# David Attenborough’s Ocean highlights trawler fishing damage as plant-based seafood gains popularity



A new film titled “Ocean” was released on 8th May to commemorate the 99th birthday of renowned naturalist David Attenborough. The film poignantly addresses the significant challenges facing marine ecosystems, particularly emphasizing the detrimental impact of trawler fishing on ocean life. Attenborough warns that such fishing practices are draining vitality from the seas, drawing attention to the broader environmental issues tied to marine resource consumption.

In connection with the film's release, ProVeg International is advocating for greater awareness and consumption of plant-based seafood alternatives as a potential solution to mitigate these environmental pressures. ProVeg's Global CEO, Jasmijn de Boo, remarked, "We believe a powerful documentary like this will lead people to question what they can do as individuals to help the seas recover." De Boo highlighted the growing variety of plant-based seafood products available in supermarkets, suggesting that these options are an accessible way for individuals to incorporate more sustainable practices into their diets.

Recent research supports the urgent need for such shifts in consumption patterns. It indicates that fishing gear constitutes a staggering 50% to 100% of plastic debris in certain oceanic regions, underscoring the environmental challenges associated with traditional fishing methods. "Trying out the growing varieties of plant-based seafood in the supermarkets is one way to reduce pressure on sea life and can easily be incorporated into our daily lives,” de Boo added, positioning plant-based fish as a viable alternative to help foster a more sustainable dietary approach.

Consumer interest in plant-based seafood appears to be on the rise. A 2023 EU-funded survey conducted by the Smart Protein Project reveals that 42% of Europeans find plant-based seafood appealing, with 43% expressing a willingness to consider purchasing it. Furthermore, the survey indicates that 35% of respondents would contemplate buying cultivated fish in the future, signalling a notable shift in consumer preferences towards more environmentally friendly food options.

Through these discussions precipitated by the documentary and reinforced by emerging consumer trends, the conversation surrounding sustainable eating is gaining momentum, suggesting that awareness and action can intertwine effectively in addressing ecological challenges.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

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3. <https://en.wikipedia.org/wiki/ProVeg_International> - This Wikipedia page provides information about ProVeg International, a non-governmental organization promoting plant-based food, including details about its mission and activities.
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