tiny people love mussels, it's my favourite dinner. X

PICTURE SUPPLIED OF CHILDREN

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for yourself
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Thirty Mummy Experience and Blog

([@thirtymummy](#)) [24/05/2012 14:41](#)

Help with a recipe?bought some hake but the skin is off my recipe says to cook it skin side down, worried about overcooking. [@fishisthedish](#)

([@thirtymummy](#)) [24/05/2012 15:32](#)

[@belfast_mummy](#) [@fishisthedish](#) good thinking will try that. I used the rest to make fish fingers for S got her involved and she loved it.

([@thirtymummy](#)) [24/05/2012 15:34](#)

Mini me having fun making fish fingers [@fishisthedish](#)
instagr.am/p/LA0yaYqh1q/

PICTURE SUPPLIED OF CHILDREN

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Campaign media highlights



'Fish is easy': core message of Seafish online campaign

Mums target of Seafish online push

Seafish is launching Fish is the Dish - an online consumer campaign to encourage mothers to feed their families more fish.

The seafood industry body hopes to encourage blogging mums to spread the word about the importance of seafood in a healthy diet. The core message is 'fish is easy'.

Research had shown that many mothers were heavy internet users, said Seafish's Karen Galloway.

"We will make optimum use of this by targeting

Fish for compliments from Wayne the chef

BY LIZ KENNEDY
liz.kennedy@press.co.uk

IT'S hard to know what the best moment was. Could it have been slurping Durdrum oysters on a hot summer night? Was it savouring the taste of a fillet of the obnoxious turbot, that would have been top fish on any menu? Or was it simply chef Wayne's cric and bunter? I was one of a privileged little band of guests at Belfast Cookery School, as we enjoyed an informative day of cooking and eating fish. We were here with the help of Fish is the Dish and the principal of the cookery school - the aforementioned Wayne Carville, who's worked with Mourne Seafood for the last six years, first in Durdrum and now Belfast. We were all there as part of a nationwide campaign by Seafish to get more parents cooking seafood for the family and everybody's opinion was that we should make the best of one of our top resources, fish, and Wayne had the knack of making it all very easy and as quick as any so-called 'fast food' you might be tempted by. And Lynn Gilmore from Seafish, whose favourite snack of the day was definitely mussels, said:

"Despite people being aware of the health benefits of eating fish, there is still an underlying misconception that seafood is a tricky mealtime option. That's one of the reasons Fish is the Dish was launched - to help show families just how easy cooking with seafood can be and to encourage confidence preparing different types of fish at home."

Belfast mummy and cookery blogger Claire Scott (@belfastmummy), who was there with her sister, was one of the VIPs who attended the event. Claire told me that her kids were already signed up to fishy foodies:

"I'm passionate about food myself and fussy about what foods my children eat. We try to eat fish at least twice a week, so any opportunity to learn more about seafood and how to prepare it is perfect for me."



Wayne has a way with fish

"I was aware of Fish is the Dish through Twitter and I am currently writing a recipe for their new cookbook - hopefully this will help to inspire other families at home to realise that cooking with fish can be fun - you just need to know how."

Well, Wayne certainly showed how simple everything was and it didn't seem too long, before we were all sitting down with a delectable plateful of fish, a gremolata (with lemon zest,

garlic, chilli and rapeseed oil) and baby spinach salad. If you want to try an easy fish starter, what about mackerel pate? Mackerel are, as ever, at their best, cheap as chips, great this summer season and one of the best ways of keeping your diet high in healthy fish oils.

For fish and seafood recipes, tips and a whole lot more visit www.fishisthedish.co.uk or follow @fishisthedish



Something fishy at school

THIS looks like a fishy character. Pupils from Stanford Infant School in Highcroft Villas, Brighton, made new friends when they were visited by head chef Lou Tallent and restaurant co-owner James Ginzler from Fishy Fishy Seafood Brasserie in East Street. The children and their parents enjoyed a day of cooking and eating fish as part of the Fish is the Dish campaign. Fish is the Dish is a campaign by Seafish, the UK authority on eating fish, to encourage families to eat and cook more fish. For

seafish.co.uk

THE DAILY ECHO, Wednesday, March 14, 2012 21

Fish is the Dish

Great meal for all the family

Bradley's Fish Shop is a family-run business that has been serving the community for over 40 years. The shop is located in the heart of the town and is a popular destination for fresh fish and seafood. The shop is run by Harry and his family, who are passionate about providing the highest quality products to their customers. The shop is open from 9am to 5pm, 7 days a week, and is a great place to visit for anyone looking for fresh fish and seafood. The shop is also a great place to visit for anyone looking for a special gift. The shop has a wide range of products, including fresh fish, seafood, and fish products. The shop is a great place to visit for anyone looking for a special gift. The shop has a wide range of products, including fresh fish, seafood, and fish products.

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What's Next...

October - March

- Partnership with Girlguiding UK
- More content on web videos, recipes, and development of health section
- Monthly eAlerts
- Reviewing and heightening our work with bloggers to increase peer-to-peer conversations
- Extra effort on Facebook to get same return as Twitter
- PR and a health challenge in the New Year
- Endorsements from high profile mums, professionals and/or celebrities



Hooked? Love the idea? Want to come onboard?

- Supply products to bloggers
- Join in our conversations
@fishisthedish on Twitter
and Fish is the dish on Facebook
- Help us promote our Family Cook Book
- Share recipes and videos with us
- We love to talk so just contact Heather
Call 0131 524 8691
Email heather@fishisthedish.co.uk

