LET THEM EAT HAKE!

Using the Media to Communicate Positive Messages on the Fishing Industry

Louise_Vaughan
Lies, Lies and Damn Statistics

British fishermen ‘dumped cod worth almost £1bn’

Pacific nations alarmed by tuna overfishing

Fish could be off the menu in 50 years

Single Dutch boat snatches a fifth of England’s fish quota

Prince of Wales launches fight to save overexploited oceans from overfishing

Environment  Fishing

EU fishing quotas defy scientific advice, say conservationists

Campaigners say agreement after two days of talks in Brussels allows for more fish to be caught than is sustainable

Only 100 adult cod in N Sea

Cod ‘will vanish in 10 years’
The Power of the Media – Hugh’s Fish Fight

PLUS,
- 870,000 signed the petition from 195 countries
- 8hrs of TV viewed by 3m people each week
- Broadcast in 28 countries
Why?

- Challenge perceptions of fishing sector
- Strong consumer angle
- Use science to confirm the choice
- Hook to talk about sustainable fishing practices
- Make it personal - one man and his boat
- Add extra ingredients to create a strong media opportunity!
The NFFO announces hake as the UK's most sustainable fish

Consumer survey into fish eating trends revealed:
• 52% eat fish at least once a week but rarely stray from the ‘big five;
• 53% had never tried hake
• Top reasons people cited for not trying alternative types of fish:
  □ 30% - retail price
  □ 24% - fish is ugly
  □ 11% - poor availability in supermarkets
• Only 6% of consumers said concerns about lack of sustainability would put them off buying fish
Creating the Dish of the Day

• Endorsement from a celebrity chef
• Think digital! Creation of videos and downloadable recipe cards
• Media day comprising:
  • Story sell in to on and offline media
  • Radio interviews
  • Hake tasting session at Soho restaurant for journalists, retailers and restaurateurs
• Event film to extend opportunities for coverage
A Good Haul

53 pieces of positive coverage
9.6 million opportunities to see/reach
Spreading Our Net Further

To encourage more of us to try Hake the NFFO has teamed up with leading seafood chef Mitch Tonks to create these downloadable hake recipes.

- Hake with Sweet Garlic and Olive Oil (1.08MB)
- Hake with Clams and Bacon (1.11MB)
- Hake with Green Sauce and Clams (1.1MB)
- Hake with Oregano and Chilli Breadcrumbs (1.1MB)
- Hake with Parsley and Creamed Kale (1.09MB)
- Hake with Salsa Verde (1.14MB)
Spreading Our Net Further

Hake with Green Sauce and Clams

The NFFO has teamed up with one of the UK’s leading chefs, Hake, to offer the ultimate range of high-quality Hake.

Sustainable Hake

- Fish stocks are closely monitored by scientists.
- Fishermen regularly work with the research institutes to ensure that the stock assessments are accurate.
- Sustainability checklist.
Reeling Them In Online

Recipe: Quick (and sustainable) Hake

The Northern Federation of Fishermen’s Organizations (NFFO), whose members fish hake in British waters and have named the fish the ‘most sustainable’, are running a campaign to get consumers eating more hake. The idea is simple: it goes as follows.

The campaign, aiming at new, young consumers, is named the NFFO, or ‘Fish to The Swing. The campaign’s ethos is that hake is the perfect fish to be enjoyed by everyone, whether you’re into fish, seafood or even meat.

Hake was named as the UK’s most sustainable fish after the NFFO published an evaluation of their stocks and their ability to support a future generation of fishing. Fisherman aim to ensure that only their own fish are eaten in the UK, highlighting their commitment to sustainability.

Add a few green onions and you’re set! This is a simple, yet delicious meal that can be made in about an hour. Serve it with a side salad or some crusty bread and enjoy the perfect combination of flavors.

Serves 4

Ingredients:
- 4 hake fillets
- 2 tbsp olive oil
- 1 onion, chopped
- 2 garlic cloves, minced
- 1 tbsp chopped fresh parsley
- salt and pepper, to taste

Instructions:
1. Heat the olive oil in a large skillet over medium heat.
2. Add the onion and garlic to the skillet and sauté until soft and translucent.
3. Add the parsley to the skillet and stir to combine with the other ingredients.
4. Add the hake fillets to the skillet and season with salt and pepper.
5. Cook for 10-15 minutes, or until the hake is cooked through.
6. Serve hot with a side salad or crusty bread.

Enjoy your perfectly cooked hake!
Reeling Them In Online

Rachel Smith @The_FoodEat 6h
This morning I met Don Trier, an entrepreneurial kind of guy, making the most of bumper hake stocks by smoking it. Yum. pic.twitter.com/WFEx3B8ZTaa

Diana Henry @DianaHenryFood 6h
@The_FoodEat Writing about hake soon in @StellaMagazine. There are good stocks these days

Rachel Smith @The_FoodEat 46m
@DianaHenryFood Have you seen the @NFFO_UK “Let Them Eat Fish” campaign? nffo.org.uk/hake_initiative...

Diana Henry @DianaHenryFood 38m
@The_FoodEat @NFFO_UK They’re the people who alerted me. So helpful!

The Sunday Telegraph

FOOD | HAKE
Sustaining and sustainable – which is exactly how Diana Henry likes her fish – hake surely deserves to appear on our menus more often

Photographs by Yuki Sagitara
Get Saucy...

• Campaign to promote the Saucy Fish Company
• Combinations aimed to reduce the fuss, mess and confusion of fish cookery
• Creative PR to build the brand
• Targeted food journalists and bloggers
• Supported by social media strategy & mealtime inspiration blog including Doctor Who takeover!
• Resulted in 23% unprompted awareness within 18 months
• Development of web based hub - 'the Dock’
• PR supported by events
• Listed among Britain’s coolest brands
A Drop In The Ocean

• Continued activity needed

• Important industry providing vital, healthy, sustainable food source

• Perceptions won’t change overnight
What Can You Do

• Join our initiative #CatchOfTheDay
• Highlighting the diversity of the UK fleet and entire industry
• Planning in early stages
• Currently looking for support of the industry
• Get involved!
Use the Media to Your Advantage!

TV chef misled viewers over our discarded catches, say fishermen

Ben Webster Environment Editor

A celebrity chef has been accused of misleading the public on the dangers of throwing back edible fish.

Hugh Fearnley-Whittingstall played a key role in bringing the issue to the attention of the European Union to implement the ban, which will be phased in from January. It will force fishermen to land all the fish they catch, rather than discarding those that are difficult to sell.

The ban came into force in January 2019, with Channel 4 of the British television programme Catching Britain, broadcast in the UK.

The ban is designed to reduce the number of fish that are thrown back into the sea and to help fishermen make a profit.

Ben Webster Environment Editor

Hugh Fearnley-Whittingstall and the Fish Fight campaign to change EU regulations

Hugh Fearnley-Whittingstall said that discarding fish was a waste of resources and a threat to the environment.

The ban is expected to save fishermen hundreds of thousands of pounds each year.

Hugh Fearnley-Whittingstall said that the ban was a step towards making fishing more sustainable and reducing the amount of waste produced.

Hugh Fearnley-Whittingstall said that the ban would help to achieve the EU’s goal of reducing the discard rate of fish by half by 2020.

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Thank You!

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