

Check the gills: Fresh fish has bright red colored gills. If the gills of the fish are brown or grayish, don't buy it—it isn't fresh. As the days go by, the gills turn yellowish and start to smell pungent.

What not to buy

- Avoid buying undersized fishes. Remember, Today's Juveniles are tomorrow's wealth.



- Avoid buying unhygienically handled fish
- Avoid buying fish kept directly touching the floor
- Avoid buying fish mixed with sand
- Avoid buying fish which is not fresh
- Avoid buying fishes which are protected by law.
- Avoid buying fish kept without ice or in chiller.
- Avoid buying fishes which are protected by law.



Network for Fish Quality Management and Sustainable Fishing (NETFISH)

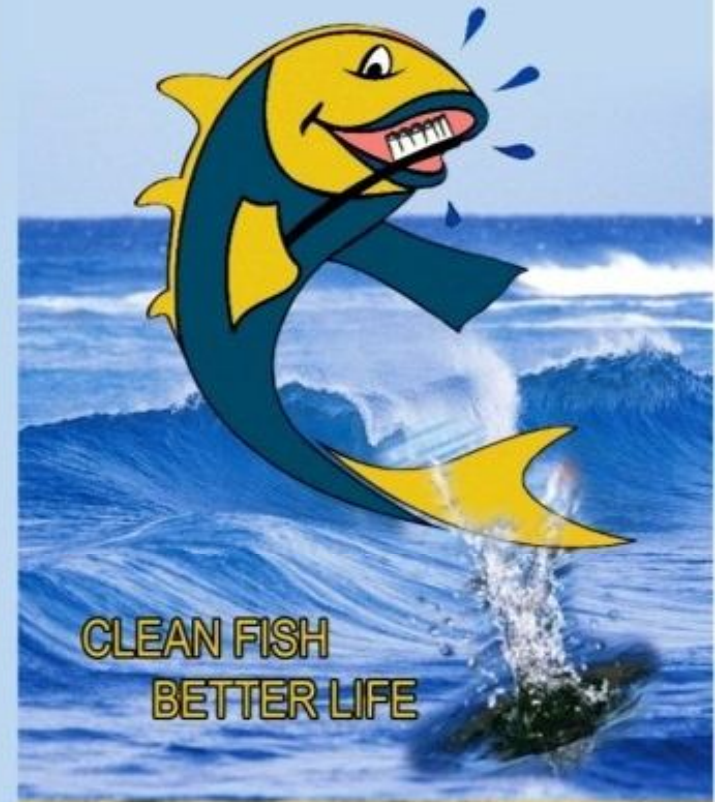
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GOOD QUALITY FISH FOR GOOD HEALTH



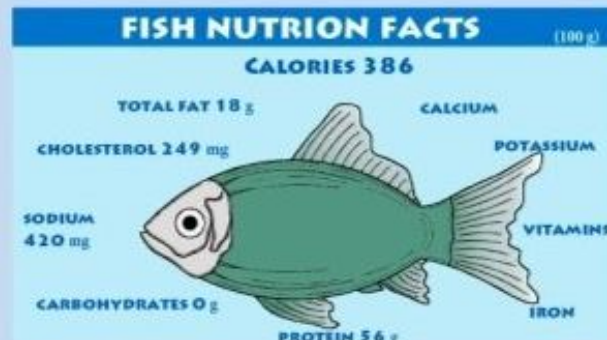
Fishes are an important resource for humans globally, especially as food. A unique combination of high-quality protein and vital nutrients make fish an invaluable food. So fish is considered as super food. Fish is the most important protein source and often the only affordable and relatively easily available source in many developing countries.

Nutritional Value of Fish

Fish provides a good source of high quality protein and contains many vitamins and minerals. Fishes contain a range of fat-soluble vitamins (A, D, E and K) and essential fatty acids, all of which are vital for the healthy functioning of the body. Fish is very rich in omega-3 polyunsaturated fatty acids. Minerals like phosphorous, fluoride, magnesium, iodine, calcium and potassium are present in fish, while trace elements of iron, zinc and selenium can also be found.

The health benefits of eating fish include:

- Prevention of cardiovascular disease
- Reduced risk of rheumatoid arthritis
- Protect against alcohol-related dementia



- Prevention of oral and skin cancers
- Boosting infant sensory, cognitive, and motor development
- Protecting vision
- Improving memory

Eating fish twice a week is a great way to improve your heart health!

How to Identify a Fresh Fish

When you go to a market or a fresh seafood shop, how would you know the fish is fresh? These signs will help you choose fresh fish.

Look at the fish: Fresh fish shines. The skin colour should be natural and the surface is shiny. Surface slime should be clear and not white. The scales of the fish should be shiny and lustrous. Scales should be firmly in place as opposed to loose or curled.



Feel the texture of the skin: A freshly caught fish has a firm, tight skin that is shiny and spring back when pressed. If you see a fish that has skin that is slimy to the touch, avoid that fish. If you press the fish and the fish spring back to original shape then it's good. If it remains indented don't buy. Fish will be in stiff condition



immediately after death which is the accurate sign of freshness.

Look at the eyes of the fish: A rounded, clear, bright, full, slightly bulging eye, a jet black pupil and translucent cornea are signs of freshness. On the contrary a cloudy, dull, sunken eye and a grey pupil mean that the fish has been out from water for too long.



Smell the fish: If you start smelling something "fishy" or, even worse, ammonia-like odors, that fish is stale and might make you sick. Fresh fish has smell of sea water only.