



# Fish is the Dish

## Introduction

The Fish is the Dish initiative was designed as a hard-working digital campaign to showcase to families that seafood is a healthy, quick and easy choice to feed the family. Since its launch in October 2011 it has enjoyed increased success year-on-year with growing communities and heightened digital presence. The success of Fish is the Dish is due to a number a factors, including the constant topical work being undertaken to promote seafood consumption through popular culture occasions such as Halloween and the X-Factor, health issues such as omega-3 and the development of curriculum materials for education.

### Our purpose

We're here to do our best to support the seafood industry in its widest sense irrespective of the type of seafood, where it is caught or what form it is in. Fresh, frozen or tinned – it's all good!

Every day we encourage consumers to eat more seafood more often through a variety of platforms and initiatives.

### What we do

At our foundation, Fish is the Dish provides a whole host of delicious recipes, seafood facts, health information and tips which encourage consumers to eat more seafood.

We also support educational projects in the UK to provide learning resources to support the national

curriculum from the age of five right-up through to providing materials for students chefs.

### How we do it

Digitally we target our message to route people to our fantastic website hub [www.fishisthedish.co.uk](http://www.fishisthedish.co.uk). Our Facebook, Twitter, Pinterest, YouTube and Instagram communities amplify our message to encourage consumers to eat more seafood and provide them with forums for questions and support.

We use traditional marketing methods to encourage consumers to eat more seafood including creating media stories for print and online media and have printed resources for fishmongers and foodservice.

We are also now working to provide more support to the foodservice industry and you'll find us partnering with organisations to maximise our activities promoting consumption.

### Our key messages

- Fish is food
- Fish is easy
- Fish is healthy
- Fillet or finger, fresh, frozen or tinned it's all good!

### Developments for 2015

Seafish is looking for the highest levels of engagement with consumers and industry as it moves into the Seafish 2015 - 2018 Corporate Plan. Work will include:

- An expanded website hub for Fish is the Dish with greater focus to all stages and lifestyles.
- Focus on foodservice and enhanced fish and chip work.
- Further education materials produced for all ages right up to catering colleges.
- Series of campaigns through the year including Seafood Week from 2015.



Fish. Feed our future.

Whether it's sleeping through the night or baby sensory class, commanding crawling or 'cooing' with Aunty Caroline, bottom shuffling or simply giggling... Seafood provides all the vital nutrients your baby needs for life's big adventures.



www.fishisthedish.co.uk



### Contact us

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