

## **A modern fishmonger**

A 21st century seafood business is a modern and forward-thinking business that values sustainability, quality, and customer satisfaction.

Their employees are knowledgeable about various types of seafood, their origins, and to get the best out of raw materials to produce the best products.

This is true of the largest fish processor and the smallest independent fishmonger.

In the 21<sup>st</sup> Century successful fishmongers are a blend of centuries old traditions and up to date modern practices. This is also true of fishmongers who work in the wholesale and merchanting parts of the seafood industry, and this is encapsulated in the knowledge, skills and behaviours that make up the level 2 fishmonger standard for England.

The overall role of a fishmonger (retail or wholesale) is to handle and prepare fish and shellfish in a way that delivers a quality product that is safe to eat, and attractive to the customer whether that customer is a member of the public, a restaurant chef or the next step in the seafood chain.

In addition to providing a wide selection of fresh seafood, a modern fishmonger understands the importance of responsible fishing practices and sources their products from reputable suppliers who prioritise sustainable fishing methods.

They are up to date on the latest developments in the industry, such as traceability systems and certifications to ensure that the seafood they sell is ethically sourced.

A modern century fishmonger is not just a vendor, but also an educator. They take the time to inform customers about different fish species, their nutritional benefits, and offer suggestions on how to incorporate seafood into their diets.

Their friendly and approachable demeanour makes them a trusted source of information for customers seeking advice on selecting, preparing, and cooking seafood.

With an eye for detail, the fishmonger maintains a clean and well-organised shop, ensuring that the seafood is displayed attractively and stored at optimal temperatures. They prioritise food safety and follow strict hygiene standards to guarantee the freshness and quality of their products.

Above all, a modern century fishmonger is passionate about serving their community and building lasting relationships with their customers. They genuinely care about their customers' preferences and dietary needs, always striving to provide personalised service and going the extra mile to fulfil special requests.

A fishmonger is a dedicated professional who combines knowledge, sustainability, and exceptional customer service to create a positive and enjoyable experience for seafood lovers.

A modern wholesale fishmonger plays a crucial role in the seafood supply chain. They are responsible for sourcing, purchasing, and distributing fresh fish and shellfish to various retailers, restaurants, and other establishments.

A wholesale fishmonger actively seeks out reliable suppliers, such as fisherman, fishing cooperatives, markets or aquaculture farms, who provide sustainable and high-quality seafood. They establish

strong relationships with these sources to ensure a consistent and reliable supply of fresh fish and shellfish.

One of the key responsibilities of a wholesaler is to maintain strict quality control standards. They carefully inspect every batch of fish they receive, checking for freshness, texture, aroma, and overall appearance. This helps to ensure that only the highest quality seafood reaches the market.

A modern wholesale fishmonger will work for a fish merchant, wholesaler or processor that utilises advanced technologies and sustainable practices to source, process, and distribute high-quality fresh fish products to customers worldwide.

They use environmental sustainability and responsible fishing practices to ensure the long-term availability of fish resources and reduce the impact of their operations on the ecosystem.

Additionally, they prioritise food safety and quality assurance measures and standards such as HACCP, SALSA and BRC.

The company also places a strong emphasis on customer service, offering convenient online ordering and delivery options, and providing tailored solutions to meet the specific needs of their clients.