



sustainability

Since opening the first branch of Feng Sushi on the Fulham Road back in 1999, we have strived to improve our product and our impact on the environment. Over the last two decades Japanese cuisine has spread across continents to become a truly global food; sushi bars are now found in every corner of the globe from Tokyo, to Sidney, to Lima, to Sao Paulo, to Copenhagen, to Oslo, to Moscow – where there is fresh fish you will now find a sushi bar.

Originally, most chefs outside Japan stayed true to traditional sushi and sashimi, but over recent years more chefs have customized sushi to reflect local trends and seasonality. This has always been important to us at Feng Sushi; to serve stable classic sushi, but at the same time include and promote sustainable produce. At Feng we Think Global but Act Local and proudly introduce a seasonal menu every three months. Japanese cuisine does not need to rely solely on Japanese imports and we buy the majority of our products from within the European borders.

Bio-degradable Packaging and Recycling at Feng Sushi.

The Japanese goods we do buy from Japan are shipped to ensure a minimal carbon footprint; as is our packaging. As our product is made to order we have never felt the need to use plastic display boxes and instead packed our food in bio-fold packs. Two years ago we upgraded to a new product made from sustainable Swedish foresting. The carton is bio-degradable except for a fine wax lining which is there for food safety purposes. We recommend that our delivery and take away customers put out the packaging, including our colourful raffia, in their recycling bin. Please see link for further information:

We only offer sustainable bamboo chopsticks and the dipping cups for soy sauce are made from sugar cane, therefore suitable for composting. All our printed material contains 50% recycled paper, 50% paper from sustainable foresting (two trees are planted for every one cut down), and is chlorine free. We are religious about the in-house re-cycling of paper, cartons, bottles, cans and plastic. We would love to compost our food waste as this makes up the majority of our waste - perfectly safe food bits which could either be used as animal feed or compost – hopefully we will find a solution to this in the near future.





Recycling Cooking Oil

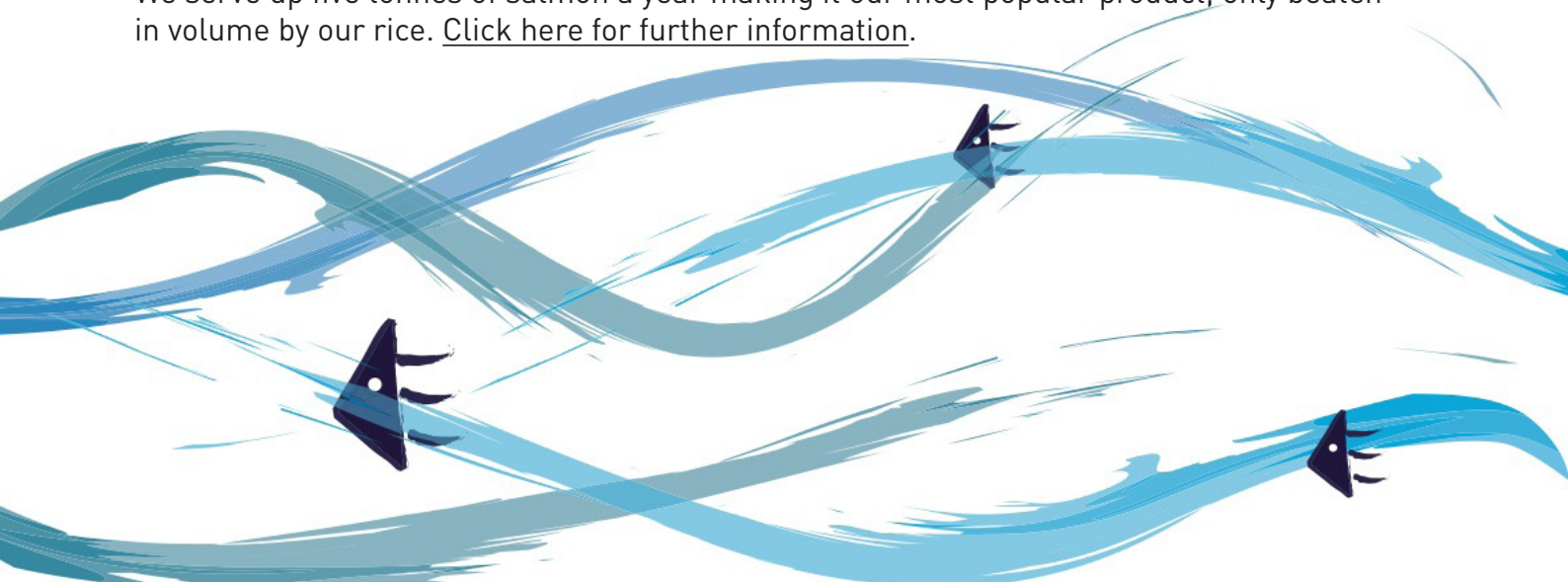
Our cooking oil is collected and made into bio-diesel. Again we are hopeful that the first diesel delivery bike will be available to us one day and we could re-use our own oil for our scooter fleet. We do not have one single van on the road emitting CO2, instead we use our fleet of 30 scooters for all Feng Sushi logistics, including the early morning despatch of our beautifully cut fish from our fish-cutting unit to all our branches across London. The fish is all packed on ice and arrives in store in a perfect condition.

Feng Salmon – Fiskeskaerkokken and Loch Duart

Our fish-cutting unit – or fiskeskaerekokken as it is called among Feng folk – has a team of four fully trained fish-cutters with a 7am start, seven days a week, to ensure that all our branches receive fresh fish every day. We centralised our fish cutting five years ago, as we found it more viable to have a team of chefs specifically trained to do the daily weighing, checking and testing of the fish to ensure that we get the best product for our customers. Feng Sushi and Loch Duart are both celebrating ten years of sustainability this year. At Feng we pride ourselves in being the longest serving customer of this superior salmon product, which comes as close to wild salmon as is possible. Loch Duart salmon is produced in the clean waters of Scouire with a beneficial undercurrent. The fish live in low density nets with a 98.2% water to fish ratio, making an altogether happier and fitter salmon. No chemicals are used on the nets, instead the salmon are moved to a fresh pen every six weeks and the nets are lifted to dry naturally in the wind and sun of this windy North-Western corner of Scotland.

There has been an interesting debate as to which fishmeal farmed fish should be fed. Loch Duart uses a fishmeal from the Faroe Islands, it is guaranteed dioxin free and is from a sustainable source, meaning there are still plenty of fish to feed on for the wild fish population in this area. Loch Duart do not use leftovers from the fish processing factories for the simple reason that there is very little protein in this feed as it is mainly fat, skin and bones and this compromises the flavour of the mature salmon.

We serve up five tonnes of salmon a year making it our most popular product, only beaten in volume by our rice. [Click here for further information.](#)





Japanese Rice from Italy

We use an average of 150 kilos of raw rice a day. We strongly believe that the best and freshest fish for sushi is a given, none the less the other essential thing about sushi is the correct sushi rice also known as 'Japonica' and to this end we ensure that all our head chefs understand how to make the perfect sushi rice. This is no easy task and takes thorough training, but through patience and persistence this is achievable for any devoted chef. Hand in hand with this ethos goes a good quality sushi rice, currently we use a strain of Japanese rice called 'originario' it has the characteristics of a short round grain, pearly and highly absorbent, cultivated in Vercelli and Pavia by a company called 'Riso Vignola,' established in 1880 and located in the northern region of Italy that is pretty much as local as it can get for growing rice!

Tuna Statement

Since opening the doors of our first Feng Sushi ten years ago we have only ever served yellow fin tuna, the reason for this is two-fold; blue fin tuna has been over fished for decades and the yellow fin tuna has been widely available and affordable to the UK market. The issue around blue fin tuna is the popularity of its Toro, the fatty belly part of the tuna. Interestingly enough this part of the tuna was never used for sushi in Japan, but discarded. However in post war Japan when supplies were short the Japanese government campaigned for a hungry population to consider this fatty and Omega 3 packed part of the fish, as it is a good source of protein. The velvety and flavourful part of the Toro has become a must in most exclusive and traditional sushi bars, unfortunately with disastrous consequences to the species. 90% of the global catch is bought by the Japanese; some is then re-exported back to exclusive sushi restaurants across the globe, meaning that the Toro enjoyed in the UK may have an obscene amount of food miles tagged onto it. The choice is yours!

Blue fin tuna does swim into the Mediterranean during the summer months, it arrives with the Gulf Stream, but most is exported, or the smaller fish are used for ranching in Southern European countries.





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Tuna ranching is a far cry from our supplier's sensible salmon, sea bass or sea trout farming. The Blue fin Tuna is a highly intelligent fish, an excellent swimmer (with an acceleration of a Ferrari) and caging in does not suit its temper. Tuna ranching is mostly done in floating nets of 40 – 50 fish, which feed on bigger fish – perfect for human consumption – like mackerel and sardines. Unfortunately often brute stock is taken for this industry with even more damaging consequences for the species, which takes a whole 8 years to mature, meaning that some farmed tuna will have spent up to three years on a feeding program. We know of one Japanese scientific program which has had success hatching tuna eggs, this may be the key to the survival of the species. At Feng Sushi we are adamant that we will not serve this gracious fish as it should be left alone to recover before stocks are totally depleted, unfortunately it may be too late and this fish will be totally lost to us all.

Most yellow fin tuna is currently managed from sustainable stocks that are correctly monitored. We at Feng only use tuna from these sustainable stocks and our tuna is line-caught in the Maldives from smaller boats, supporting the local fishing communities. Tuna is the only product at Feng Sushi which arrives via air freight, as this amazing species does need the VIP treatment; the tuna we are now serving is a maximum of 48 hours out of the water; that's fresh!

Other Feng Fish

Salmon and Tuna are without doubt our two biggest selling fish, however we have other tantalising and tasty fish on the menu. Mackerel also needs a good mention, one of the unsung heroes of the sea and also plentiful. Mackerel is actually from the same family as the tuna fish and has a similar build and fat content despite being much smaller.

At Feng Sushi we only use line-caught mackerel from Penzance, fished from small day boats. Mackerel needs the royal treatment and when looked after it is an amazing fish.

We order it in whole, fillet it the Japanese way, (four cuts instead of one) salt it and marinate it to a light cure to achieve a buttery flavour. See press clippings for the Feng Sushi Mackerel entry to the Seven Sushi Samurai Competition in October 2008.





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We also use Loch Fyne Oysters as they never disappoint! Loch Fyne manage their fisheries to sustainable criteria. Coley comes from the South Coast for our Japanese style fish and chips, Cuttlefish with MSC (Marine Stewardship Council) certification from Hastings, hand-picked Crabmeat from Cornwall and seasonal fish for our seasonal menu as recommended by MCS, (Marine Conservation Society), MSC and Sustain in The Good Catch Manual.

Feng Vegetables

We keep our quality vegetable suppliers in New Covent Market on their toes to ensure that we buy British Vegetables whenever possible; the rest are only imported from Europe by truck. If for any reason vegetables have to be imported from outside Europe when not in season (these being asparagus and avocados) these will be shipped rather than flown in. We are currently working with London Foodlink on a project with East Anglian Farmers to grow staples like mooli and leaves for us.

Finally a special mention to Neil of Clean Bean who is supplying us with the most gorgeous organic tofu made on his premises in Brick Lane; we are very proud to serve a fresh product instead of importing, and we believe it is all in the flavour.

We are always striving to improve and constantly debating issues from vehicle emissions to tiger prawn sourcing. If you have any thoughts or ideas we would love to hear from you! Please contact us at fengfeedback@live.co.uk.

Warm Regards,

Silla Bjerrum
Managing Director

