

## **LegaSea Update 12**

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### **Free Fish Heads project needs successful fishermen**

Matt Watson and LegaSea have initiated FreeFishHeads.co.nz to enable fishers to share unwanted fish heads and at the same time conserve our fishery.

This online service means that successful fishers who prefer to keep the fish fillets can now get in touch with people in their area who would gladly accept the unwanted heads and frames.

This programme represents maximum respect for the fish we take by reducing waste, brings communities together and ultimately means we take less from the sea, conserving fish for future generations of Kiwis.

#### **How it works**

If you have, or anticipate you will have, fish heads and frames to give away all you need to do is go online, select your fishing area and a list of local recipients will emerge. Take down several details just in case the first contact is not available.

When you are at sea, or before you return, give the person a call and arrange a suitable place and time to meet. This could be at the boat ramp, a local carpark or club. Just remember to keep the heads and frames cool as possible to maximise the freshness.

Not everyone likes fish roe so if it's not your flavour don't waste it, ask your recipient if they want that too, chances are they will instantly say yes!

If you want fish heads then the process is just as simple. Go online to FreeFishHeads.co.nz; register your name, contact details and your preferred pick-up area. The next time someone in your area has free fish heads to give away they will call you to arrange a rendezvous. To enjoy maximum freshness please ensure you have plenty of ice in your chillybin when you make this pick-up.

LegaSea encourages you to watch Matt's video online, at FreeFishHeads.co.nz, where he explains the process; it is really simple and effective.

Even some of the All Blacks are into this initiative. Go to Facebook and search for Free Fish Heads then watch them at dinner after a day's fishing.

#### **Free Fish Heads in action**

In mid-December a keen team of seven visited the Saturday morning Otago Market to tell people about this new service. TV3 were there to record the action as the team approached people, explained the concept and gathered details.

There was an overwhelming, positive response to the offer of free fish heads. All we need now is more fishermen with unwanted fish heads!

#### **LegaSea Vision**

LegaSea's Vision is 'more fish in the water for future generations'. This programme seeks to achieve that Vision by encouraging maximum utilisation of the fish we take. This way, more families get to enjoy the bounty from one person's catch.

As our population grows we need to be more aware of how many fish we take and what we do with those fish. Leaving offensive, rotting carcasses on the beach or at sea is not a good look.

Matt and LegaSea urge fishers to visit the site and see how simple it is to find someone nearby who will come and take away your unwanted fish heads. So go check it out FreeFishHeads.co.nz.