

#3 FOR CUSTOMERS

INFORMATION SHEETS

for fishers, vendors
and consumers



WHY

This card contains information on how to choose the freshest fish possible and maintain its freshness at home so that you and your family and friends can enjoy a safe, tasty and healthy meal.



COOL

The bacteria and enzymes that cause fish to spoil are more active when the temperature is high.

Choose fish that have been kept cool during their entire time on the boat, and at the market.

Fish can be kept cool by doing the following:

- Keeping them wet and shaded



- Packing them in crushed ice if possible
- Submerging them in chilled seawater
- Freezing them



CARE

Choose fish that have been treated with care.

Fish spoil quickly if they are bruised, if the skin is broken, or if the guts are burst. Do not choose fish that have:

- Split skin
- Dull colours
- Soft, bruised flesh
- Exposed guts



It is also important that you try and keep your fish cool on your way home, or try to get home as quickly as possible so that they don't become warm.

Handling seafood in the Pacific Islands

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CLEAN

Fish can be contaminated by bacteria and dirt.

Bacteria and dirt can be found:

- On the fish, and in their gut
- In the surrounding area
- On equipment
- On people

Buy fish from stalls that are kept clean.

A good vendor will:

- Use clean water to wash the fish
- Whenever available, use clean ice to cool the fish
- Use clean containers to store the fish
- Keep the fish as cool as possible
- Keep the fish covered as much as possible
- Not allow raw fish to come into contact with cooked fish
- Keep the work area and surfaces clean
- Keep themselves clean
- Wash their hands and equipment thoroughly and regularly
- Not handle fish if they are unwell
- Keep animals and insects away
- Keep any garbage well away from the fish
- Never place the fish directly on the ground



QUICK

Bacteria grow quickly, so making sure you keep your fish cool, and getting home as quickly as possible will help keep your fish fresh, tasty and safe to eat for longer.

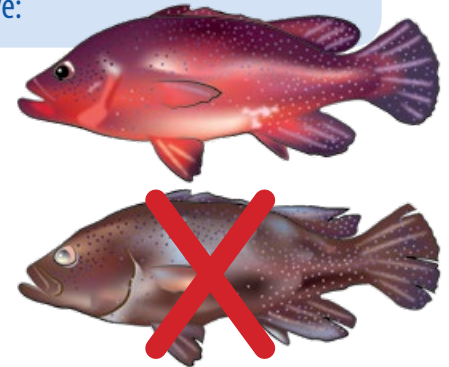
Make sure to prepare and eat your fish before they spoil at home.



CHECKLIST

The freshest fish will have:

- Bright red gills
- No fishy smell
- Bright, shiny colours
- Firm, springy flesh
- Bright, clear eyes that are not sunken



Here is a table to help you choose the freshest, healthiest fish:

	Very good	Good	Moderate	Not good	Spoiled
Gills	Bright red	Red	Pink	Brown	Dark brown
Smell	Like the sea	None	Fishy	Stale	Rotten
Looks	Shiny colours	Dull colours	Grey	Dark	Bruised, very dark
Flesh firmness	Firm, springy	Firm, springy	Leaves dent	Soft	Very soft
Eyes	Clear	Clear with a little blood	Cloudy with a little blood	Cloudy and sunken	Very cloudy and sunken
Colour	Very bright	Bright	Faded	Dull	Brown spots