



Produced in Kent's unique 'Soul to Sole Fish Trail' aims to create a high tide for the county's seafood businesses

With a renewed interest in the health benefits of consuming more fish, following a flurry of research findings and media coverage, Produced in Kent has timed this upsurge with the launch of its hotly anticipated 'Soul to Sole Fish Trail'.

Produced in Kent is the visionary not-for-profit organisation that has the backing of Kent County Council and Hadlow College and is dedicated to promoting and celebrating the very best food, drink and produce to be found in Kent.

Kent has long been known as 'the Garden of England', but now the professionally produced 'Soul to Sole Fish Trail' looks set to put Kent's coastline on the map. The guide is aimed at stimulating renewed interest in eating fish, as well as encouraging local visitors and tourists into the county to sample the freshly caught and prepared native fish. The 'trail' guide also addresses the important concerns of fish sustainability and outlines Kent's 'fish friendly' small day boat fishing policy in the English Channel.

In addition, it brings together details of the county's flagship fish restaurants, fishmongers and mobile fishmongers, with informative nutritional information, a fish recipe and details of how to buy and prepare fish. The free pocket sized guide is available across the county from tourist offices, farm shops and fish restaurants and fishmongers from April and also includes a stunning circular walk along the famous White Cliffs of Dover. Fans of social history can learn about the history of the great British institution 'fish and chips' and how it developed and evolved over the centuries.

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Julie Monkman, manager of Produced in Kent, said: “The health benefits of eating more fish, and oily fish in particular, are undisputed. Recent findings have shown benefits for improved concentration, brain development and managing hyperactivity in children; whilst there has been a very positive link between preventing dementia and arthritis in older people, together with lowering the risks of cancer and heart disease.”

Julie also says that Kent’s fishing policy negates the negative headlines surrounding depleted fish stocks. “Whilst consumers have grasped the health benefits, there are concerns about depleted fish stocks. The wonderful news about the fishing industry in Kent, is fishermen tend to work with small day boats in Kent’s section of the English Channel, rather than the damaging deep net fishing. The ‘trail’ guide has provided a powerful mouthpiece for us to communicate this information to the increasing numbers of consumers who want to be environmentally responsible and prefer to consume native fish stocks.”

The ‘Fish Trail’ follows in the wake of four other highly successful published trails from Produced in Kent, including ‘Sheep Ahoy’, ‘Apple Source’, ‘Red, White & Brut!’ wine and vineyard trail and ‘Hops and Downs’.

Produced in Kent is a joint venture supported by

