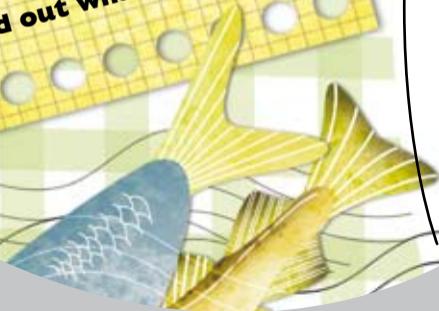
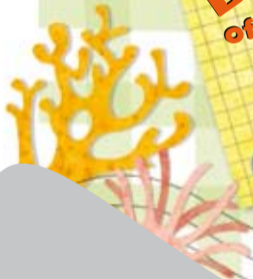




The **BARE BONES** of SHOPPING FOR FISH

Find out what fish to buy!



The graphic features a white, irregularly shaped background with a wavy, organic border. Inside this white area, there are decorative elements: several light gray wavy lines representing water, and several stylized fish in shades of yellow and green. The fish are scattered throughout the white area, with some appearing to swim through the waves. The overall aesthetic is clean and modern, with a focus on the text.

The **BARE BONES** of
SHOPPING FOR FISH

**Our choices when buying fish
affect the health of the seas.**

**THINK ABOUT THE PLANET
WHEN YOU SHOP!**

A large, white, fish-shaped graphic with a grey background. The graphic features stylized wavy lines representing water and several small, colorful fish (yellow and green) swimming. The text is centered within the white area.

GET THESE FISH!

**They are less well-known
than salmon, tuna, cod,
swordfish or shrimps, but
just as tasty and less expensive.**



Buy fish in season

Don't put their survival
at risk. The right time
to buy fish is when they
are not reproducing.

What fish should we buy in **SPRING?**





Pollute less

Buy local fish. Don't create a demand for fish from distant waters which have to travel huge distances by plane and truck to get to our markets.

What fish should we buy in **SUMMER?**





Discover new flavors

**There are 25000 edible
species of fish in the sea
but we only eat about
15 of them. Enjoy
discovering new flavors.**

What fish should we buy in **AUTUMN?**





**Keep your hands
off undersize fish!**

Watch out for
the minimum size!
Let young fish and
whitebait have time
to grow and reproduce.

Check for minimum sizes in the guide *Fare's Fair*

What fish should we buy in **WINTER?**



An illustration of a seafood meal. A blue bowl contains a fish, potatoes, and vegetables. A blue plate in front of it has a similar meal. To the left is a pepper mill and butter. A yellow note card with a grid pattern and punch holes is placed over the bowl. The background features a green and white checkered tablecloth and wavy lines representing water. On the right, there is a piece of orange coral and three yellow fish swimming in the water.

Spend less

Less well-known fish
are just as good and
cost less because they
are more abundant.
Learn to ask your
fishmonger for them.

What fish should we buy for **STEWING**?



The illustration features a green pot with a lid, filled with fish and mussels, sitting on a red and white checkered tablecloth. To the right is a yellow notepad with a grid pattern and a hole-punch edge. The background includes wavy lines representing water, a piece of orange coral, and several small yellow fish. The text on the notepad is written in a casual, handwritten style.

Respect traditions

Traditional recipes for
fish soup use different
fish according to what
is available on the day.

What fish should we buy for **SOUP**?





**A wider range
of flavors**

Vary the fish you use
for frying. Flat fish or bony
fish will enhance flavor.

What fish should we buy for **FRYING?**




The image features a stylized illustration of a blue fish in a yellow pan, which is placed on a green and yellow striped base. The background is white with wavy lines representing water. Several small yellow and orange fish are scattered throughout the scene. A yellow, grid-patterned paper overlay with punch holes is positioned over the right side of the pan. The text on the overlay is in a bold, sans-serif font. The overall style is simple and colorful, typical of a children's educational or informational graphic.

**Many portions
from just one fish**

Medium-sized to large fish
(2-5 kg) are soft and tasty
when cooked in the oven.
They are an ideal choice
if you have guests.

What fish should we buy for **COOKING IN THE OVEN?**



The image features a yellow sign with a grid pattern and a scalloped edge, set against a background of a stylized ocean. On the left, a yellow fish with a white belly and a long snout swims towards the right. Below it, a blue swordfish with a long, pointed snout and a yellow band around its midsection swims towards the right. The background includes blue and yellow coral, green bubbles, and small yellow fish swimming in the water. The sign contains text in orange and black.

**Say NO to swordfish,
bluefin tuna and cod**

Bluefin tuna and swordfish are being driven to extinction and the illegal driftnets also catch dolphins and whales. Cod stocks need to recover. There are plenty of other fish in the sea!

What **SALTWATER** fish should we buy?



An illustration of an underwater scene. In the foreground, a large green fish is swimming, with several logs floating in the water around it. In the background, a blue fish is swimming. The water is depicted with wavy lines, and there are some green plants and orange coral-like structures. A yellow rectangular sign with a grid pattern is placed in the water, containing text.

**Say NO to salmon
and striped catfish**

The waste from salmon farms
is equivalent to the effluent
from cities and striped
catfish comes from highly
polluted areas.

What **FRESHWATER** fish should we buy?





Say NO to farmed shrimps

**Time for a rethink!
Shrimp farms destroy
mangrove forests, prevent
access to the sea and adversely
affect agricultural irrigation.**

What **CRUSTACEANS** should we buy?





**Say NO to
date mussels**

Collecting date mussels
is illegal as it involves
blowing up whole
sections of underwater
reef. Report anyone
selling them.

What **MOLLUSCS** should we buy?





**MANGIAMOLI
GIUSTI**

Fish to eat

and fish to leave in the sea.

***Slow Fish is a Slow Food campaign
promoting environmentally
responsible but gastronomically
pleasurable approaches to eating fish.***



Slow Food® Italia

Edited by **Slow Food Educa**

www.slowfood.it

Concept and project: **Laboratorio Creativo**

www.laboratoriocreativo.com

Illustrations: **Philip Giordano**

Graphics: **LibellulArt**

Suggestions are based on the guide *Slow Fish*

With funding from **The Carige Foundation**



Sustainable advice for buying

Cheap

Good

Healthy

Fair

Fresh

Local

Clean

Good reasons to buy less well-known fish and save the most popular ones from extinction