

Marriott Hotels, with the support of ANP|WWF, launch a new and more sustainable menu for the oceans.

MARRIOTT HOTELS PIONEERING RESPONSIBLE FISH CONSUMPTION

It is already from 17 September that the restaurants of the Marriott chain hotels shall present a new menu that is more responsible towards the oceans, the result of pioneering work carried out in partnership with the nature conservation organization Associação Natureza Portugal [Nature Association Portugal], in association with the WWF (ANP|WWF).

Over the past two years, the NGO has analysed the most consumed fish and seafood species in the restaurants of the Marriott hotels, applying its evaluation methodology that analyses the species, the form of capture or production and the geographical area, in order to define the fish with less environmental and social impact and create more responsible menus.

Diversifying the fish species on the menu, offering more and better information to consumers about the origin of the fish and seafood they consume, choosing certified fish and paying attention to the minimum sizes for each species are the recommendations that the Marriott hotels will implement in the new menu created in partnership with ANP|WWF, in force in all restaurants of the Marriott hotels, starting on 17 September.

"The Marriott hotels were the first company to analyse the fish species they were buying, and to agree to implement an improvement plan to create a more sustainable and responsible charter for our oceans," said Ângela Morgado, ANP|WWF Executive Director, continuing "from an early stage that the Marriott hotels understood our message: not everything that comes into the net is fish to eat. There are many factors to consider before the fish reaches our plate, and this chain is an example of how it is possible to have a sustainable charter without losing quality, variety and taste.

Elmar Derkitsch, Managing Director of the Lisbon Marriott Hotel adds: "Sustainability shall be the next vanguard of our cuisine. Most people simply see fish and seafood as an infinitely abundant food and ignore their importance for biodiversity. The reality is that some species are already threatened and in danger of extinction. It is with great pride that we join this project in order to encourage guests and customers to make the right choice. Embracing this cause, our restaurants will present a new charter with a greater diversity of fish and seafood with the seal of sustainable fishing."

The analysis work and the proposed improvement plan is the result of a partnership between the Marriott hotel chain and ANP|WWF, a nature conservation organization, under the Fish Forward project - Towards responsible consumption of fish and seafood. This European project has been raising awareness and changing the behaviour of consumers, companies and authorities, in order to allow the recovery of fish stocks, currently under pressure.

The state of fish stocks threatens human food security due to the serious decline in fish stocks around the world, some of which present a serious risk of collapse, as stated by the WWF in the 'Living Blue Planet Report' (September 2015). This report also concludes that, on average, globally and over the last four decades, populations of marine mammals, birds, reptiles and fish have been halved.

Against this backdrop, the Fish Forward project has been raising awareness among Europeans over the past four years that the size of the fish and seafood we consume counts, that there are more fish in the sea and that labels are our friends (size, diversity and labelling).