



A BETTER STANDARD FOR OUR PLANET



# SUPER SEAFOOD

Healthy, sustainable,  
and affordable  
seafood for all.

## REPORT

18 March 2024



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# THE ROLE OF SEAFOOD TO FEED A GROWING WORLD POPULATION



# HEALTHY DIETS, HEALTHY PLANET

Food is the single strongest lever to optimize human health and environmental sustainability on Earth according to The United Nations Food and Agriculture Organization.



“Solutions that recognize the linkages among food, agriculture, biodiversity, and climate change can contribute to food security and enable healthy diets for all, ensuring that no one is left behind. Our agrifood systems are threatening both people and planet.”

“Action is urgently needed to shift production methods to maximize sustainability considerations together with shifting consumption patterns towards healthy diets from sustainable agrifood systems. Shifts in production and consumption patterns can significantly contribute to reducing the costs associated with unhealthy diets and climate change by 2030.” (WFF, 2022)



# THE BLUE TRANSFORMATION

The Blue Transformation is a United Nations initiative to realise the potential of the ocean in supporting global food security.

“The ocean covers 70% of our planet, but currently provides only 5% of our food.”

UN Food Systems Summit 2021

One of the key effects of an expanding population is a decrease in food security; access to enough healthy food. An important component of food security is sustainability – we can't just feed everyone until resources run out.



820 million people lack sufficient food while a third of people globally are overweight or obese. (WHO, 2019)

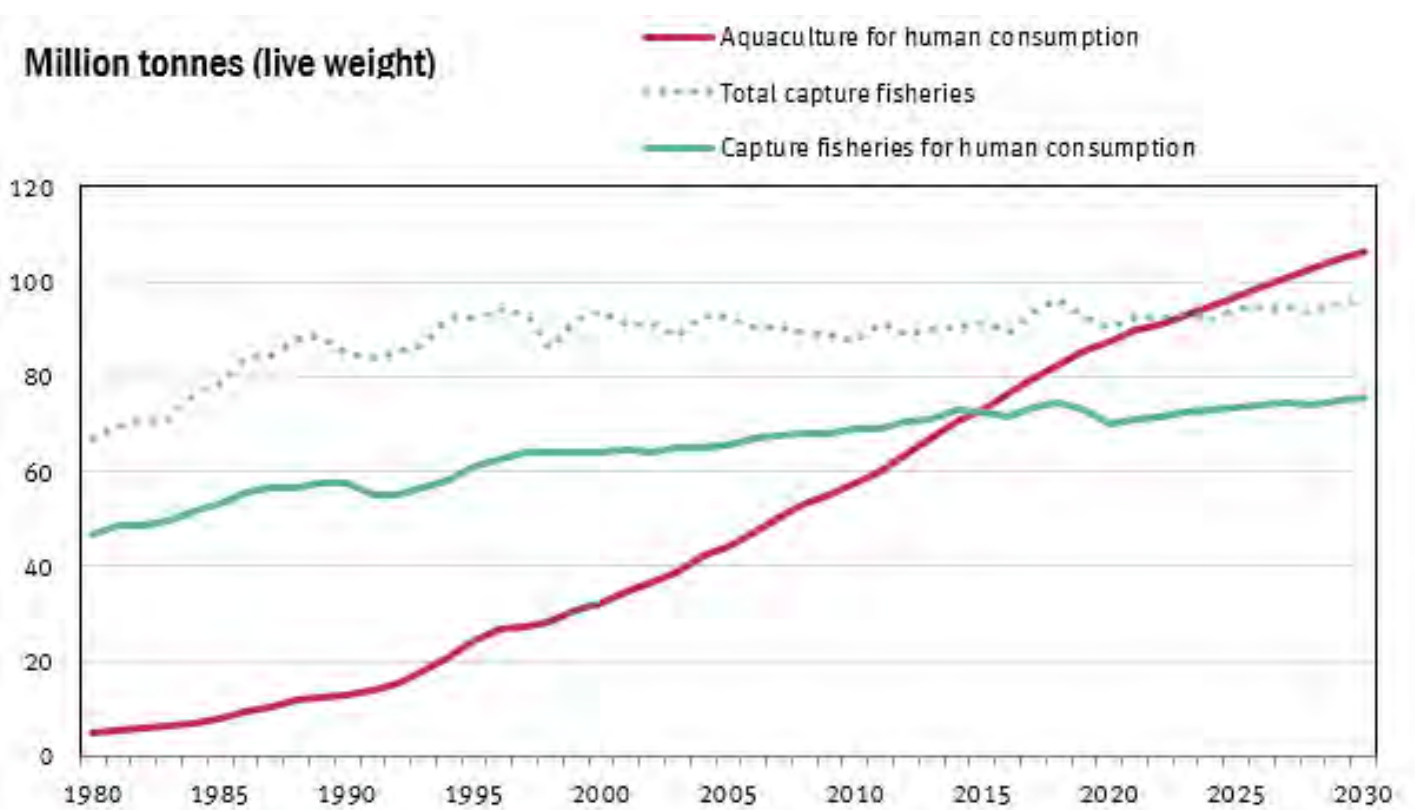


# SEAFOOD CONSUMPTION SET TO DOUBLE BY 2050

The global consumption of seafood is projected to double from 2015 levels by 2050 (Naylor et al, 2021).

With over 50% of the world's seafood being farmed now, aquaculture will have an increasingly important role to play, but wild capture fisheries are also vitally important.

If all fishing was sustainable, then 72 million more people could have their protein needs met (MSC, 2021)



Total fisheries and aquaculture production (excluding algae) is expected to expand further and reach 202 million tonnes in 2030 (UN FAO, 2022).



# THE BENEFITS OF AQUATIC FOODS

Aquatic foods are those we get from water: fish and seaweed (algae). This means those we harvest from oceans, rivers and lakes as well as those that are farmed (aquaculture).

## NUTRITION

Some 3.3 billion people get at least 20% of their animal protein intake from fish. In some countries, small pelagic fish like sardines provide the most affordable form of protein.

The foods we take from the water possess a diverse range of important nutrients and could help alleviate malnutrition. These foods make up a diverse group, with over 2,200 wild caught species and 600 farmed.

## LIVELIHOODS

Blue foods are among the world's most traded commodities, providing livelihoods for an estimated 800 million people in total.

## THE ENVIRONMENT

Fishery production produces much lower CO2 emissions than most meat production and uses no land and virtually no fresh water. (Oceana, 2021)





# THIRD-PARTY CERTIFICATION AS A DRIVER FOR CHANGE





# SEAFOOD PRODUCTION COMES WITH CHALLENGES

Many of us enjoy eating fish. It's a healthy, nutritious, and affordable protein for our world's rapidly growing population.

However, more than one-third of fish stocks are estimated to be fished at unsustainable levels, and with the global human population set to reach 10 billion by 2050, the need to harness our natural resources responsibly is more urgent than ever.

Billions of people depend on seafood for their livelihoods and; for many, it is their primary protein source.

Overfishing is a major global challenge that threatens ocean wildlife, livelihoods, and seafood for future generations.

Meanwhile, the rapid growth of aquaculture has led to badly managed fish farms, water pollution, damage to local environments and poor working conditions.



# BETTER STANDARDS FOR OUR PLANET

The [Aquaculture Stewardship Council \(ASC\)](#) and the [Marine Stewardship Council \(MSC\)](#) share a common heritage and vision that global seafood supplies should be sustainable, responsibly managed and supported by secure supply chains.

The ASC sets standards for responsible aquaculture and the MSC's focus is the sustainable capture of wild seafood.

The ASC and MSC programs are globally recognised as the world's most credible, science-based standards for sustainable and responsible seafood and are both aligned with the UN SDGs.

Building on each other's expertise, the ASC and the MSC are working together for healthy lakes, rivers and oceans and helping to secure the livelihoods of those who depend upon them.



**SUSTAINABLE DEVELOPMENT GOALS**

The UN Sustainable Development Goals (SDGs) are 17 goals to end poverty, protect the planet, and ensure prosperity for all. The ASC and MSC contribute to multiple SDG's.



# CERTIFIED SEAFOOD

When you see the green ASC label or blue MSC label on a product, you can be sure it comes from an ASC-certified responsible farm or an MSC-certified sustainable fishery.

By managing our fisheries and farms better, a greater quantity of healthy fish and seafood would support more nutrient-rich diets, helping to prevent deficiencies in important nutrients such as zinc, calcium, iron, and vitamin B12.



Responsibly farmed seafood minimises environmental impacts and protects workers' rights and local communities.

Look for the ASC label on farmed seafood.

Wild-caught, sustainable seafood is caught in a way that means there's plenty more fish in the sea now and in the future.

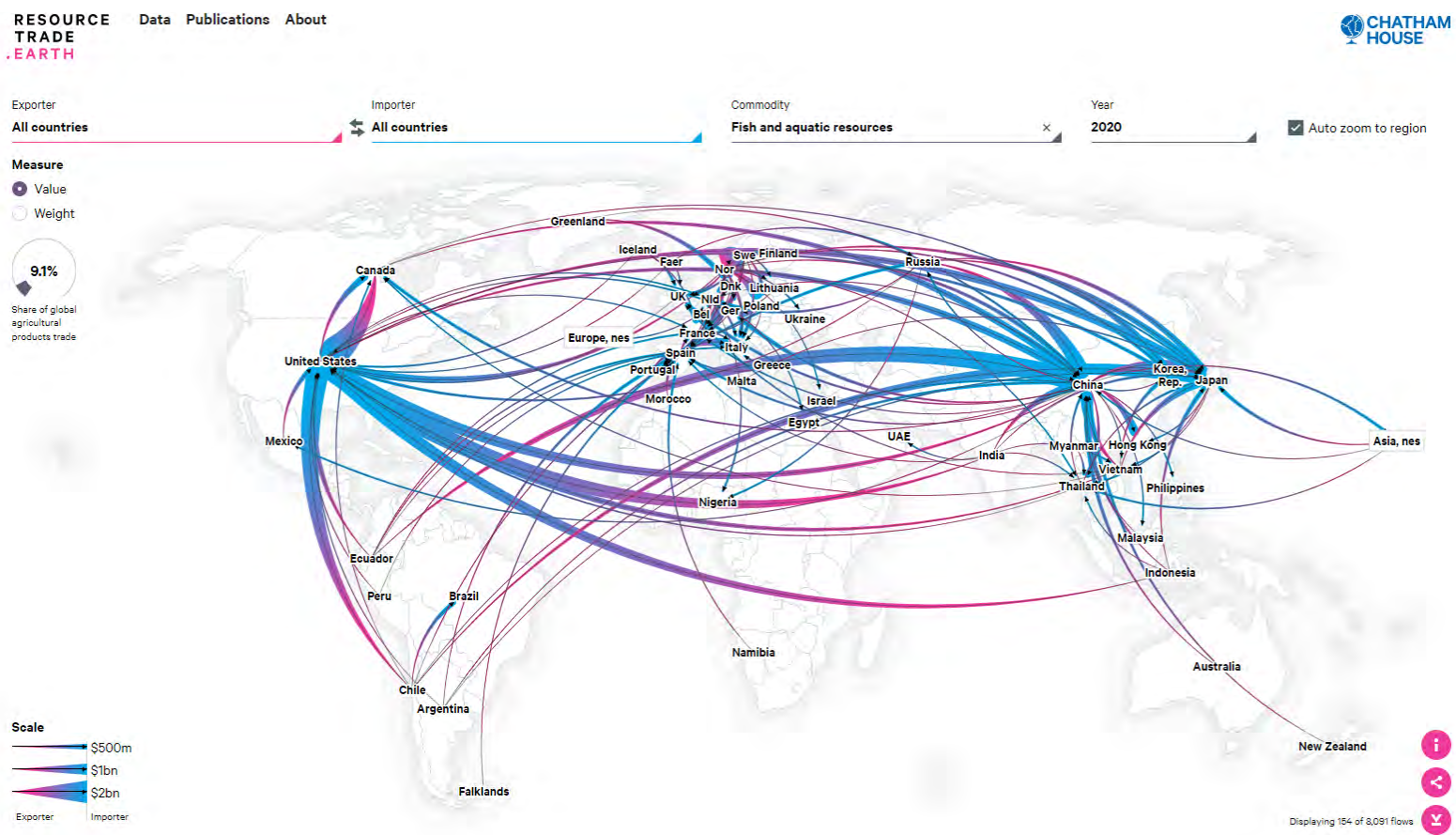
Look for the MSC label on wild-caught seafood.



# AN UNBROKEN CHAIN OF CUSTODY

Seafood products can pass through long, complex supply chains between the ocean and reaching consumers. At each stage, there is a risk that products will be mislabelled or that products from an MSC-certified fishery or an ASC-certified farm will be mixed up with non-certified products.

Certification to the Chain of Custody Standard ensures an unbroken chain where certified seafood is easily identifiable, separate and can be traced back to another certified business.



# ENSURING CLAIMS ARE CREDIBLE

According to ISEAL, the global membership organisation for credible sustainability standards, credible claims are clear, accurate, relevant, and backed up by transparent and robust systems.

The Australian Competition and Consumer Commission (ACCC) has released eight principles to guide businesses' environmental claims. This provides clear guidance for businesses to support credible claims.

## CLAIM VERIFICATION RANKED FROM LEAST TO MOST ROBUST:

**Claim is not verified:** This is where no benchmark or measurement is made, such as “We care about the ocean.”  
Or “Planet-friendly” OR “Ocean-friendly.”

**Self-assessed:** This mostly includes claims and logos made by the brand or retailer, such as “All our seafood is responsibly sourced.”

**Interested party verified:** This is where an interested party, such as a trade body, makes a blanket claim, such as “All Australian fisheries are sustainable.”

**Third-party verified:** This is where a claim from an independent third party is used, such as “This product comes from a farm that has been independently certified to the ASC's standard for responsibly farmed seafood. [www.asc-aqua.org](http://www.asc-aqua.org)”





# AUSTRALIAN SEAFOOD CONSUMER INSIGHTS



# YOUGOV CONSUMER RESEARCH

To understand better what Australians are thinking when it comes to buying seafood, we commissioned YouGov to ask a nationally representative sample of 1,048 Australians aged 18 years and older the following questions about seafood shopping habits.

This study was conducted online between 12–14 February 2024.

YouGov designed the questionnaire in collaboration with the ASC and MSC. Following the completion of interviewing, the data was weighted by age, gender and region to reflect the latest ABS population estimates.

# YouGov®



# AUSSIES ARE NOT EATING ENOUGH SEAFOOD

Globally, 38 million people are missing out on healthy levels of essential Omega-3 fatty acids (DHA & EPA), mainly found in seafood (MSC, 2023).

While 90% of Australians claim to eat seafood, we're not eating enough of it.<sup>[1]</sup>

Data from a 2023 YouGov survey shows that over half of Australian adults (55%) eat less than the government's recommended guideline to eat fish twice a week or more.<sup>[2]</sup>

Almost one in three (31%) eat less than one serving of fish per week, including over one in eight (13%) that don't eat fish.<sup>[2]</sup>

## YOUNG PEOPLE EATING LESS FISH

Three in five (60%) of Gen Z eat one or less servings of fish per week, including over a fifth (22%) who claim not to eat fish.<sup>[2]</sup>

Only two in five of Gen Z (40%) eat the two or more recommended servings of fish per week.<sup>[2]</sup>

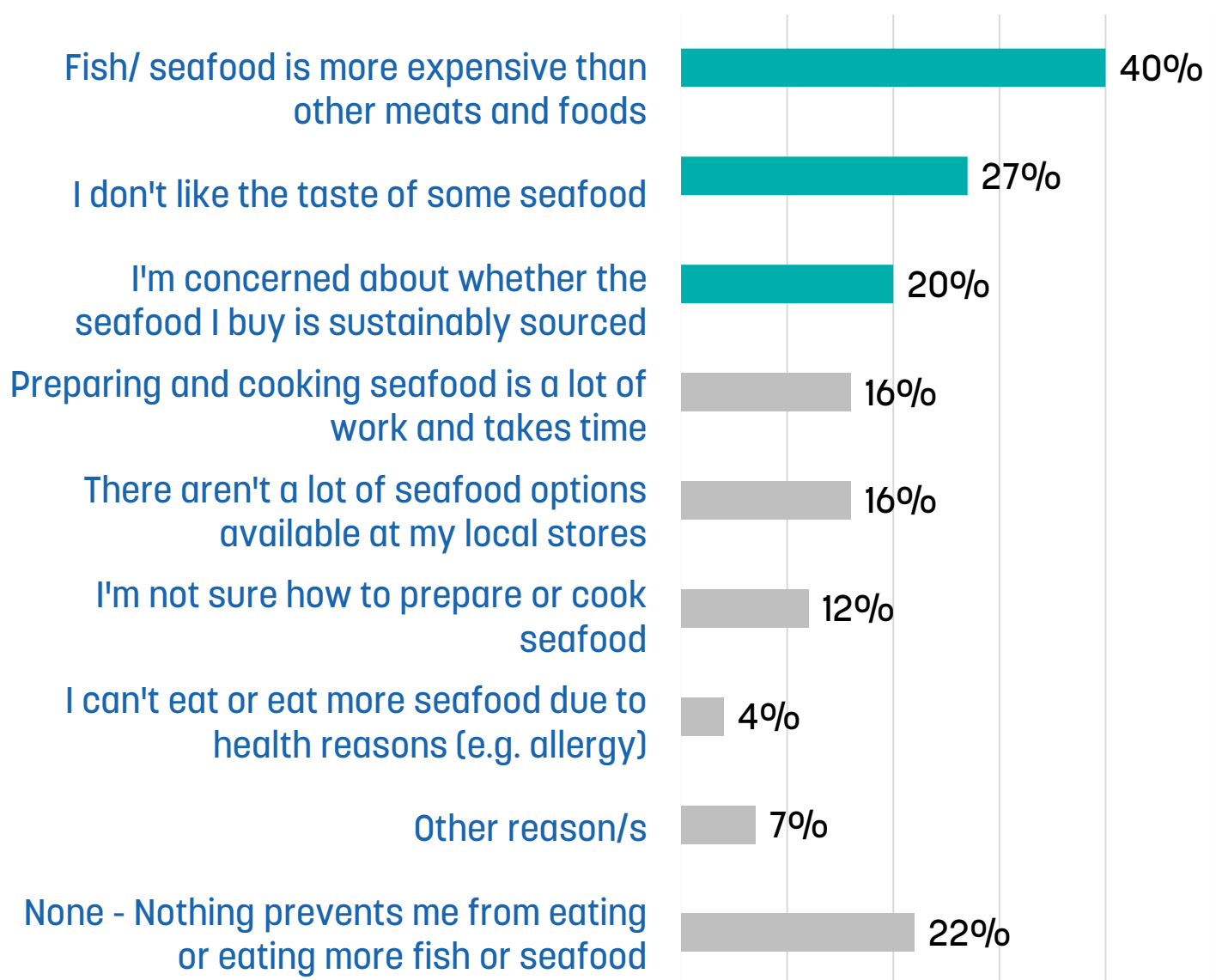
<sup>[1]</sup> Online survey conducted by YouGov between 12-14 February 2024, sample n=1048 Australians 18+ nationally representative. <sup>[2]</sup> Online survey conducted between 1-4 June 2023, sample n=1023 Australians 18+ nationally representative.





# BARRIERS TO EATING SEAFOOD

Despite the many affordable, healthy and sustainable options offered by canned and frozen seafood, the recent 2024 YouGov survey reveals that the top barriers to eating more seafood include price, taste, and environmental concern, suggesting that canned and frozen seafood is often overlooked.



Q3. Which of the following, if any, prevents you from eating or eating more fish/ seafood?  
N= 1,048 Australians 18+. Online survey conducted between 12th-14th February 2024.



# TASTE AND EFFORT AN ISSUE FOR YOUNGER PEOPLE

Gen Z is the generation most likely to say not liking the taste of some fish/ seafood is a barrier to them eating/ eating more seafood (41% compared to Millennials: 26%, Gen X: 24% and Baby Boomers: 25%).

Gen Z and Millennials are more likely than the older generations to cite preparing and cooking fish/ seafood being a lot of work and taking time as a barrier (29% and 23% compared to Gen X and Baby Boomers: 9% each, respectively).

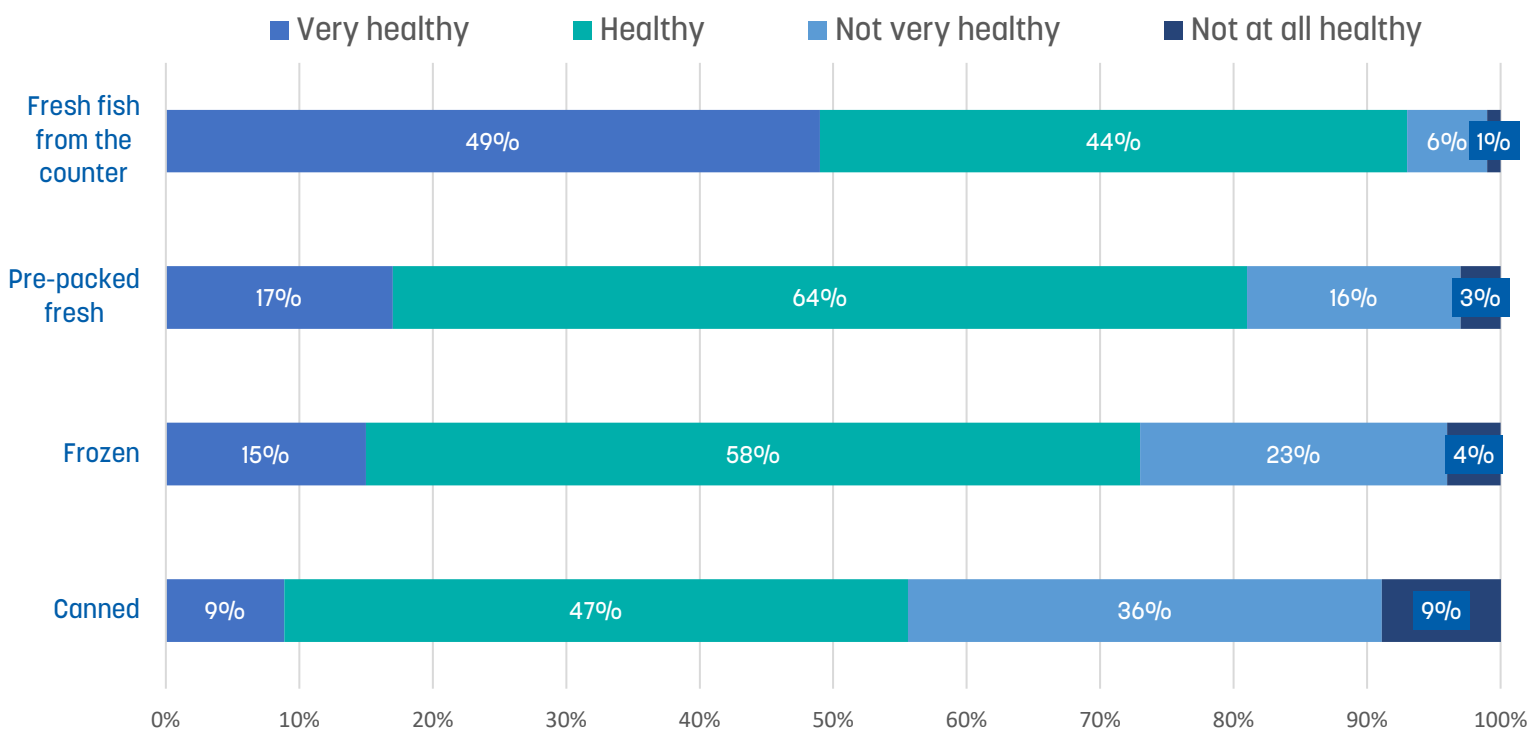


# CANNED AND FROZEN SEEN AS LESS HEALTHY

Despite most frozen fish being snap frozen and canned fish typically containing micronutrients not found elsewhere, Australians believe canned and frozen is less healthy when compared to fresh fish.

Younger generations are more likely to think that canned seafood is not very or not at all healthy (Gen Z 56%, Millennials: 52% compared to Gen X: 41% and Baby Boomers: 36%).

Gen Z is the generation most likely to hold the view that frozen seafood is not very or not at all healthy (44% compared to Millennials: 29%, Gen X: 27%, Baby Boomers 18%).



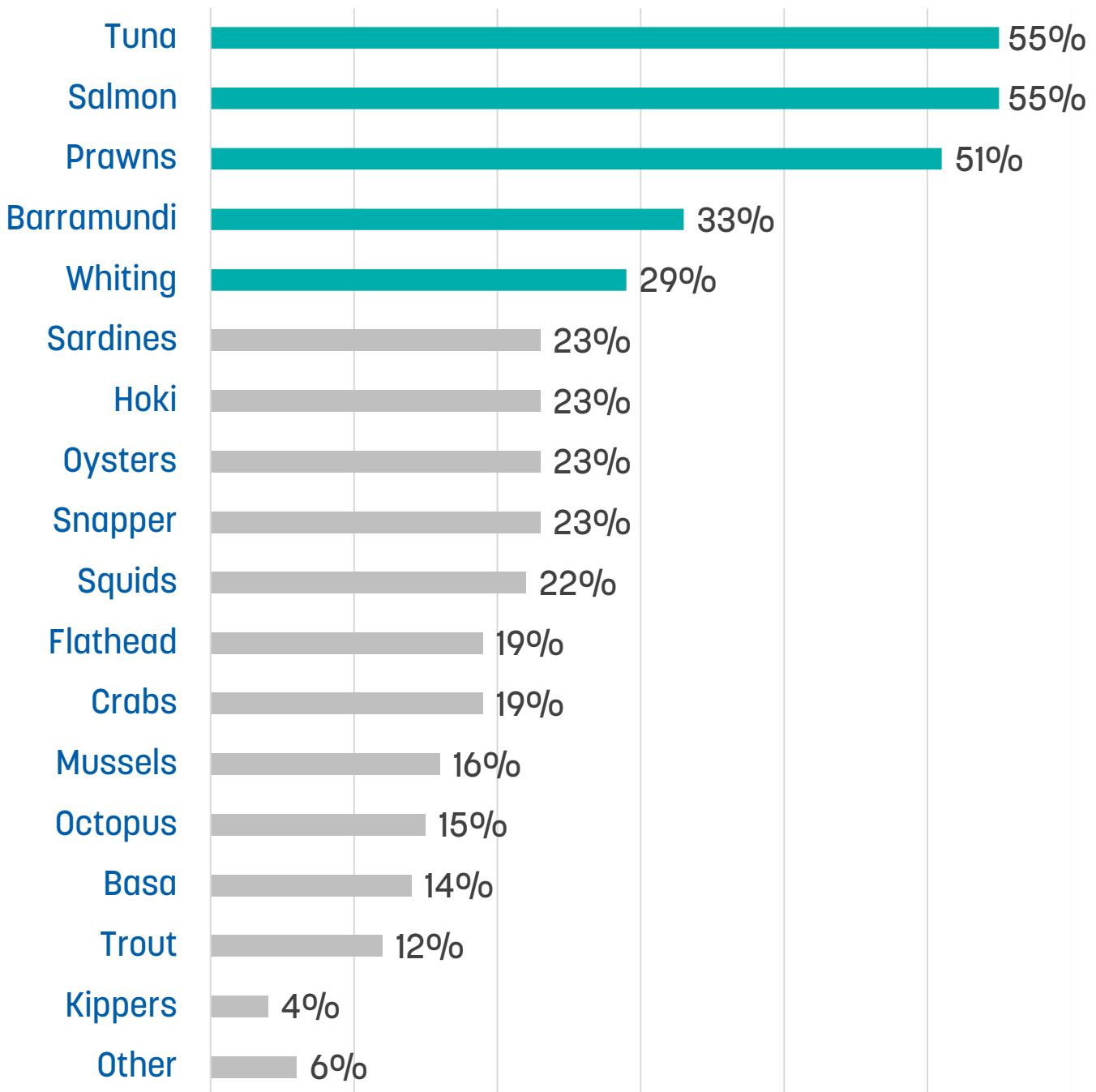
Q1. How healthy do you think the following type of seafood is?

N= 1,048 Australians 18+ Online survey conducted between 12th-14th February 2024



# OUR FAVOURITE SEAFOOD REVEALED

The survey found that Australian's top five favourite seafoods are tuna, salmon, prawns, barramundi and whiting, suggesting we could be more adventurous with our seafood palette.



Q2. Which of the following species of fish/ seafood, if any, do you often eat?  
N= 1,048 Australians 18+. Online survey conducted between 12th-14th February 2024





# DR JOANNA MCMILLAN'S TOP EIGHT "SUPER SEAFOODS"



# WHAT IS SUPER SEAFOOD?

Seafood is widely considered a nutritious protein source and is generally low in cholesterol. Fish are rich in vitamins and minerals such as zinc, iodine, potassium, and vitamin B.

Super Seafood is certified to the world's best seafood standards for people and the planet. Shoppers just need to look for the green ASC and blue MSC labels to be sure.

CHOOSE  
**SUPER**  
SEAFOOD

LOOK FOR



# DR JOANNA MCMILLAN

A PhD-qualified nutrition scientist and accredited practising dietitian, Dr Joanna McMillan is one of Australia's favourite and most trusted health & wellbeing experts.



# CANNED AND FROZEN SEAFOOD



A key focus for me is to help people to follow more sustainable diets while looking after their nutrition at the same time. Most seafood hits the mark nutritionally, providing key nutrients, including many that are often low in typical Western diets, such as long-chain omega-3 fats, iodine, selenium, and vitamin D. But when choosing seafood, we also want to make sure we tick the boxes for sustainability.

Two key ways to do that are by looking for the MSC or ASC labels and by ensuring we don't have any food waste.

That's where canned and frozen seafood comes in nicely. Today, seafood is snap-frozen on the day it is caught, locking in nutrients, and preserving the quality of the fish. While canning works especially well for molluscs, oily fish, and crab, making it easy to have these foods in your pantry and regularly slot them into your weekly menu. While fresh seafood is wonderful, stocking both your freezer and pantry with frozen and canned seafood awarded the MSC blue fish tick or ASC tick for farmed seafood ensures your choices will nourish you while also looking after our oceans and waterways.





# KIPPERS (MSC-CERTIFIED)



I have to choose kippers as a favourite as they remind me of my Scottish homeland, where they are often served for breakfast.

Herrings are oily fish, and therefore, kippers are high in long-chain omega-3 fats, especially DHA, which concentrates in the brain, contributing to brain health and function. You'll also get excellent doses of iodine, vitamin D, vitamin B12, selenium and phosphorus. And, of course, protein!



	Per 100g
Energy	1040kJ
Protein	18.6g
Fat, total	19.5g
- Saturated	6.0g
- Monounsaturated	6.1g
- Polyunsaturated	7.0g
- Of which omega-3	4770mg
Carbohydrate	0g
Sodium	424mg

Nutrition data based on the product shown

Only 4% of Australians claim to eat kippers often.

**LOOK FOR THE  
BLUE LABEL**



# KIPPERS (MSC-CERTIFIED)



Kippers are just herrings that have been butterflied, the bones removed, salted, or brined and then smoked. This process gives them their distinctive, gorgeous smoky flavour. It does mean they are higher in salt, so just ensure you are not adding more salt to your meal.

Try having kippers the Scottish way with poached eggs for breakfast... I like to add wilted spinach, asparagus and/or mushrooms and wholegrain sourdough toast.



# MUSSELS (ASC-CERTIFIED)



I have always been a huge fan of mussels both from a taste and nutrition perspective.

They are terrific sources of protein, are some of the best sources of iron, zinc and iodine, as well as selenium, riboflavin and significant omega-3 fats. And they are some of the easiest forms of seafood to farm with very low, and often positive, impact on the environment.



Only 16% of Australians claim to eat mussels often.

	Per 100g
Energy	438kJ
Protein	16g
Fat, total	2.3g
- Saturated	0.37g
- Monounsaturated	0.2g
- Polyunsaturated	0.79g
- Of which omega-3	614mg
Carbohydrate	4.7g
Sodium	353mg

Nutritional information from the Australia database for steamed mussels

**LOOK FOR THE GREEN LABEL**



# MUSSELS (ASC-CERTIFIED)



Canned mussels with the ASC logo are your go-to for one of the most nutritious and sustainable seafoods you can get.

My favourite way to eat them is tossed through pasta with white wine, garlic, cherry tomatoes, chilli & spinach. Could there be an easier, quick, mid-week dinner?!



# SARDINES (MSC-CERTIFIED)



Sardines are one of the top sources of long chain omega-3s.

These are not just anti-inflammatory throughout the body; they concentrate in the brain where they play a key role in both brain function and long-term brain health.

Sardines also provide vitamin D, not found in many foods, vitamin B12, niacin and selenium.



	Per 100g
Energy	1250kJ
Protein	21.1g
Fat, total	23.9g
- Saturated	5.3g
- Monounsaturated	14.7g
- Polyunsaturated	3.7g
- Of which omega-3	2410 mg
Carbohydrate	0.2g
Sodium	362mg

Nutrition data based on the product shown

23% of Australians claim to eat sardines often.

**LOOK FOR THE BLUE LABEL**



# SARDINES (MSC-CERTIFIED)



Standout is their calcium content, which comes from the fact they you can eat their soft bones (when canned).

This is especially good for those who are dairy-free, so be sure to eat the whole intact fish! Try lightly chargrilling or barbequing the canned sardines and serving on wholegrain sourdough toast drizzled with extra virgin olive oil and top with a salsa of red onion, garlic, chilli, lemon juice and parsley.



# OYSTERS (ASC-CERTIFIED)



Oysters are royalty when it comes to zinc. They top the food charts hands down. And zinc is a key nutrient for tip-top immune function, for healing and healthy skin, to enable you to taste and smell, and gents, if you're aiming to be a father, adequate zinc is a must!

Plus, like mussels, they are relatively easy to farm with minimal impact on the environment. These are foods that are definitely on the menu of the future. It's a shame we think of them mostly as an elegant starter when eating out, not as a core food.



	Per 100g
Energy	287kJ
Protein	7.1g
Fat, total	2.5g
- Saturated	0.6g
- Monounsaturated	0.3g
- Polyunsaturated	0.7g
- Of which omega-3	489mg
Carbohydrate	4g
Sodium	112mg

Using U.S. nutrition data

23% of Australians claim to eat oysters often.

**LOOK FOR THE GREEN LABEL**



# OYSTERS (ASC-CERTIFIED)



I think many of us are worried about buying and eating them raw at home. This is where canned oysters step up perfectly. They are already cooked, so you use them a little differently from those you buy and eat raw.

But versatility is the name of the game here. You can pop them into chowder-style soups, whip them up into creamy dips, breadcrumb, air fry them to make delicious finger food bites to have with drinks, toss them through pasta with veggies and chilli, add them to a fish pie, or as a quick Mediterranean inspired bruschetta. You'll be beautifully and sustainably zinced up!



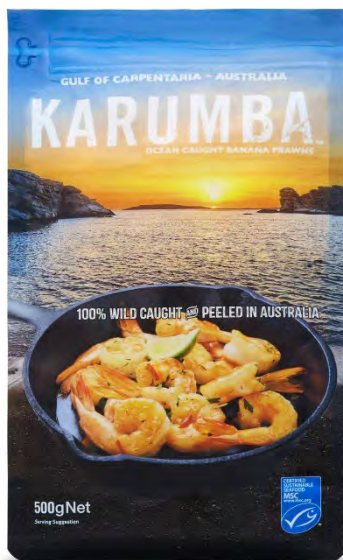


# BANANA PRAWNS (MSC-CERTIFIED)



I think the nutritional value of prawns is undervalued. They are not just a lovely treat food to have at a BBQ or when you're eating out! I always have prawns with the MSC blue tick in my freezer for easy, quick meals.

They are rich in protein and while not the highest in long chain omega-3s compared to oily fish, they are a good source. Plus, they have nutrients like choline that is essential for your brain, phosphorus for healthy bones and teeth, selenium, and vitamin E, both key antioxidants in the body and vitamin B12, almost completely found in animal foods.



	Per 100g
Energy	247kJ
Protein	13.2g
Fat, total	0.6g
- Saturated	0.1g
- Monounsaturated	0.1g
- Polyunsaturated	0.2g
- Of which omega-3	102mg
Carbohydrate	0g
Sodium	509mg

Using Australian nutrition data

**LOOK FOR THE  
BLUE LABEL**



51% of Australians claim to eat prawns often.



# BANANA PRAWNS (MSC-CERTIFIED)



Prawns cook quickly and so I love them for mid-week meals that can be done in a flash.

Add them to stir-fries, salads, pasta, curry or a nasi goreng instead of chicken. And you can't go past an old school prawn cocktail!



# TROUT (ASC-CERTIFIED)



I've picked trout as one of the things that is key for so many aspects of a healthy diet is diversity and salmon has become such a go-to oily fish, we forget about gorgeous trout. Trout is a key source of long chain omega-3 fats, vitamin D, selenium, B group vitamins and it is one of the most delicious fish.

I do believe we need to be able farm fish in order to allow us all to benefit from their wonderful nutrition and taste, and the ASC tick assures us that this is being done in a socially responsible way.



	Per 100g
Energy	1205kj
Protein	17.4g
Fat, total	24.6g
- Saturated	6.2g
- Monounsaturated	9.8g
- Polyunsaturated	5.9g
- Of which omega-3	3289mg
Carbohydrate	0g
Sodium	247mg

Using Australian nutrition data

Only 12% of Australians claim to eat trout often.

**LOOK FOR THE GREEN LABEL**



## TROUT (ASC-CERTIFIED)



Frozen trout is a great way to reduce food waste and improve convenience. It also means we have access to responsibly farmed trout from other parts of the world.

If you're worried about cooking fish at home, you can't go wrong with trout parcels. Place each trout fillet on a square of foil lined with baking paper. Squeeze over lemon juice and add your choice of fresh herbs, garlic, slivered almonds, capers and/or olives. Wrap it up in a parcel and bake for 20 minutes or so until the fish is piping hot and cooked through.



# WHITING (MSC-CERTIFIED)



Like most white fish, whiting is low in kilojoules, while high in protein, minerals such as iodine and selenium, and vitamins including B12 and riboflavin.

Many of us fall short on iodine as it is low in soils and therefore low in land crops and animals. Food from the sea is key to getting enough iodine. You need it for brain and thyroid function, so your metabolism and your IQ depend on sufficient iodine!



	Per 100g
Energy	362kj
Protein	19.8g
Fat, total	0.7g
- Saturated	0.2g
- Monounsaturated	0.1g
- Polyunsaturated	0.2g
- Of which omega-3	111mg
Carbohydrate	0g
Sodium	70mg

Using Australian nutrition data

**LOOK FOR THE BLUE LABEL**



29% of Australians claim to eat whiting often.



# WHITING (MSC-CERTIFIED)



Whiting is one of the fishes of choice I'm making crumbed fish at home.

For this I defrost the fillets, coat in flour, egg, and homemade breadcrumbs (make those from your 2-day old wholegrain sourdough loaf) then fry in extra virgin olive oil.

This is fast food made healthier and cheaper at home! Serve with air fried home cut chips in their skins and tossed in extra virgin olive oil and a gorgeous mixed salad.



# BASA (ASC-CERTIFIED)



White fish like Basa may lack the omega-3 fats of the oily fish, but they are wonderful for light, protein rich dishes and they do pack a punch for B group vitamins, selenium, and phosphorus.

I always have white fish fillets in my freezer and by looking for the ASC tick logo I know I'm opting for a sustainably farmed option.



	Per 100g
Energy	332kJ
Protein	15.7g
Fat, total	1.8g
- Saturated	0.5g
- Monounsaturated	0.5g
- Polyunsaturated	0.2g
- Of which omega-3	58mg
Carbohydrate	0g
Sodium	84mg

Using Australian nutrition data

**LOOK FOR THE GREEN LABEL**



Only 14% of Australians claim to eat basa often.



## BASA (ASC-CERTIFIED)



Basa are my top choice for my potato topped fish pie. I combine the basa fillets with frozen prawns, peas, and other veggies into a light white wine sauce, top with scalloped potatoes in their skin, drizzle with extra virgin olive oil and bake until golden brown and crispy on top.

Served with a green salad this is one of my family's favourite meals.





# AFFORDABLE SEAFOOD OPTIONS



# WHERE TO BUY CERTIFIED SUSTAINABLE SEAFOOD

You'll find a wide range of ASC and MSC certified seafood in all major supermarkets.

The positive news for Australians is that there are around 400 seafood products carrying the ASC and MSC labels sold in Australia. An estimated 79% of these products are frozen and canned. The total amount of ASC and MSC labelled products amount to an estimated volume of more than 30,000 tonnes.

This is a result of growing consumer awareness and increased uptake of sustainable seafood from Australian brands and retailers, which incentivises fisheries to commit to sustainable fishing and responsible aquaculture.

## CHOOSE CERTIFIED SEAFOOD



# FOOD INFLATION AND THE COST OF SEAFOOD

According to the Australian Bureau of Statistics (ABS, 2024), "Annual food inflation eased to 4.5 per cent in the December 2023 quarter, down from 4.8 per cent in the September 2023 quarter and the peak of 9.2 per cent in December 2022.

"Inflation has eased for all food categories, with fish and seafood prices 7.5 per cent higher compared to 12 months ago."

As with anything, if demand increases and supplies dwindle, the price will increase. If we want to continue eating seafood at an affordable price in the future, we must choose certified seafood from secure supply chains.

Seafood with the ASC and MSC labels is available at a range of prices, with many affordable canned and frozen products available.

The following forward-thinking brands and retailers have a firm commitment to the ASC and MSC and offer a wide range of affordable options.





“ALDI offers a wide range of everyday affordable and accessible ASC and MSC labelled products as part of our continued commitment to ocean health.

ALDI works closely with the Marine Stewardship Council and the Aquaculture Stewardship Councils as part of our commitment to transparency. Together we are ensuring that our products meet standards for sustainable fishing. All of our fish and seafood products include labels that provide detail such as the scientific name, country of origin, area of fishery and production method so customers can be confident they are purchasing sustainable options.

As a result of ALDI’s ongoing commitment to supporting the mission of the ASC and MSC, ALDI was awarded MSC Best Sustainable Seafood Supermarket and ASC Best Responsible Seafood Retailer at the Sustainable Seafood Week Awards Australia in 2023.

Every customer that walks through ALDI’s doors can be rest assured that doing the right thing for the planet and saving money at the till, aren’t mutually exclusive. We work closely with several organisations to ensure ALDI products meet responsible sourcing requirements, meaning we can provide our customers with high quality sustainable seafood at an affordable price.”

[Responsibly Sourced Fish and Seafood at ALDI](#)





“At Coles, we value the roles the Marine Stewardship Council (MSC) and Aquaculture Stewardship Council (ASC) play in recognising and rewarding sustainable practices and supporting the choices people make when buying seafood.

Customers want to make responsible choices and understand the environmental impact of the products they purchase – and this is certainly true for seafood.

The MSC and ASC labels give our customers a well-recognised and credible reference point that what they are putting in their basket is independently assessed as environmentally responsible.

We aim to offer a range of seafood products for every occasion and price point. Our MSC-certified banana prawns from the deli provide great value and quality for our customers. Our canned offerings such as our ASC-certified Coles Smoked Oysters are both affordable and delicious and come with the convenience that canned seafood provides.

With more than 40 Coles Own Brand ASC or MSC-certified seafood products in-store, Coles customers are sure to find the certified seafood that is on their shopping list!”





**Woolworths  
Group**

“Woolworths Group is committed to improving the sustainability of seafood in our supply chain.

Ecologically responsible aquaculture is critical to reduce the environmental impacts of farmed seafood while safeguarding people and animal welfare.

A priority must be placed on fishing more sustainably to support fish stocks and marine ecosystem regeneration and to continue to provide for future generations.

MSC and ASC certification is an important part of fishery and farm efforts demonstrating sustainable operations.

For more information, please see our website:  
[https://www.woolworths.com.au/seafood.”](https://www.woolworths.com.au/seafood.)





“Birds Eye is committed to respecting the earth’s resources across the sea, land and air.

As a brand we have a focus on continuous improvement, prioritising sourcing from credible, independently certified programs, removing products from our supply chains that do not align with our values and actively promoting change in supply chains where there is currently limited demand for responsibly sourced seafood.

As a market leader, Birds Eye has a commitment to sustainable sourcing and views the ASC certification as the industry-leading ecolabel when it comes to aquaculture.

Therefore, we are proud to say that 100% of our products using Pangasius are ASC-certified.”





“At I&J, we have a rich fishing heritage. Our passion for quality seafood goes back over 100 years, and our history on the seas has given us a deep understanding and care for the future of the ocean and waterways.

We offer a wide selection of responsibly sourced fish and seafood by working with leading organisations such as MSC & ASC.

Over 90% of the Aquaculture products within the I&J range are now ASC-certified, equating to over 1,000 metric tonnes per annum.

More than half of our Wild Caught products within the I&J range are now MSC certified, and we’re continuously working to improve both these scores.

At I&J, we are committed to the future of seafood and bringing Aussies the finest catch of quality, responsibly sourced seafood at affordable prices.”





“As leaders in responsibly sourced seafood, John West cares about the future of our oceans. That's why we work with leading organisations such as MSC/ASC to help bring consumers responsible seafood choices. In fact, in the past year, the John West brand has reached 94% MSC/ASC certification across our range of 111 products, and we're constantly working to improve this score.

Known for our unparalleled responsible sourcing practices, John West is committed to using best-practice methods that reduce impacts on wildlife, including threatened species and important habitats like coral reefs and mangroves. And in instances where we can't find a responsibly sourced species, then we take action to work with fisheries to find solutions.

Here at John West, we're in constant pursuit of cutting-edge innovation, with a thirst for bringing new & exciting products to market that are responsibly sourced and MSC/ASC certified at the highest level. We're also committed to bringing the highest quality products to market, at everyday affordable prices for all Aussies to enjoy. For more information on John West's commitment to sustainability, check out <https://johnwest.com.au/sustainability>.”





“KB Seafood Company prides itself on offering a diverse range of ASC and MSC certified products.

Our inventory includes a variety of seafood options, from fish to crustaceans, all meeting the stringent standards set forth by these esteemed certification bodies. We are pleased to have 10 ASC-labelled customer-facing units and 22 MSC-labelled products in the market.

We employ several strategies to ensure affordability both presently and, in the future, including:

1. Close relationships with our suppliers to negotiate fair prices.
2. Efficient logistics and supply chain management practices to minimise operational costs.
3. Investment in research and technology to enhance production efficiency and sustainability, thus mitigating potential price increases.

By supporting sustainable fishing and aquaculture practices, we contribute to the preservation of marine ecosystems and the livelihoods of coastal communities. Moreover, offering ASC and MSC-certified products aligns with our commitment to providing consumers with high-quality, ethically sourced seafood options that promote environmental stewardship and long-term sustainability.”





# EASY & TASTY SUPER SEAFOOD RECIPES





# SARDINE BAGELS

**SERVES:** 2-3 people

**TIME:** 45 mins

## INGREDIENTS

- 2 bagels
- 1 can MSC certified sardines
- 1 cup ricotta cheese
- 2 tbsp pickles, diced
- 1 tsp capers
- 2 bunch dill, (third chopped)
- 1 tsp horseradish
- Zest and juice of 1 lemon
- 1 cup water
- 1 cup vinegar
- 1 tsp salt
- 1 tsp sugar
- Red onion, sliced
- Cucumber, sliced

## METHOD

1. In a small saucepan, combine water, vinegar, salt, and sugar. Bring to a boil, stirring until the salt and sugar are dissolved. Remove from heat and let cool slightly.
2. Thinly slice the red onion and cucumber. Place them in separate jars or containers.
3. Pour the pickling liquid over the sliced vegetables, ensuring they are fully submerged. Let them sit at room temperature for at least 30 minutes or refrigerate for longer storage.
4. In a bowl add ricotta cheese, diced pickles, capers, chopped dill, horseradish, and lemon zest and juice. Mix until well combined. Adjust seasoning to taste with salt and pepper if needed.
5. Slice the bagels in half and lightly toast them. Spread a generous amount of the sardine mixture on each toasted bagel half.
6. Top with fresh MSC sardines, pickled red onion, cucumber slices and fresh dill.

Enjoy your MSC Sardine Bagels immediately as a delicious and nutritious breakfast or lunch option!

**LOOK FOR THE  
BLUE LABEL**





# TOMATO & SMOKED GARLIC MUSSEL PASTA

**SERVES:** 2-3 people

**TIME:** 45 mins

## INGREDIENTS

- 1 cup fresh breadcrumbs
- 2 tablespoons olive oil
- 2 cloves garlic, minced
- Salt and pepper to taste
- 375g linguine or spaghetti
- 2 tbsp olive oil
- 2 cloves garlic, sliced
- 1 red chili, minced
- 2 punnets Cherry tomatoes, sliced in half
- 1 can (85g) ASC certified smoked mussels
- 1 lemon, zest and juice
- 2 tbsp chopped parsley
- Sea salt
- Black pepper

**LOOK FOR THE GREEN LABEL**



## METHOD

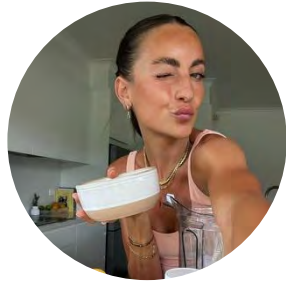
1. Add the olive oil in a big skillet on medium heat.
2. Add the minced garlic and cook for 1-2 minutes until fragrant. Then, add the breadcrumbs to the skillet and stir for 5-7 minutes or until they are golden brown and crispy.
3. Meanwhile, bring a large pot of salted water to a boil. Add the pasta and cook according to the package instructions until al dente.
4. While the pasta is cooking, heat 2 tbsp of olive oil in a separate pan over medium heat. Add the sliced garlic and minced chili and cook for 5 minutes until tender.
5. Add the cherry tomatoes to the pan and cook for 10 minutes until the tomatoes have collapsed and released their sauce.
6. Stir in the ASC smoked mussels, lemon zest, and chopped parsley. Toss until combined. Season with salt and black pepper to taste.
7. Once the pasta is cooked, drain and add it to the pan with the sauce. Toss to combine, ensuring the pasta is well coated with sauce.

Serve the Tomato & Smoked Garlic Mussel Pasta with fresh basil leaves as a garnish.



# MANY MORE EASY RECIPES

To make cooking sustainable seafood easy, we've teamed up with the following chefs and nutritionists, who will post ASC and MSC certified recipes during Sustainable Seafood Week (18-24 March). Click to view their Instagram profiles.



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