

THE END OF THE LINE

RESEARCHING WHAT WE EAT

In the film *The End of the Line* we see the role that consumers can play by making informed choices about the food they buy.

Most people buy their groceries in a supermarket. This activity asks you to find out what information different supermarkets provide to consumers.

INVESTIGATING YOUR LOCAL AREA

Make a list of the different supermarkets in your area:

SUPERMARKETS



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Now use an internet search engine to see if there are any other places in a 5-10 mile radius where shoppers might be able to buy fish, for example, fishmongers or small-scale shops and suppliers.

Now that you have a list of the places shoppers could buy fish in your local area, you need to do some further research into these focusing on the following questions:

- 1) Do supermarkets, fishmongers and others give shoppers information about the source of the fish they sell (where it was caught) and the fishing method used to catch the fish?
- 2) Does the shop or supermarket have a policy on the kind of fish they sell? This could relate to the particular species of fish as well as the fishing or fish-farming methods used.

Once you have gathered this research you will need to write up your findings. Think about the following questions as a way of organising the data:

- How many choices of outlet are available to consumers in your local area? Are these all similar outlets (i.e. all supermarkets) or is there a range of options?
- What information do these outlets provide to their consumers on the origin of the fish and the fishing methods used to catch it?
- What emphasis do the different outlets place on the information they provide to consumers?
- Were there any common features of the policies/approaches of different outlets (if there was a policy)?
- Were there any surprises in the information you collected?



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USING THE INFORMATION

TASK 1

- Looking at the results of your research, are there any outlets you would like to make recommendations to?
- Write an email to the head of this outlet clearly outlining your recommendations. Remember to choose appropriate language – keep it formal and polite.

TASK 2

- Using the data you have gathered develop a guide to buying fish for shoppers in your area. This could take the form of a leaflet or a blog.
- Before you start, think about what information you'd want to make available to consumers and how you would present it.

FURTHER RESEARCH

Using your class as a sample, develop a profile of consumer patterns in your area. You will need to gather information by putting together a questionnaire and then present the information using pie charts.

You can use the following questions as a starting point, adding at least three of your own questions and adapting the ones here if necessary.

- How many people in your household eat fish?
- If someone in your household purchases fish, where are they most likely to buy it?
 - supermarket (name if known)
 - fishmonger or other small supplier
 - restaurant or takeaway
- How often do people in your household consume the following:
 - fresh fish (from a fish counter)
 - frozen fish
 - tinned, pickled or preserved (e.g. smoked) fish
- Does anyone in your household eat fish from a restaurant or takeaway? If so, are they able to find out where the fish comes from/how it was caught?
- How many people in your household would you say are aware of overfishing or of sustainable fishing?
- How many people in your household would know what symbols to look for if they wanted to buy sustainable seafood?
- What information would encourage shoppers to buy more sustainably?

