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Pupils across England and Wales to enjoy sustainable fish for lunch

Sodexo, a leading food facilities management services provider in the education sector, today announced that it has become the first school meals provider to achieve Marine Stewardship Council (MSC) certification across multiple school contracts in England and Wales.

Launched at Devizes school in Wiltshire, a new eco-labelled menu has been designed to help children make more environmentally friendly choices about what they eat.

The healthy new menu includes a delicious salmon starter and breaded pollack and features the blue fish-tick logo of the MSC, which assures customers that the fish can be traced back to sustainable stocks. As well as enjoying a lunch featuring eco-labelled fish, the action-packed launch included a visit from the MSC's mascot, Murdock the Fisherman's Cat.

Pupils also learnt all about why the world is in danger of running out of fish at a special afternoon assembly. Teachers were presented with Fish & Kids packs, part of a project launched by the MSC to teach children about the problems of over fishing.

Sodexo serves up over 40,000 school meals to pupils everyday. Following months of stringent preparation, the school meals provider is the first to achieve MSC certification across multiple school contracts in England and Wales.

Mr D Jopling, head teacher at Southbroom Junior School said: "I am thrilled that Southbroom is the first school to offer Sodexo's new MSC certified menu. It is so important that children learn where the food they eat comes from and how it reaches their plate. I hope it will encourage them to be kind to the environment and become responsible young adults."

Jane Bristow, managing director, Sodexo Education, said: "Serving healthy food is important but at Sodexo we work hard to educate the next generation of consumers about the food they eat. MSC certification will visibly highlight our commitment to supporting healthy marine life and stress to pupils, parents and teachers the importance of choosing environmentally friendly options."

For more information about Fish & Kids, please visit: www.fishandkids.org

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About Sodexo

In the UK and Ireland, Sodexo employs 43,500 people, and provides food and facilities management services to clients at over 2,300 locations in the corporate, education, healthcare, leisure and defence sectors.

Many companies rely on Sodexo for cost-effective solutions to their employee or hospitality catering, or to deliver services such as cleaning, reception, switchboard and help desks, mailroom, reprographics and grounds maintenance.

Sodexo is part of the Sodexo Group, the leading global provider of food and facilities management services, with more than 375,000 employees at 30,600 sites in 80 countries.

www.sodexo.com

The Marine Stewardship Council (MSC) is an international non-profit organization that was set up in 1997 to promote solutions to the problem of overfishing. The MSC runs the only widely recognized environmental certification and eco-labelling program for wild-capture fisheries. It is the only seafood eco-label that is consistent with the United Nations FAO guidelines for fisheries certification and the ISEAL Code of Good Practice for Setting Social and Environmental Standards and. The FAO "Guidelines for the Eco-labelling of Fish and Fishery Products from Marine Capture Fisheries" require that credible fishery certification and eco-labelling schemes include:

- Objective, third-party fishery assessment utilizing scientific evidence;
- Transparent processes with built-in stakeholder consultation and objection procedures;
- Standards based on the sustainability of target species, ecosystems and management practices.

The MSC has offices in London, Seattle, Tokyo, Sydney, The Hague, Edinburgh, Berlin and Cape Town. In total, more than 140 fisheries are engaged in the MSC program with 41 certified, 102 under assessment and another 20 to 30 in confidential pre-assessment. Together the fisheries record annual catches of more than 5 million tons of seafood. Of fish for human consumption, they represent more than 42 percent of the world's wild salmon catch, 40 percent of the world's prime whitefish catch and 18 percent of the world's lobster catch. Worldwide, more than 2,000 seafood products resulting from the certified fisheries bear the blue MSC eco-label.

This year, the MSC celebrates 10 years of operations since the first fisheries entered MSC assessment. For more information, visit www.msc.org