



Response to SEASPIRACY

There is no doubt that the new Netflix docu-drama 'Seaspiracy' has grabbed the imagination and hearts of millions around the world with its often shocking, and shaming, depiction of the seafood industry. Whilst it is unfortunately true that some of the issues portrayed are in urgent need of improvement, the film studiously avoids mentioning all the good work that is being undertaken around the world by governments, NGOs and indeed the industry itself. This includes fishermen, producers, retailers and suppliers. This work is being undertaken to improve fisheries and to make our oceans more sustainable, whilst ensuring that the lives of the millions who depend on seafood for both nutrition and livelihoods is maintained.

In the UK, Direct Seafoods has grown into one of the largest and most respected suppliers of seafood to the food service sector by focusing our attention on RESPONSIBLY sourced seafood. This is to ensure that our customers have a great story to tell their clientele about where their seafood comes from.

Over the years, Direct Seafoods have worked tirelessly to ensure that the Seafood we supply is responsibly sourced. This means that it either comes from third party certified farms or fisheries, or, if this is not possible, from well documented fisheries that are fully traceable from boat to plate.

As a responsible seafood supplier we have, over many years, been closely involved with a number of organisations that are working hard to improve the state of the Oceans. These include the MCS, GAA, Global GAP, MSC, ASC and many others. This is in addition to being founder members of the SSC (Sustainable Seafood Coalition) which is "a partnership of UK businesses that since 2011, have been working to ensure a healthy future for our oceans, and whose vision is that all fish and seafood sold in the UK comes from sustainable sources."

The film has done its best, by sensationalising very dramatic and disturbing scenes, to damn the whole seafood industry and try and turn people away from eating seafood which would ultimately destroy the livelihoods of millions and would make protecting the oceans even more problematic. The best solution is, therefore, to question where your seafood is coming from and to ensure that you only buy responsibly sourced seafood from a reputable supplier who can demonstrate full traceability.

Seafish, the industry body that supports the seafood sector in the UK, has published a good blog dispelling many of the myths portrayed by the film. Please read this by clicking on the link **Responding to Seaspiracy: 10 reasons to feel good about seafood in the UK**.

Direct Seafoods are proud to be involved with a number of initiatives to improve the industry including the Seafood Ethics Action Alliance which is endeavouring to improve the life of fishermen around the world and to end the evil practices described in the film.