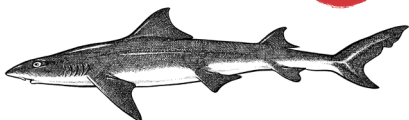


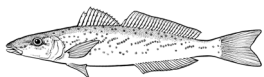
Give Flake A Break & Choose...

SAY NO



Flake/Shark meat

BETTER CHOICE



King George Whiting
WA, VIC, SA

BETTER CHOICE



Farmed Barramundi
NT, QLD, NSW, WA, VIC, SA

BETTER CHOICE



Dusky Flathead
NSW, VIC

BETTER CHOICE



Spanish Mackerel
NT, QLD, WA

Flip over to see how you can
#GiveFlakeABreak and save sharks

Flake fishing

Endangered sharks like the uniquely Australian whitefin swellshark can end up on our plates as 'flake'. It's critical that we stop our endangered Aussies being fished from the water in the first place if we're going to save them.

By giving flake a break, people can send a powerful message to improve how we fish for the future and stop endangered sharks being killed.

Australia is recognised as one of the few countries in the world best equipped to protect and save many of our threatened endemic species – but only if we act now.

Sign the pledge to #GiveFlakeABreak

and choose sustainable alternatives.

It's E.E.Easy - Explore your sustainable options using the GoodFish app, **Enquire** with your fishmonger about alternative seafood options – "What species of flathead is this and where does it come from?", and **Enjoy** truly sustainable seafood knowing you're supporting healthy oceans, the local fish and chip shop, and the fisher who's doing a great job so we can fish for the future.

By pledging to #GiveFlakeABreak, you're joining over 50,000 Shark Champions who are already using their voice to both protect Australia's threatened sharks and have a direct impact on how Australia fishes.

