

Mr.Goodfish, New Tools to Increase Sustainable Seafood Consumption

○Florence Huron¹, Stefano Angelini², Paco Franco Del Amo^{3,4}, Philippe Vallette^{1,4}

1. Nausicaa, National Sea Center

2. Acquario di Genova

3. Aquarium Finisterrae

4. World Ocean Network

Initiated by the World Ocean Network and launched in 2010 in France, Italy & Spain, the Mr.Goodfish program provides a new approach to the promotion of sustainable seafood consumption, conveying a positive message based on recommendations to “choose the right fish”.

Every three months, a committee of experts - scientists, fishermen, fish farmers, retailers, chefs, etc - meet to establish recommendations of wild and aquaculture species through easily understandable criteria for the public. It addresses all chain of custody: fishermen, retailers, chefs, fishmongers or canteens, as possible means to disseminate the message to a larger audience.

Coordinated by Nausicaá, Mr.Goodfish is widely relayed by many partners: Foundation Prince Albert II de Monaco, professional organizations, and consumers associations. These supports add to the program’s credibility. The program is also working with others international organizations, through the Global Seafood Ratings Alliance, a coalition of non-governmental organizations (NGOs) each focused on improving the health of the world’s oceans and the fisheries they support by implementing programs that rate and promote sustainable seafood products.

Through this communication with national and international institutions, Mr.Goodfish contributes to public debates on environmental issues. The message is addressed to general public within three aquariums: Nausicaá in France, Acquario di Genova in Italy and Aquarium Finisterrae in Spain, through a permanent exhibit.

Mr.Goodfish participated in many events: annual taste week or World Ocean Day, etc. It participated in national and international exhibitions (Expo Milano 2015, Salon de l’Agriculture, etc) and also organized cooking contests in partnership with Chefs’ associations.

A website www.mrgoodfish.com and communication tools have been created to develop the program. A dedicated app has been launched this spring 2018. The Mr.Goodfish app makes it easier to get the recommendations for sustainable seafood, get informed about events and locate or share businesses that serve sustainable seafood recommended by Mr.Goodfish.