



European
Commission

DID YOU KNOW?

Europeans eat **23.1kg of seafood per person per year**, varying from 5.3 kg per person in Hungary to 56.7 kg in Portugal.

Three quarters of EU fish or seafood consumption is from wild fisheries with a quarter coming from aquaculture.

Although there are more than 20 species of seafood widely available in Europe, **42% of consumption targets only six** of them: tuna, cod, salmon, pollack, herring and mussel.

In Europe we import more fish than we produce.

Local, fresh products **support local fishermen** and avoid transport, processing and storage costs.

Find out more on:

INSEPARABLE

<http://ec.europa.eu/fisheries/inseparable/en>
<http://ec.europa.eu/fisheries/inseparable/en/farmed-eu>

Website available in 24 official EU languages



What you can find on the website:

RESOURCES BY COUNTRY
CONSUMER GUIDES
TESTIMONIALS FROM CAMPAIGN SUPPORTERS
VIDEOS
FREQUENTLY ASKED QUESTIONS
FACTS AND FIGURES



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Maritime Affairs
and Fisheries

As consumers we have the power to change things.

What we buy and how we consume our fish has an impact on what is produced and how.

Sustainable fish comes from stocks not over exploited by fishing. The Inseparable campaign wants to make it easier to make sustainable choices. Because every small step we make will help future generations to have the same love story we have with our fish today.

Make a difference by eating, buying, or selling sustainable seafood and help ensure future generations can be as Inseparable from the sea as we are today.



Julien Mahieu
Seafood Manager, Delhaize

We are confident sustainable seafood is an issue our customers expect us to tackle... mainly because it's the right thing to do.



Nicolas Guichoux
Marine Stewardship Council

If we don't look at the sustainability of wild fish now, we will have serious problems in the future.



Easkey Britton
Researcher Too Big To Ignore

There is a real need to re-establish our connection to local fisheries, to celebrate small-scale producers...



Nils Egtermeyer
Jellyfish restaurant

People should make sure that their fish is caught or farmed in a sustainable way.

eat

- ▶ Swap your usual choice to sustainable fish, such as choosing haddock or horse mackerel
- ▶ Try lesser-known species such as leerfish and bonito
- ▶ Make sure the fish on your plate has the legal minimum size
- ▶ Include sustainably farmed fish in your diet, such as rainbow trout or clams

buy

- ▶ Find out what species are sustainable and make your own judgements
- ▶ Insist on sustainable products whenever you buy fish
- ▶ Ask questions about the fish from your fishmonger or check the label
- ▶ Make different choices and experiment with new fish species

sell

- ▶ Source from sustainable stocks and secure your market future
- ▶ Inform your customers about how you sell, where and who you buy from
- ▶ Inspire customers by offering lesser known fish that are not over-exploited