



Forest & Bird
GIVING NATURE A VOICE

Best fish
guide 2012-2013

New Zealand's fisheries are not as healthy as some claim. If you choose ecologically sustainable seafood you will help improve New Zealand's fishing practices and return our oceans to an abundance and health.

For more information on each fish species, on alternative fish choices, and on the assessment processes used to produce the Best Fish Guide, go to: www.bestfishguide.org.nz

Questions to ask

Here are a few simple questions to ask your retailer to help you make the best seafood choice:

- **What species is it?**
If they can't tell you what it is, don't buy it.
- **How was it caught?**
Avoid fish caught using environmentally destructive methods such as bottom trawls, dredges and gill nets.
- **Where was it caught?**
Choose locally caught fish and avoid deepwater species, which are often highly vulnerable to overfishing.

Chlorine free sustainable card.

Farmed seafood

This Best Fish Guide only assesses New Zealand's commercial fisheries. Forest & Bird is developing criteria and methodology for assessing New Zealand farmed seafood which will be available from May 2012. The main locally farmed species are mussels, oysters and salmon. Generally farmed shellfish have a lower ecological impact than farmed salmon. The main issues with salmon farming are that they are fed wild-caught fish, and the farm effects on the marine environment. For more on this check out www.bestfishguide.org.nz

Forest & Bird is New Zealand's leading independent and not-for-profit conservation organisation. Help us protect our natural treasures on land and in the sea by becoming a member at www.forestandbird.org.nz/joinus

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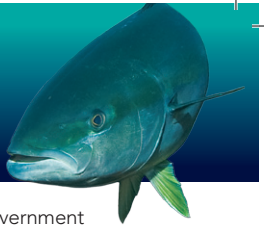


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Our assessment combines the latest government and published information on the biology, status and management of fish stocks, habitat damage and ecological damage caused by fishing methods to seabirds, marine mammals, corals, sponges, turtles and other marine life.

Please use this guide to make a good choice for our oceans.

Fish Choices — Ecological Rankings

BEST CHOICE

Anchovy	✓	Pilchards
Albacore		Kina
Cockles		Yellow-eyed mullet
Kahawai		Rock lobster
Blue cod		Skipjack tuna
Garfish		Packhorse lobster
Sprats		Trevally
Grey mullet		Kingfish
Butterfish		Blue moki
John dory		Paua
Paddle crabs		Red Gurnard
Tarakihi		Blue mackerel
Leather jacket		Trumpeter
Silver warehou		Hoki
Queen scallops		Red Cod
Yellow fin tuna		Southern blue whiting
White warehou		Antarctic toothfish
Alfonsino		Stargazer
Swordfish		Groper
Ribaldo		Hake
Ling		Frostfish
Gemfish		Red snapper
Blue warehou		Spiny dogfish
Elephantfish		Oyster
Scallops		Eels
School shark		Rubyfish
Dark ghost shark		Pacific bluefin tuna
Patagonian Toothfish		Bigeye Tuna
Flatfish		Sea perch
Scampi		Striped marlin
Rig		Lookdown dory
Pale ghost shark		Barracouta
Moonfish		Bluenose
Jack mackerel		Skates
Arrow Squid		Black cardinal fish
Blue shark		Rays Bream
Mako shark		Southern bluefin tuna
Oreos		Snapper
Porbeagle shark	✗	Orange roughy

WORST CHOICE

Visit www.bestfishguide.org.nz and download the Best Fish Guide mobile app.