



Marrfish
Caught & Delivered
Boat Owners & Fishermen Since 1870

January 2020 News



Welcome to our new look, monthly newsletter. Here you'll find out what's happening at Marrfish along with some industry news and anything we think may be of interest.

2019 was a tough year as we had our government fighting over the dreaded "B" word which has a direct impact on our industry. We were truly glad to see the back of 2019.

We're well into 2020 and this year will be a year of change for us here at Marrfish as we continue to expand our reach into the midlands and other areas. We're poised for a positive and busy new year with many surprises in store that you'll have to stay tuned for...

This Month's Recommendations

Our MD Andrew has suggested species that are particularly good at this time of year. Find out more about each species by clicking each one...



Coley



Haddock



Megrim Sole



Squid



Monkfish (250g)



Mussels

The Price of Cod



Cod quotas have been reduced by 50% in an effort to conserve the species. This will undoubtedly cause the price to rise from now onward and possibly create a type of panic among chefs and establishments in the UK.

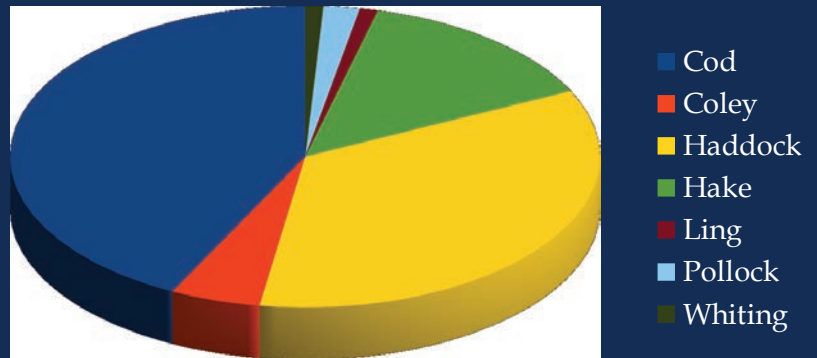
It's a frustrating situation to say the least and one that is made worse by the constant demand for cod. Yes it's a lovely fish, yes it's versatile and loved by young and old

for its light flavour, BUT there are other more abundant species landing here every single day of the year.

We can take inspiration from the plastic revolution and face the problem of over-fishing – demand other species.

At Marrfish, cod represents a staggering 43% of all our whitefish sales! Let's have a quick look at those numbers:

Species	% of Sales 2019
Cod	43.00%
Coley	5.00%
Haddock	35.00%
Hake	14.00%
Ling	1.00%
Pollock	2.00%
Whiting	1.00%



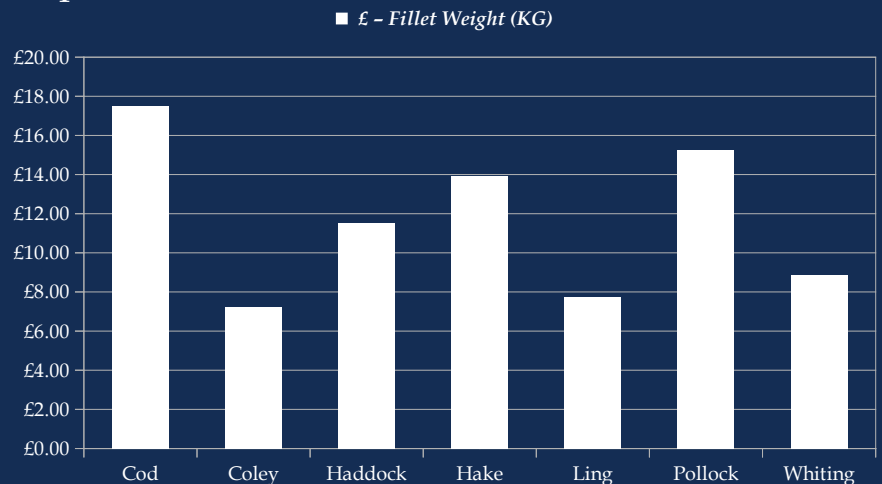
So what does this mean? It means the demand for cod is too high and other species such as coley and ling are virtually ignored – why? We ask ourselves constantly how we can change perception, how can we promote other species and use the best of British fish? It's not something we can do as in industry alone and we need the help of the gatekeepers.

Who are the gatekeepers you ask?...



We feel the price will go even higher causing even more uncertainty. We've made some price predictions for 2020 on whitefish prices:

Species 2020	£ - Fillet Weight (KG)
Cod	£17.50
Coley	£7.25
Haddock	£11.50
Hake	£13.95
Ling	£7.75
Pollock	£15.25
Whiting	£8.85



As you can see there's clearly value in switching to other species from a monetary point of view as well as a conservation one. We will keep our eyes on this situation and we'll put out an expanded blog post for our next newsletter.

Meet Jiri



We're a bit late but we want to welcome Jiri to our sales team. Jiri is the Sales Manager for the East Anglia area for Marrfish.

Previously a Head Chef, his passion for food started when in college at aged 15. Since moving from the Czech Republic in 2004, he's created quite an impression with his culinary skills in various locations in Essex.

Wanting to step out of the kitchen and into the fish supply industry, Jiri now helps chefs create their own masterpieces with his knowledge and background in fish preparation. In his spare time you will find Jiri spending time with his young family, who also have an interest in cooking.

Passionate and determined, Jiri has created a strong footprint in the company and continues to work hard to keep our clients happy.

WELCOME to the team!

DID YOU KNOW?

The hake caught by our boats is considered a delicacy in Spain. Our hake is superior as it's pair trawled and caught using techniques that do NOT stress the fish and cause poor flesh condition. Our hake is firm and is a stunning fish.

We export tonnes every month to our Spanish customers. This delicacy can be on your menu too - we catch it all the time!

Place an order now on 01279 501051.



Argentinian Reds



These amazing Argentine Red prawns are huge and make a meaty treat. Available frozen, raw with head on, these come in 2 kg boxes and are perfect to wow your customers with an unforgettable shellfish dish.

They have a firm texture which is a very satisfying bite and works perfectly in a main course.

Call your account manager today and place your order 01279 501051.

Frozen Fish Sale

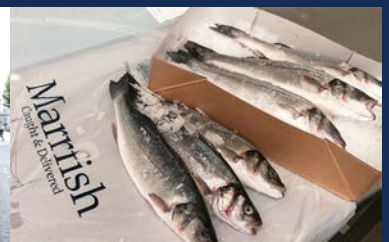
Find a bargain as we continue our frozen sale on our website.



Frozen Sale

Get in touch to place an order today for delivery next day...

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That's all for this month, we'll see you again in February for a more in depth newsletter!
Look out for new blog posts and some exciting developments coming soon...