

## SURVEYS: ANGLING BAITS AND SUSTAINABILITY

In what is believed to be a first, *fish21* is conducting three surveys on recreational fishing baits and sustainability. Each survey aimed at a different audience and accessed via the below weblinks:

Anglers survey	<a href="https://bit.ly/2JWKGyY">https://bit.ly/2JWKGyY</a>
Bait manufacturers survey	<a href="https://bit.ly/2LkbVJD">https://bit.ly/2LkbVJD</a>
Fishery managers survey	<a href="https://bit.ly/2mLC98U">https://bit.ly/2mLC98U</a>

### Introduction

It is increasingly recognised that businesses have a critical role to play in delivering more environmentally-friendly production and consumption, otherwise society will not be able to contain climate change; resources will become increasingly scarce; and ecosystems further damaged. For all manufacture, including recreational fishing baits, this means making products which minimise negative environmental impacts during production and their subsequent use.

Sustainable target fish populations are the lifeblood of the angling trades. But, fish can only thrive in an environment with good water quality and healthy aquatic habitats. Therefore, one of the first things to think about during product use are the bait ingredients themselves. For example, how digestible baits are by fish and other aquatic life, or do they leave undigested remains which beyond a certain amount could negatively affect water quality and aquatic life? Alternatively, baits could be formulated not just to attract fish, but to additionally supplement their natural diet, contributing to healthy weight gains which will increase a fishery's asset value, as well as benefit other aquatic life.

Another question to ask is whether or not the ingredients themselves are responsibly sourced? For example, whether fish and seafood are supplied from a certified sustainable fishery. It is also important to consider whether the production, packaging and distribution processes can be rethought to minimise environmental impacts (e.g. designing out waste, or making use of more easily recyclable packaging materials).

**Many of these issues haven't generally been considered – publicly at least – by bait manufacturers. These surveys are designed to be thought-provoking and findings are intended to provide a useful starting point to further discussion. Groundbaits are also considered, but not hard and soft plastic lures. All comments will be treated in the strictest confidence. The closing date for the surveys is 25<sup>th</sup> September 2018. In Autumn, an executive summary report will be published and outline the main findings. Please share this information across your social networks. Thank you.**

### About Us

fish21 advances sustainability in the recreational / commercial fishing sector. A Global Ghost Gear Initiative partner working to develop solutions to discarded fishing gear worldwide, leading national initiatives to reduce marine by-catch and promote successful catch and release. fish21 also provides the secretariat for the Eden Sustainability Declaration - a voluntary signatory-led initiative for the tackle sector. Founder, Stuart McLanaghan is a business sustainability professional, with 16 years' executive experience advancing sustainability for major public and private clients, including the UK Prime Minister's Cabinet Office. He is a sustainability feature writer for Tackle Trade World and ran a related talk and workshop at Efttex 2018.