

RESERVE SEAFOOD



MAN WITH VAN

Join our Reserve Seafood club.

Our Reserve Seafood van delivers three times a week to Plymouth Trawler Agents where it is bought and sold to suppliers all over the UK. We also work with a number of buyers, local restaurants and businesses and are always adding more to the list.



Visit our website to see where you can source Reserve Seafood when you eat out, or where to buy it to cook it at home:

[RESERVESEAFOOD.CO.UK](https://www.reserveseafood.co.uk)



BACKGROUND

The Lyme Bay Fisheries & Conservation Reserve on the Dorset and Devon coast encompasses ports from West Bay in the east to Beer in the west and was created in collaboration between local fishermen, marine conservation agencies, the University of Plymouth, scientists and the marine conservation charity, Blue Marine Foundation (BLUE). The partnership between fishermen and conservationists has been hailed a world first and demonstrates that marine protected areas, when managed properly, can restore ecosystems and give a voice to the communities that live and depend on them.

THE FUTURE

Because of its success, this win-win collaborative model is now being adopted by other fishing communities around the UK coast and in the Mediterranean.

[LYMEBAYRESERVE.CO.UK](https://www.lymebayreserve.co.uk)



Sustainable,
premium quality,
provenance-assured
seafood of Lyme Bay



A Blue Marine Foundation project



BLUE MARINE
FOUNDATION

A 'blueprint' to benefit the marine environment and small-scale fishermen



RESERVE SEAFOOD

The Blue Marine Foundation established the Reserve Seafood brand to promote and guarantee all the criteria that define provenance assured fish and the sustainable small-scale inshore fishermen that catch them. Reserve Seafood is premium quality, with freshness guaranteed using fish boxes, temperature probes, quay-side chiller units and storage units – all designed to optimise freshness and condition at the market.

THE FISHERMEN

Our fishermen are low-impact netters, potters, hook and line and scallop divers. The fleet works closely with marine scientists to ensure their fishing effort causes minimal impact on the marine environment:

- Our seafood is caught by fishermen who are signed up to the **Lyme Bay Fisheries and Conservation Reserve** standards.
- Every fisherman adheres to voluntary **Codes of Conduct** that promote low-impact fishing methods and each vessel is fitted with a vessel tracking app. This provides traceability of their catch.
- Our fishermen use only static gear such as **pots** and **nets**.

COMMON SPECIES

Common species sold through Reserve Seafood include **lobster, pollack, brown crab, cuttlefish, scallops, plaice** and **mackerel**. We only sell species with Marine Conservation Society ratings of 1-4 and do not sell species that are category 5 (fish to avoid).

"As I fish exclusively within the Lyme Bay Reserve, I think that having a Reserve Seafood brand that explains the development and understanding of the fishing activities within the Reserve can only benefit fishermen in the long-term by making people understand the low-impact, sustainable way that we fish within the Reserve."



Beer Fisherman Jim Newton

RESERVE SEAFOOD DELIVERY



Ice box filled and loaded on to fishing boat



Fisherman's catch is placed in the ice box



Ice box filled with day catch is loaded in to the chiller unit



Refrigerated van collects from the four chiller units and drives fish to market



Fish sold at market to restaurants and wholesalers



Consumers enjoy Reserve Seafood