

Mr. Goodfish, a sustainable seafood consumption programme

Huron Florence¹, Stephano Angelini², Paco Franco Del Amo^{3,4} and Philippe Vallette¹

¹ Nausicaa, Centre National de la Mer, Boulevard Sainte-Beuve, BP 189, 62200 Boulogne sur Mer, France
E-mail: mrgoodfish@nausicaa.fr

² Acquario di Genova, Costa Edutainment SP.A., Area Porto Antico, Ponte Spinola, 16126 Genova, Italy

³ Aquarium Finisterrae, Paseo Maritimo, La Coruna, Spain

⁴ World Ocean Network, Avenue Louise 89/7, 10580 Brussels, Belgium

The Mr.Goodfish programme has been launched under the umbrella of the World Ocean Network (WON) in France, Italy, and Spain in 2010. Its aim has been to better manage seafood resources and to secure the sustainability of fishes, crustacean and shell stocks, by helping aquarium visitors and general public to choose their seafood smartly. It targets the whole chain of custody from fishermen, the intermediaries such as wholesalers, fishmongers, restaurant owners to direct consumers, and addresses them with a wide range of activities, events and messages. While doing so, it endorses an exclusively positive approach to seafood production, purchase and consumption patterns and promotes non-endangered or less consumed species that can be eaten with no pressure on fish stocks. Every three months, in 3 countries, scientists, representatives of fisheries and seafood distribution sector, restaurant owners and consumers meet to establish sustainable seafood lists that contain suggestions for consumers and that are widely published.

Mr.Goodfish has received strong media attention including 770,000 web pages read of www.mrgoodfish.com, 403 newspaper articles, 34 TV shows and 96 radio shows and many awards (e.g. a prize from the Ministry of Ecology, the ESSEC Grand Prize for sustainable distribution and the Crédit Coopératif Foundation's Social Economy Initiative Award.) The programme is expanding rapidly across 3 countries with new partnerships and members: aquariums, consumer associations, professional organizations, wholesalers, restaurants, fishmongers and environmental networks. Mr.Goodfish has been endorsed by the French Ministry of the Environment and the European Commission.