

## M&S launches interactive sourcing map for wild and farmed fish

UK retailer Marks&Spencer (M&S) has launched an interactive map that shows customers and stakeholders where every type of fish or seafood it sells is either caught or farmed.

The website includes information on the capture or farming method and sustainability information for every fishery or farm. A total of 47 different species (every type M&S sells, including fish or shellfish used as an ingredient in products like sandwiches, salads and prepared meals) are plotted on the map as well as 71 fisheries and 29 different sourcing countries.

For the UK, the map shows that M&S suppliers fish for 16 species in UK waters including herring, monkfish, plaice, lemon sole, haddock, brill, hake and mackerel. Four different fish are farmed in the UK: rainbow trout, salmon, blue mussels and rock oysters.

“We know how much our customers care about responsible fishing. We wanted to share with them all the data we have on where our fish comes from and how it is caught,” pointed out Hannah Macintyre, M&S’ Marine Biologist.

“It’s a great step for M&S to be increasing transparency in this way and showing how the fisheries they source from are improving,” points out Clarus Chu, WWF’s Seafood Manager

In his view, all businesses need to take a responsible approach to seafood sourcing in order to protect and restore the precious oceans.

For wild caught fish, the map shows the location of where the fish or seafood is caught by country, the catch method used and whether the fishery is certified or, if not, details of the improvement work taking place.

For farmed fish, the map shows the location of the farm by country and region, the farming method, M&S Select Farm status and whether the farm is third party certified.

All the wild fish M&S sells is either certified sustainable (86 per cent to a GSSI recognised standard), engaged in a FIP (Fishery Improvement Projects) or working



with WWF for improvement. M&S also works with WWF to risk assess its sourcing choices.

M&S is a signatory to and supporter of the Sustainable Seafood Coalition Responsible Sourcing Codes, the Global Ghost Gear Initiative, International Pole and Line Foundation, Fisheries Innovation Scotland, the Global Sustainable Seafood Initiative and the Seafish Responsible Fishing Scheme.

Lien de la carte :

<https://interactivemap.marksandspencer.com/?sectionPID=5b55ade1c6fe1b7a005067aa>

**Lien article :** <https://fis.com/fis/worldnews/worldnews.asp?l=e&id=99674&ndb=1>

