



# LEGASEA

## FISH FOR THE PEOPLE

LegaSea was established in 2012 as a public outreach initiative of the New Zealand Sport Fishing Council. LegaSea uses a variety of tools to educate people about issues, and what they can do so future generations can enjoy a meaningful fishing experience.

## Free Fish Heads

Conservation in action

November 2015

Thanks to Matt Watson's 'get stuck in and do it' attitude the [www.freefishheads.co.nz](http://www.freefishheads.co.nz) website was born.

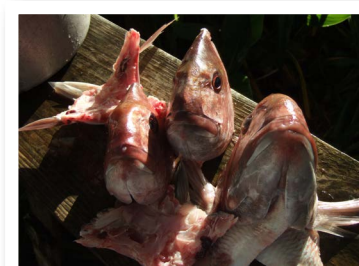
This marvellous initiative enables successful anglers to share unwanted fish heads and frames with people in their community and at the same time conserve our fishery.

There are thousands of people signed up online at [www.freefishheads.co.nz](http://www.freefishheads.co.nz) eagerly awaiting a call from a returning fisherman keen to share their catch.

If that's you, you can easily find people in your fishing area who would gladly accept the unwanted heads and frames.

This programme represents maximum respect for the fish we take, by reducing waste and bringing communities together. LegaSea encourages all fishers to make use of [freefishheads.co.nz](http://freefishheads.co.nz) to help conserve fish for future generations.

Watch Matt's video online where he explains the process. It's simple and effective.



## How it works

If you have, or anticipate you will have fish heads and frames to give away all you need to do is:

- 🌀 Go online to [www.freefishheads.co.nz](http://www.freefishheads.co.nz).
- 🌀 Select the place closest to where you'll have fish heads to give away.
- 🌀 Review the list of local recipients.
- 🌀 Call the contact.
- 🌀 Arrange a place and time to meet at the boat ramp, carpark or club.
- 🌀 Keep the fish heads and frames in ice to maximise freshness.



Not everyone likes fish roe so if it's not your flavour don't waste it.

Ask your recipient if they want the roe, chances are they will instantly say yes!



If you would like to receive heads and frames the process is just as simple:

- 🌀 Go online to [www.freefishheads.co.nz](http://www.freefishheads.co.nz).
- 🌀 Register your name, contact number and preferred pick-up area.
- 🌀 Wait for a call from a successful fisher.
- 🌀 Maximise freshness by ensuring you have plenty of ice in your chilly bin when going to pick up the heads and frames.

**LegaSea's vision: More fish in the water for future generations.**

This Free Fish Heads initiative seeks to achieve that vision by encouraging maximum use of the fish we take. It enables more families to enjoy the bounty of one person's catch.

As our population grows we need to be more aware of how many fish we take and what we do with those fish. Leaving offensive, rotting carcasses on the beach or at sea is not a good look.

Whether you're at home or on holiday, Matt and LegaSea urge you to use the free online service [www.freefishheads.co.nz](http://www.freefishheads.co.nz)



### It's simple.

Find someone nearby who will come and take away your chilled, unwanted fish heads and frames.

Visit [www.freefishheads.co.nz](http://www.freefishheads.co.nz).

**LegaSea contact**  
E: [info@legasea.co.nz](mailto:info@legasea.co.nz)  
P: 0800 LEGASEA  
W: [legasea.co.nz](http://legasea.co.nz)