



SUPERMARKET SURVEY



Teacher resources - Activities



Image credit: Youjeen Cho



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SUPERMARKET SURVEY

Focussing Question

What does the Marine Stewardship Council blue fish tick mean?

You will need

- Copies of supermarket survey
- Clipboard
- Pen
- Explanation card
- Or, access to supermarket online store websites

Did you know?
Today, over 15% of
fisheries catch is
MSC-certified!

Instructions

Activity 1: Survey (30-60 minutes)

1. With a buddy or with family as a homework activity, take a clipboard and the supermarket survey sheet and visit a local supermarket! Use the card to help explain your task if anyone asks (Note: If a visit to the supermarket isn't possible then you can use a supermarket online store, or have them do a pantry and freezer survey at home!)
2. Complete the top part of the survey sheet with name(s), the date and time and the name of the supermarket (see the example below).
3. Look around for fish and fish products (including tinned fish, frozen fish products and fresh fish). There is a column for flavour varieties to avoid spending hours recording many different flavour varieties of the same product!
4. Record findings on the table.

Activity 2: Class Work (30-60 minutes)

5. Bring the survey sheet to school for analysis, comparison and graphing.
6. Create a simple graph to compare the number of Marine Stewardship Council Blue Label products that were found with the number of products that came from non-certified sources.



SUPERMARKET SURVEY SHEET



Your name(s):	Date & time:	Name of Supermarket:
Michael Parker & Susan Abrahams	Thursday 4th June 2020, 6pm	Woolworths, Illawarra Rd, Marrickville

EXAMPLE:

Company or brand	Product name & description eg. flaked tuna	Fish species and country of origin	Product category 1. Tin 2. Frozen 3. Fresh 4. Other	# of different flavour varieties	MSC Blue Fish Tick label ✓
John West	Mackerel Fillets	Scottish mackerel (Atlantic mackerel)	1	2	✓
Goolwa Pipi Co.	Cooked pipis	Australian pipi	4	1	✓

Explanation Card

Hello! We are from _____ School and are currently studying sustainable fisheries. We have been learning about overfishing and work of the MSC (Marine Stewardship Council) who certify fisheries as sustainable. We are doing a supermarket survey to look at how many fish products have the MSC (Marine Stewardship Council) Blue Label. This label shows that the fish product comes from a sustainable fishery.





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