

Seafish Launches New Campaign Urging People to Eat More Fish

✘ MasterChef winner Jane Devonshire and Edinburgh based Seafish, the UK's authority on seafood, have joined forces to urge the UK to fall in love with seafood with the launch of a new nationwide campaign teaching parents and children how to cook simple seafood suppers.

'Back to School' will see parent and child cookery classes rolled out across the country as part of Seafish's wider 'Fish 2 a Week' campaign which aims to encourage the public to eat two portions of fish each week, as recommended by health experts.

The programme of recipes, information, tips and tricks has been developed by Jane and registered dietician, Juliette Kellow.

This is the latest instalment of Seafish's Fish 2 a Week health campaign encouraging the UK to add seafood to their menu twice a week, as part of a healthy, balanced diet to help prevent health conditions such as Alzheimer's and coronary heart disease.

A YouGov survey conducted by Seafish has revealed that two thirds (66%) of adults in the UK aren't eating enough fish, missing targets set to help protect our heart health, and 82% of females aged 35-44 are not aware of the recommended consumption levels.

Jane Devonshire said: "As a mum myself, I know it can be tricky to get your children to try new fish dishes. There are hundreds of different varieties of delicious fish available and so many ways to cook them, from perfect fish pies to a hearty kedgeree. Back to School is the ideal platform to show

families how easy it is to cook with seafood, and create recipes for kids to enjoy.

“I’m excited to help families across the UK, by showing them how simple it is to add seafood to their diet. Fish is a great, versatile, fast food option with most dishes being quick to prepare and easy to cook – it’s also a lot more affordable than many people realise making it ideal for busy lifestyles.”

Juliette Kellow, registered dietitian and ambassador for Seafish, said: “Two portions of fish a week has been recommended by the NHS to help ensure we keep our bodies in good working order and can help maintain a healthy heart.

“Eating fish also helps to lower risk of diabetes and Alzheimer’s and contributes to healthy skin, hair and nails as well as the maintenance of normal vision, brain function and better sleep. Back to School is a great way to demonstrate how families can kick start a healthier lifestyle for children across the UK.”

Seafish’s Chief Executive Officer Marcus Coleman said: “Our Fish 2 a Week campaign is all about making sure that people know that by eating more fish more often, they can lead healthier lives. We think our Back to School classes will show the nation how to enjoy a whole host of delicious seafood dishes the whole family can enjoy and benefit from.”

Variety is key. Seafish’s ‘Fish 2 a Week’ campaign aims to encourage people to try alternative, tasty species, create new recipes and enjoy some favourites. Seafish’s website is packed with recipe inspirations to help the UK fall in love with fish all over again.

Visit: www.2aweek.co.uk