



FISH IN SCHOOL HERO

UK wide seafood cookery lessons for high school students.

Teaming up with the Food Teachers Centre, in 2019 the Fishmongers' Company launched the Fish in School Hero Programme, with the aim of giving every child the chance to **prepare, cook and eat fish** before they leave school.

In the last three years **FISH HERO** has fully trained over **900 Food Technology teachers** in seafood preparation, and given them all the professional classroom resources they need to deliver curriculum-linked GCSE level lessons – this represents **25% of all high schools in the UK**.

The final barrier for many schools is **seafood supply** – teachers have trouble easily sourcing and paying for sufficient volumes to use in their lessons.

Seafood donations make a large impact.

In the last 12 months, major seafood drives have involved:

- Live Mussels – 2 tonnes, reaching 190 schools and **8,000 students**
- Frozen Alaskan salmon – reaching 248 schools and **10,000 students**
- Frozen scallops – reaching 50 schools and **5,000 students**



Distribution and logistics are key

Delivery to schools nationwide remains a challenge, and we would be particularly interested in working with seafood suppliers who already distribute nationally, or who's products can be sourced easily through existing national supply chains or retailers.



Our surveys show that:

- 45% of the students reached by the FISH HERO programme eat seafood less than once a month
- **50% had never cooked fresh fish before**
- After the class, the majority said they had more confidence in preparing and cooking fish, and would **like to eat more fish in future**, with almost 50% saying they would **now be willing to try more kinds of fish**



FISH IN SCHOOLS

EDUCATION *through* EXPERIENCE

Working locally with a professional network of over 5,000 food teachers in the UK, this programme aims to give teachers everything they need to bring fish into their secondary classrooms.

TASTE – PREPARATION – NUTRITION – SUSTAINABILITY – CAREERS – COMMUNITY – GCSE LINKED



Supply

- Can you supply boxes of 40 seafood portions for classroom lessons?
- Have your product professionally introduced to children across the nation.
- Sponsor classes to make fish more affordable and grow UK seafood consumption.

Showcase your business

- Bespoke PR / Photo opportunities.
- Media exposure – local, nationals and industry relevant.
- Champion food education for health and sustainability.
- Grow your profile with your local children and their families.
- Build staff confidence and community engagement.

Feature your staff

- Students respond extremely positively to video call-ins, short videos, or in-person visits from experts.
- Showcase careers in your business and local community, from fishmonger to supermarket manager, delivery driver to window dresser.
- Grow your relationship with your local community.

