

Order form

- I would like to support WWF Switzerland by joining the organisation (CHF 60 per year)
- I would like to give the consumer's guide FISH to friends and colleagues. Please send me _____ free ex.

WWF recommends

- Choose locally fished/produced fish
- Opt for MSC-certified fish products
- Or choose Bio-labelled fish from aquaculture

More on WWF's fisheries work on
www.panda.org/marine

Produced through generous support from the Oak Foundation.

Fish in danger

75% of commercially exploited fish stocks worldwide are either depleted or threatened by overfishing.

Aquaculture often has a negative impact on the marine environment.

By choosing responsibly sourced fish, you give both fishers and fish consumers a future.



for a living planet®

KOM 821/04

Pictures: Sutter/G erard Lacz

  WWF Switzerland 2004 / Zanders Mega



FISH

A CONSUMER'S GUIDE



Fish to eat



MSC	Alaska pollock (Lieu/colin)	F	NE Pacific
	Alaska pollock (Lieu/colin)	F	NE Pacific
Bio	Atlantic salmon (Saumon Atlantique)	A	Scotland/Ireland
	Blue mussel (Moule)	A	Europe
MSC	Cape hake (Merlu du cap)	F	SE Atlantic
	Carp (Carpe)	A	Europe
	Charr (Omble)	F	Switzerland/EU
	Halibut (Flétan)	F	North Pacific
	Herring (Hareng)	F	NE Atlantic
	Hoki	F	SW Pacific
MSC	Mackerel (Maquereau)	F	Cornwall, UK
	Mackerel (Maquereau)	F	NE Atlantic
Bio	Organic Shrimp (Crevette)	A	Vietnam/Ecuador
MSC	Pacific salmon (Saumon d'Alaska)	F	NE Pacific
	Perch (Perche)	F	Switzerland/EU
	Perch (Perche)	A	Switzerland
	Pike (Brochet)	F	Switzerland/EU
	Pollock (Lieu noir)	F	NE Atlantic
	Shrimp (Crevette)	F	North Atlantic
Bio	Trout (Truite)	A	Switzerland
	Zander (Sandre)	F	Switzerland/EU
	Whitefish (Féra)	F	Switzerland/EU

Think twice



	Albacore tuna (Thon jaune)	F	Pacific/Indian Ocean
	Atlantic salmon (Saumon Atlantique)	A	Europe/Chile
	Charr (Omble)	A	Switzerland/ France/Iceland
	Cod (Morue/Cabillaud)	A	Norway/Scotland
	Sardine	F	NE Atlantic/ Mediterranean
	Seabass (Loup de mer/bar)	F	Mediterranean
	Seabass (Loup de mer/bar)	A	Greece/France
	Seabream (Dorade royale)	A	Greece/France
	Skipjack tuna (Thon à ventre rayé)	F	Pacific/Indian Ocean
	Squid (Calamar)	F	SW Atlantic/SW Pacific
	Trout (Truite)	A	Switzerland/Europe
	Turbot	A	France

Bio

Labels for organically produced aquaculture products that respect animal needs and the environment.

B I O



Don't buy



	Alaska pollock (Lieu/colin d'Alaska)	F	NW Pacific
	Atlantic salmon (Saumon Atl.)	F	N Atlantic
	Bluefin tuna (Thon à nageoires bleues)	F	Atlantic/Pacific
	Pangasius	A	Vietnam
	Cod (Morue/cabillaud)	F	Atlantic
	Hake (Merlan)	F	NE Atlantic
	Halibut (Flétan)	F	N Atlantic
	Monkfish (Baudroie/lotte)	F	NE Atlantic
	Ocean perch (Sébaste)	F	NE Atlantic
	Plaice (Carrelet/plie)	F	NE Atlantic
	Shark (Requin)	F	Worldwide
	Shrimp (Crevette)	A	Thailand/ Vietnam
	Sole	F	NE Atlantic
		F = fished	
		A = aquaculture	

MSC

Label for fish products coming from well-managed and sustainable fisheries, certified by the Marine Stewardship Council (MSC).



Ms. Mrs. Year of birth:

Family name:

First name:

Street, No.:

Postcode / Town:

Telephone:

E-mail:

Date:

Signature:

2143.14

Fil04

Please fill in and post in a stamped envelope to:

WWF Switzerland
Hohlstrasse 110, Postfach
8010 Zurich

