

SUSTAINABILITY

As a small independent business, we are always trying to find new ways to be greener! We are aware there is a huge need for everyone to pull together and do their bit for the good of the planet.

As a wet fish business, this proves to be quite difficult as everything is wet. When looking into different leak proof recyclable packaging, we found it all to be rather expensive in comparison. Getting more and more frustrated, we teamed up with the University of Exeter, Future Focus Business support scheme, where we would undertake some market research to try and find the best possible packaging solution, so that we would avoid using single-use plastics as much as we could. Something is better than nothing, right?

The research looked in depth at all kinds of different materials, such as, biodegradable and compostable, Biofoam, renewable wood from sustainable forestry, cooler boxes, recyclable products, the list goes on.

The conclusion of the research, briefly, was that although plastic in the environment has negative consequences, switching away from plastics to other materials can have unintended consequences, such as increased carbon emissions. Paper bags, for example, although they are recyclable, they are less durable, require four times more energy to manufacture, often weigh more and therefore require more energy to transport.

The best solution is to reduce consumption in the first place, by using easy to recycle plastics, introducing takeback and reuse systems and moving away from single-use options. To avoid plastic pollution we need to focus on education and finding solutions through upstream innovation.

We are a small fish in a very large pond! However, we are very conscious about doing our bit. To that end, we have decided to introduce our own takeback and reuse system, with your help! We propose that you bring your own reusable tupperware box, which could be made of plastic, wood or metal, intended for multiple uses and big enough to be able to transport your Fresh Fish and we'll give you 10% off (this applies to RAW WET FISH ONLY) throughout the whole of 2023. A small incentive from us to you, to encourage more of us to help with this mammoth task of reducing single use plastics!

What we're already doing:

- We use recyclable single use sheets and bags for our fish

- Our plastic pots for ready to eat seafood are 100% recyclable
- We sell reusable, material shopping bags
- Our Market Fresh Fish is delivered in reusable plastic trays
- Our cool blocks are reusable
- Our Platter trays are 100% recyclable
- Our carrier bags are recyclable
- Our cardboard boxes are recyclable

Our ultimate goal is to reduce our use of single-use plastics, whether recyclable or not. With your help we can absolutely achieve that!

Thank you for reading and we look forward to working together!