



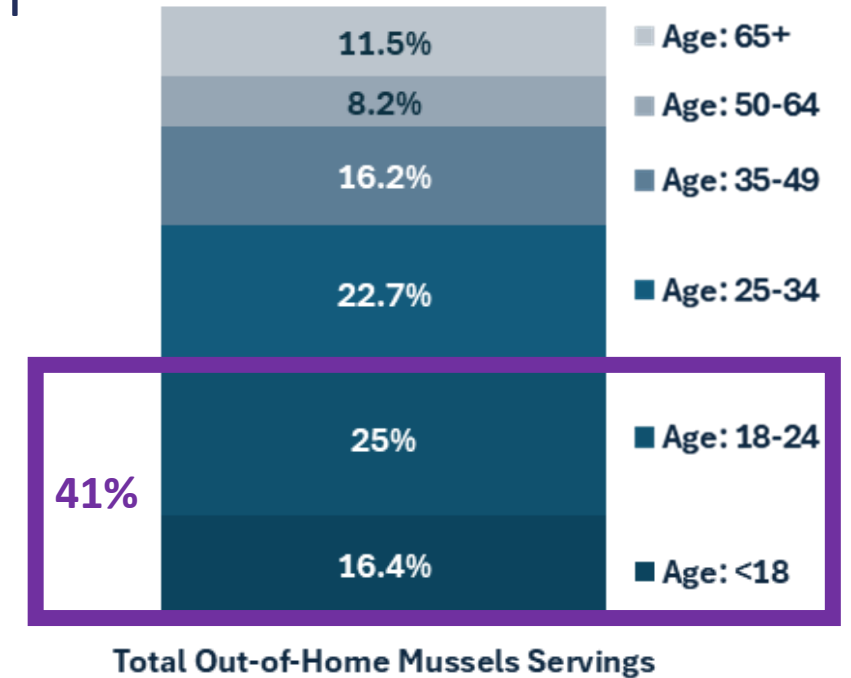
Introducing teenagers to seafood:

An example from the U.K.



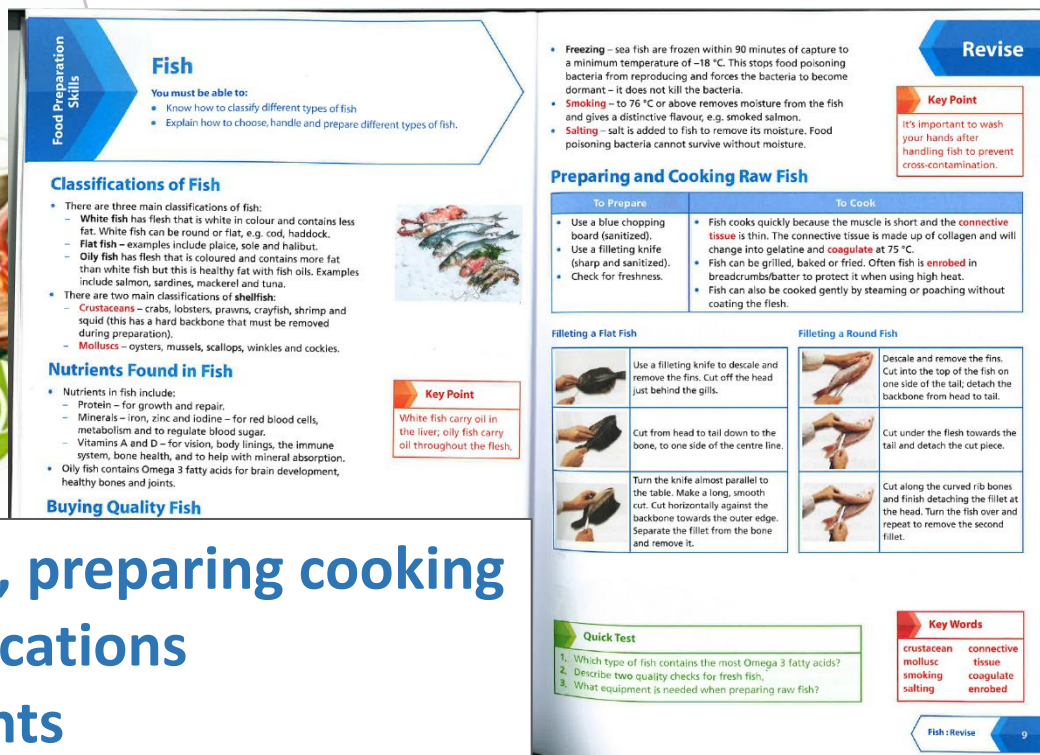
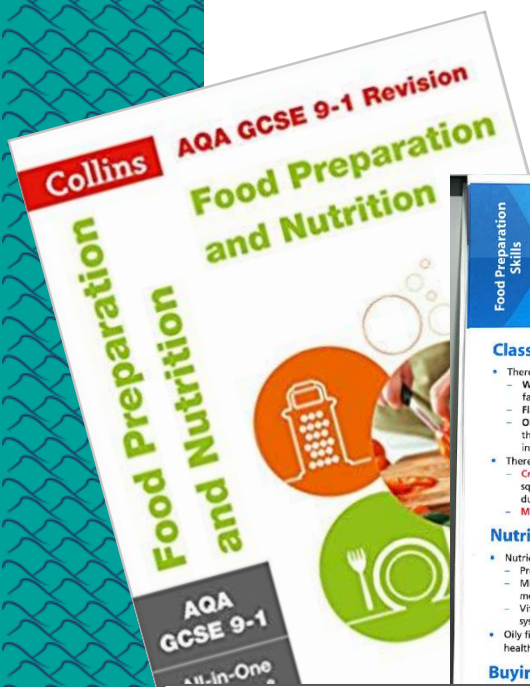
United Kingdom context

- UK population consumes roughly one portion of seafood per week (140g)
- In retail, shellfish is the smallest seafood sector (<10% of that is mussels)
- Out of home, younger demographics do choose mussels



Secondary Schools – An opportunity

Seafood is in the Food Curriculum



- Buying, preparing cooking
- Classifications
- Nutrients
- Sea to plate provenance
- Careers

BUT
Food Teachers were not using it..

- Sourcing
- Price
- Confidence

Per month:

81% use chicken

20% use seafood

3% use shellfish



The Fish in Schools Hero programme aims to ensure that every child gets a chance to prepare, cook and eat fish before they leave school



Fish in School Hero



Aim:

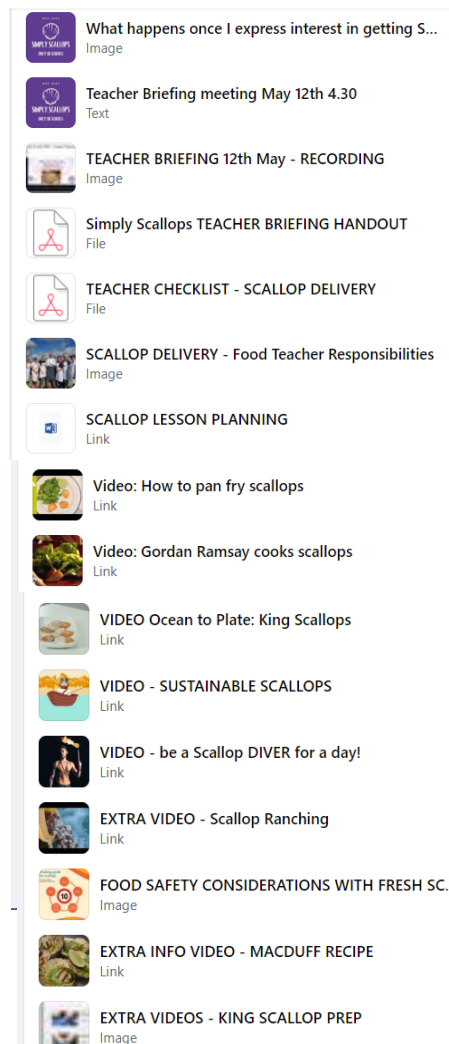
- Train food **Teachers** to be confident in preparing and cooking fish with students
- **Teenagers** get the chance to prepare, cook and eat fish before they leave school
- Supported by **Industry Heroes**: fishmongers, seafood-loving chefs, suppliers and producers

Target:

- Year 7 to 11 Food Teachers and their classes



Fish in School Hero



- Face-to-Face and online training
- Ready to use lesson resources
- Student masterclasses
- Seafood sourcing and industry partnerships

- 1,000+ schools register each year - 25% of all high schools in the UK
- Over 1,200 teachers are fully trained
- *Conservative estimate* of our reach 60,000 students per annum
- ~600 schools receiving donated seafood per annum - large campaigns and smaller offerings

Fish in School Hero

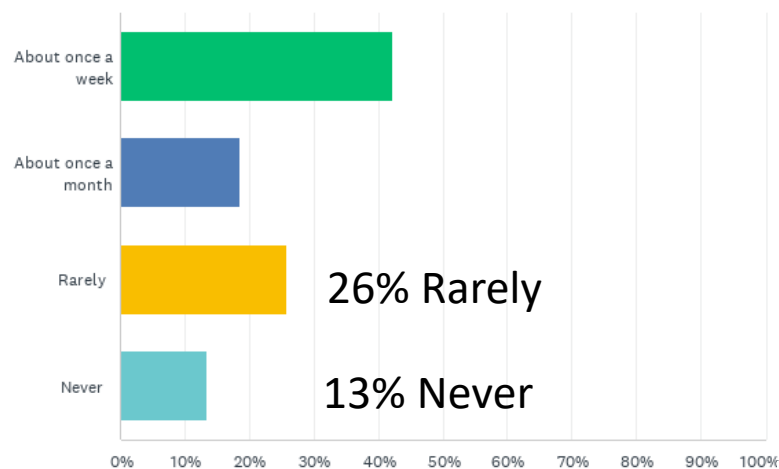


Fish in School Hero

The students:

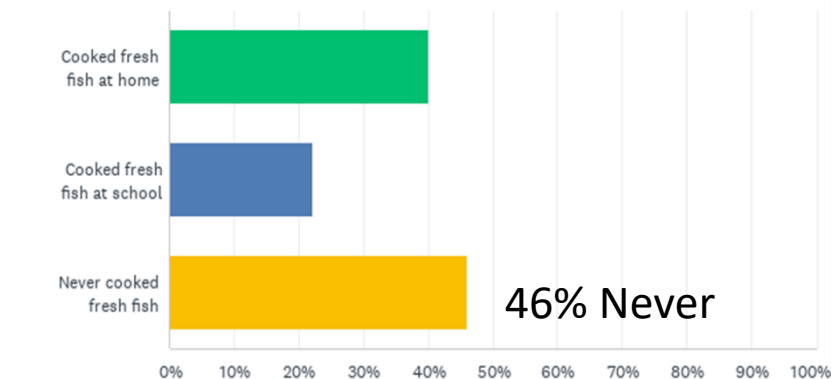


Q2: How often do you eat fish?



Q4: Have you cooked fresh fish before?

Answered: 1,599 Skipped: 0



Q3 What fish do you eat? For example, fish fingers, fishcakes, fish pie, prawns, salmon

.....

fishcakes bream haddock crab fish scampi cod fish cakes
fish fingers seabass salmon eat prawns mackerel
tuna battered none fish fingers fish sea bass

Fish in School Hero

After the class:



Q6 What sort of fish dishes would you like to learn to cook?

Thai steak learn Crab salad tuna pasta learn make types really haddock sashimi
en crouete dont idk Samon smoked salmon roasted Salmon en Fresh
oysters lobster crab fried prawn cocktail Anything Fishfingers know etc
calamari healthy tuna different fillet fish fish soup cook chips fish
Paella curried cod battered fish pasta bake lobster breaded
dishes salmon fish cod Grilled fish cakes mackerel
prawns battered cod fish t know salmon pie
Fish pie make sushi fish fish fish chips N
fish fingers Fishcake none sea bass fishcakes
enjoy cooking mussels m sure fish curry shellfish sure smoked
pasta risotto Crab something learn cook fishes salmon fillet salmon rice
scampi Seafood paella don t clams Squid stew scallops shell Chips meal
maybe non dont know seabass salad Smoked Haddock shrimp king prawns
crab lobster curry battered Muscles

Q5: Please TICK all the boxes that are true for you

Answered: 1,599 Skipped: 0

ANSWER CHOICES	RESPONSES	
▼ The fish masterclass has given me more confidence in preparing and cooking fish	60.04%	954
▼ I learned why fish contributes to a healthy diet	62.37%	991
▼ I learned about different types of fish and how they are caught sustainably	50.91%	809
▼ I am willing to try different kinds of fish now	50.22%	798
▼ I enjoyed tasting fish that I had not eaten before	39.52%	628
▼ I learned new skills such as filleting fish	31.40%	499
▼ I learned about career opportunities such as fishmonger, chef, fish processing, fishing	24.61%	391
▼ I would like to try preparing and cooking fish again	63.88%	1,015
▼ I would like to eat more fish in the future	49.47%	786
Total Respondents: 1,589		

What are they cooking?



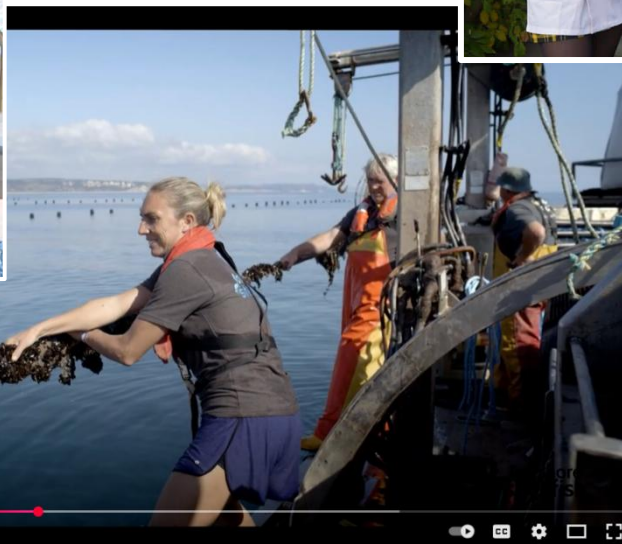
- Wild salmon (112,000 students), hake (20,000 pupils), scallops (5,000 pupils), crab, oysters, mussels (50,000 pupils)..
- Options cover different ages, skills, core learning, seasons and types of seafood

Huge marketing potential



Reaching:

- Teenagers in the class
- Their families
- Local community
- Wider public



Mighty Mussels 2021-2025



offshore
shellfish Ltd

10 tonnes
live mussels

850 schools

50,000+
students



mjseafood.com



Sysco



Mighty Mussels

The introduction



"Sir, do we eat the shell"

"Sir, will they bite like crabs"

"Why do they smell like the sea"

"Sir, I still dont really understand what they actually are" "

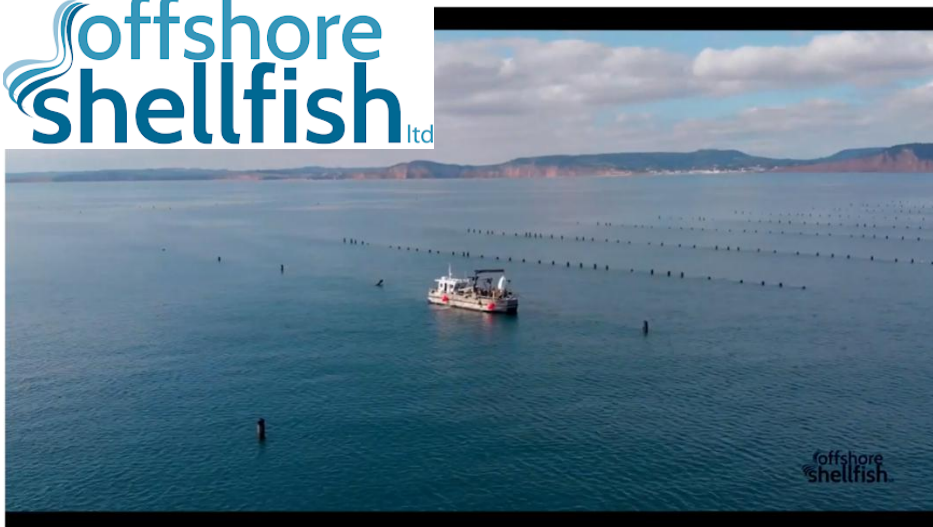
" They taste better than they look"

"The texture is like overcooked pasta"

20 PP students in West Bromwich loved their first experience of using Mussels. One of the lads now wants to use Mussels in his H+C Coursework!

Thanks to all involved and for the resources on here





Mighty Mussels

The production story



Well, one student left the room and the others weren't too sure. But the best bit.....they all changed their minds and loved the mussels. It was such a strong conversation we all had and after watching the video the vegan student apologised for storming out and actually considered mussels to have a positive impact on the environment. It's such a joy to teach this subject, we are so so lucky and the amazing mussels. Thank you.



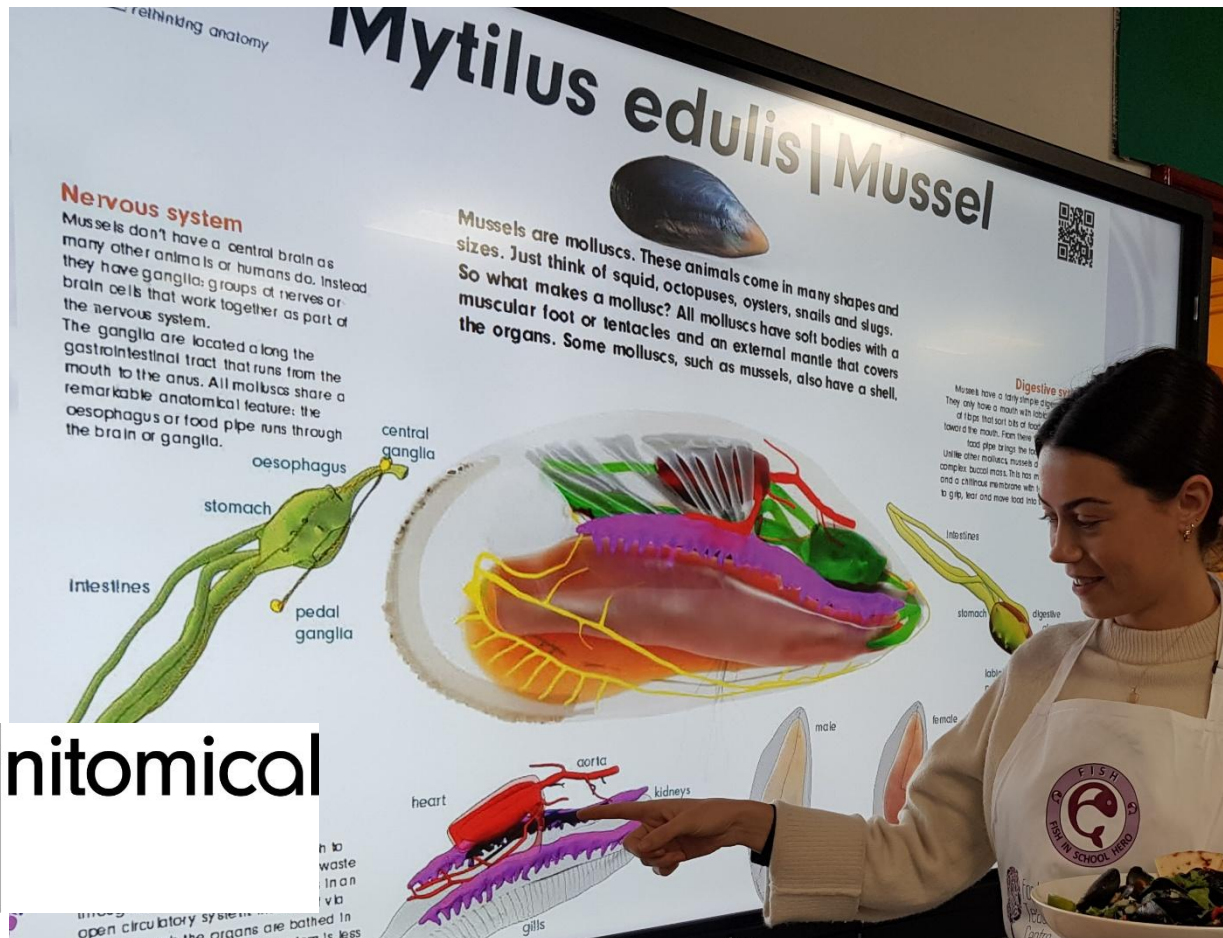
80 year 10&11 hospitality and catering pupils prepared, cooked and ate mussels over two days. I had 3 pupils ask if they could keep one as a pet in a bowl of water. It was lots of fun and extremely successful.

Mighty Mussels

The scope for discovery



Biology • Careers • Environment • Nutrition • Culture • Ethics • Engineering





Mighty Mussels

Local connections



Nicky Thompson is at Springwood High School, King's Lynn.

6 minutes ago · King's Lynn · 🌐

A massive thank you to Brancaster Bay Shellfish for demonstrating how to prepare and cook mussels. Students had the amazing opportunity to use this local and sustainable ingredient and to try eating it for the first time [#brancasterbayshellfish](#) [#brancastermussels](#) [#fishheroes](#) [#foodteachers](#) [#foodedtoday](#) [#teachfood](#) [#sustainablefood](#) [#norfolk](#) [#norfolkfood](#)

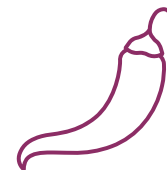


Mighty Mussels

The favourites



Thai Broth



"Angry mussels"



Our recipe for success



Operate within the bounds of existing curriculum



Utilise teachers already in place



Offer free training and resources



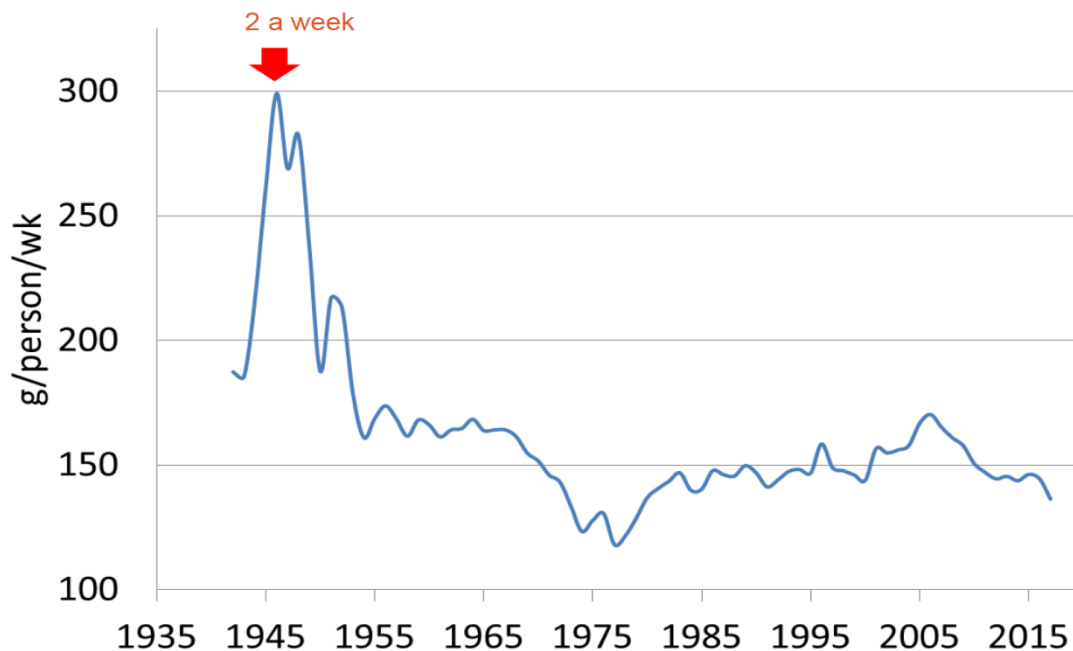
Help with sourcing



Reward and celebrate teachers and *industry* who engage



Sara Randle, winner of the Fish Hero 'Simply Scallops' Award and Food Educator of the Year in 2025



“Dietary intake during adolescence sets the foundation for a healthy life”

Source: Neufeld et al., 2022. The Lancet, Vol 399, Issue 10320, p185-1979.

Why?



Market growth

Population Health

Employment

Profile of Seafood

Career paths

Coastal communities

Environment



 **The FISHMONGERS' Company's**
FISHERIES CHARITABLE TRUST

