

FROM THE SKIPPER'S LINE TO THE SCHOOL MEAL QUEUE

The Journey of the Plymouth Fish Finger (so far)

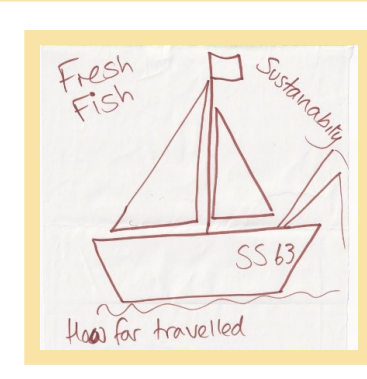
A visual FoodSEqual Case Study ⁽¹⁾



WHAT IS THE PLYMOUTH FISH FINGER?

A co-designed food product that is healthy and sustainable, making use of locally procured fish that would otherwise be discarded and giving fishers a fair price for normally low-value under-utilized species. It is being piloted with a view to getting it into the local school meal system, both as a product and an educational piece.

FROM THE SKIPPER'S LINE



- Scoping review: Fish intake in UK disadvantaged communities (submitted)
- Interactive community-led FISH workshops informed us what people wanted:
 - Opportunities to try new fish (including how to cook it)
 - Better access to (affordable) fish
 - Better understanding of fish supply chain
 - To know their voices can be heard in policy decision-making.

BENCHMARKING

COLLAGE & ZINE

- Involved throughout the journey (2)
- Helped promote and facilitate workshops
- Consulted with stakeholders
- Designed flyers
- Supported analysis



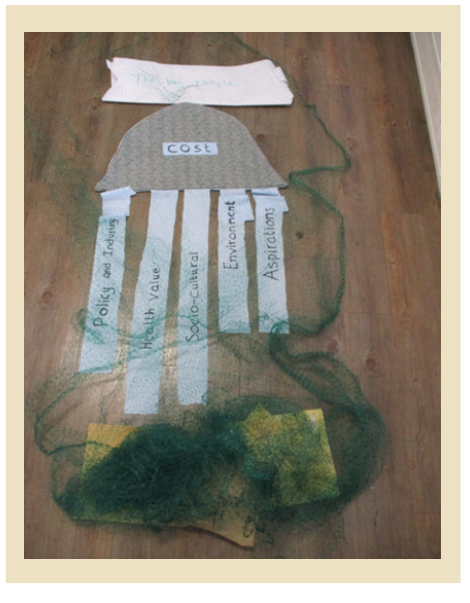
Quote from CFR about fish work:

"I have learned a lot of new names of fish and different types of fish, and more about the laws related to fish quotas"

COMMUNITY FOOD RESEARCHER (CFR)

- n=3 interactive analysis workshops (3)
- Involved research team, CFR and stakeholders
- Creative approaches used to reach thematic 'consensus'

PARICIPATORY ANALYSIS WORKSHOPS



FOOD SYSTEMS APPROACHES

(IFSTAL) BATWOVE & BACKCASTING

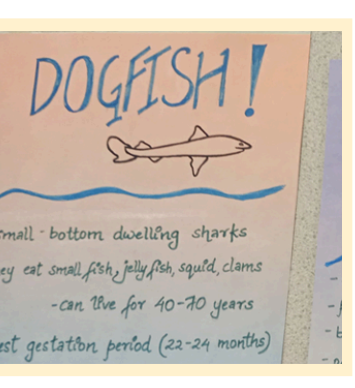
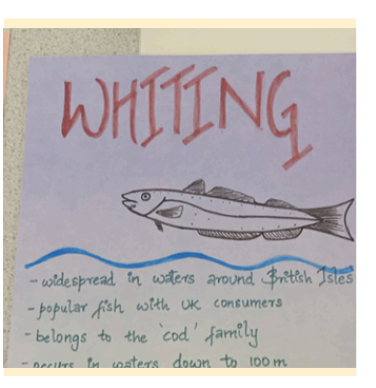
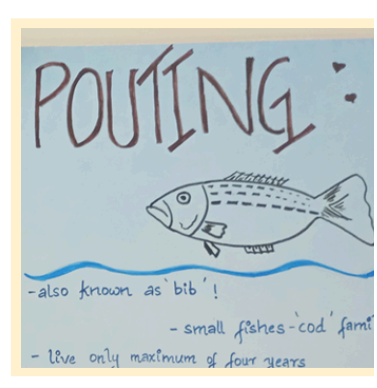
- Experts involved throughout the journey
- Engaged in meetings, discussions, workshops
- Supported product development
- Participated in policy workshop



ONGOING STAKEHOLDER ENGAGEMENT

SCHOOL STUDENTS ENGAGEMENT

- Co-design (Sir John Hunt Community Sports College)
- Tasting/assessing different fish species
- Testing different crumb topping
- 'Taste test' event at school
- Supported public engagement activities



FILM MAKING



QR code - Link to our Plymouth Fish Finger short film

- Community taste test event (n=45)
- Celebration event (n=90 attendees)
- Media & publicity (Observer; Positive News; BBC today programme; The Conservation; Fish Focus)

PUBLIC ENGAGEMENT

INTERACTIVE 'SEASHANTY' SONG

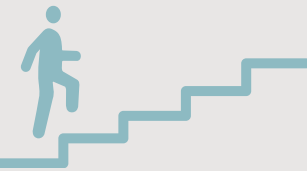


CHALLENGES

Up-scaling (mechanisation)

Closure of the Plymouth Fish Market

FUTURE STEPS



- Pop-up educational sessions in primary schools
- Write up for publication
- Social & Environmental lifecycle analysis (LCA) Reading Team
- Pricing work (Reading Team)

REFLECTIONS AND LEARNING

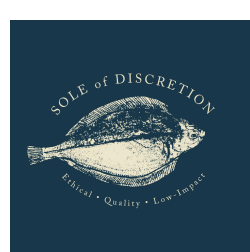
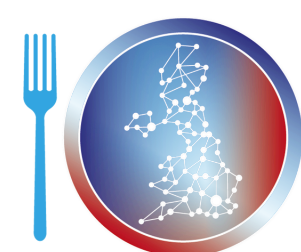
Collaboration and creation of 'COMMUNITY OF PRACTICE'

CFR Development (sense of ownership)

Applying new skills learnt throughout the project

Transformative potential of creative methods

Pettinger C, Hunt L (University of Plymouth); Dunn L, Drew S (Food Plymouth CIC); Wagstaff C, Tstritz R (University of Reading); Bennett C (Sole of Discretion); Baker E (PFSA)



1. FoodSEqual (2021) Co-production of healthy and sustainable food systems for disadvantaged communities. <https://research.reading.ac.uk/food-systems-equality/>
2. Pettinger C, Hunt L, Gardiner H, Garg P, Howard L, Wagstaff C (2023) Engaging with 'less affluent' communities for food system transformation: a community food researcher model (FoodSEqual project), *Proceedings of the Nutrition Society*, Dec 15:1-15. Doi: 10.1017/S0029665123004913. PMID: 38099419.
3. Nind M et al (2011) Participatory data analysis: a step too far? *Qualitative Research*, 11, 4 <https://doi.org/10.1177/1468794111404310>