

# CREED

THE FOODSERVICE COMPANY

## Sustainable Seafood

### So... what is sustainability?

*"Development that meets the needs of the present without compromising the ability of future generations to meet their own needs"*

We are at a time of environmental uncertainty and the responsibility for reducing waste, sustainable living and the impact of our consumption is weighing heavily on our shoulders. The act of sustainable living is up by 69% on last year due to an increased awareness from media outlets and the 'Attenborough effect'.

The concern for sustainable lifestyles is felt by all, but this is especially prevalent with the younger demographic. This generation is demanding change, as an uncertain future for themselves and their children draws closer. 72% of Generation Z (10-24-year olds) are willing to pay more for sustainable products, with 85% of all consumers expecting companies to invest in sustainability.

### 92% OF CONSUMERS SAY THEY ARE TRYING TO LIVE MORE SUSTAINABLY

When looking at the seafood category around the world there are serious concerns facing sustainability. Fish stocks are facing depletion causing popular species to be removed from UK menus. The United Nation's Food and Agriculture Organisation (FAO) has warned that 90% of global fish stocks are now "fully exploited, overexploited or depleted". Having the provenance knowledge or understanding when selecting seafood is important and having the reassurance of a globally recognised certification is essential.

### Marine Stewardship Council (MSC) explained...

ENJOY THE  
SEAFOOD  
YOU LOVE  
TODAY, TOMORROW  
AND ALWAYS



#### Who is the MSC?

The Marine Stewardship Council (MSC) is an international non-profit organisation that recognises and rewards efforts to protect oceans and safeguard seafood supplies for the future. By championing sustainable fishing practises, the MSC aims to transform the seafood market to a sustainable base.

#### Where can the MSC mark be found?

The blue fish label is only applied to wild fish or seafood from fisheries that have been certified to the MSC Fisheries Standard. Each MSC certified fishery has been independently assessed on its specific impacts to wild fish populations and the ecosystems that they are part of.

#### Why be certified to the MSC?

The MSC certification affirms that a fishery is well-managed and is sustaining resources and livelihoods for future generations. The mark is the world's most recognised benchmark for sustainability.

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## A few facts...



In 2019, consumer spend in seafood OOH was valued at £4.8bn



Socialising is the most important motivation when choosing to consume seafood OOH



Seafood accounts for 8% of the total OOH spend



Seafood appetisers and ethnic dishes are trending



Sushi is the fastest growing seafood dish on the UK menu



Top seafood flavours are, garlic, tomato and chilli

# Top Products



Young's MSC The Ultimate Fish Fingers  
730260/1x120x30g



Young's MSC Jumbo Battered Alaska Pollock Fish Finger  
737230/1x36x71g



Young's MSC Battered White Fish Skinned & Boned  
730710/1x24x125g



Young's MSC Minced Cod Fish Finger  
727250/6x60x25g



Young's MSC Small Battered Cod Fillets Skinless & Boneless  
730680/1x24x100g



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