



By appointment to  
Her Majesty Queen Elizabeth II  
Fishmonger  
James Knight of Mayfair

# James Knight OF MAYFAIR



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Quote of the month:

"Most fishermen swiftly learn that it's a pretty good rule never to show a favourite spot to any fisherman you wouldn't trust with your wife" John Voelker

## Market Report



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March 2015



	Fish	Landing Updates	Origin / Waters	MCS Rating	Catch Method
	Black Bream	There will be more landings during March and into April although prices will be a little higher than in full season during early summer. A good wild alternative to Gilt Bream and from our home waters too. Lovely.	English channel, Irish Sea	3	Rod & Line
	Brill	Prices still high overall but fish of superb quality, line & net caught from the channel. Slightly cheaper landings should be available periodically from Scotland and the North Sea fleet.	English Channel, North Sea	3-4	Line, Net Caught
	Cod	All prices should remain stable for the month with plenty of fine quality fish of all sizes. Skrei from Norway will still be available in both whole and fillet form at good prices for the season. <b>MENU TIME</b>	Norwegian Sea, North Sea	2	Line, Net Caught
	Cuttlefish	Now inshore after wintering in the deeper waters. There should be good availability during March, and particularly the spring season. For sustainability ask for trap caught, available on the south coast.	English channel	4	Trap, Trawl
	Dover Soles	Prices should remain relatively similar to the end of February although many fish will have roes present due to seasonal spawning. Quality can sometimes suffer, namely flesh being soft, but prices will be acceptable.	English Channel, North Sea	2	Line, Net Caught
	Gilt Head Bream	No issues on supply and prices should be stable for the month. A good value fish all round.	Farmed	4	
	Gurnard	There should be availability throughout March with increased landings of our favourite red variety in the chsnnel. Lower prices are telling you to put them on the menu, especially prior to summer spawning season (from June)	Red: Channel Grey: North Sea	3	Trawl
	Haddocks	As with Cod, there should be a good percentage of quality fish landings during March, but watch for softer fish later in the month due to spawning fish.	Nowegian Sea, North Sea, NE Atlantic	2	Line, Net Caught
	Hake	Prices have returned to more normal levels and fish will be widely available during March on both Scottish and English landings. <b>MENU TIME</b>	NE Atlantic	3	Trawl, Net, Longline
	Halibut	Canadian season on headless starts this month although there is now minimal imports of this variety into the UK nowadays. Norwegian fish should become available periodically during March in a wide range of sizes from medium to extra large. Fish will be superb quality, line caught and either headless or head on.	Norway, North Sea	Unclassified	Line Caught
	John Dory	All sizes should be available, albeit at high prices for the year, although from time to time there should be the odd trawled landing from Scotland at a more acceptable price.	English Channel, North Sea	3	Net Caught Trawl
	Lemon Sole	Prices will decrease overall but stay relatively high compared to the annual average. There will be all sizes available due to increased landings, however there will be the effect of Icelandic fishing grounds closing for a week as happens every year prior to spawning season.	English channel, North Sea	3	Net Caught Trawl
	Ling	Landings mainly in Scottish waters but a small quantity should be landed from the channel. There should be improved availability and lower prices as the month progresses.	NE Atlantic	4	Longline, Trawl
	Mackerel	We will see supply issues toward the end of this month as supply and prices can be very volatile at this time of year due to fish moving to inshore waters making them less suceptable to trawlers. Inshore net and handline fisheries on channel plus imported Spanish mackerel should however ease the situation.	North Sea, English Channel	2	Handline, Net Trawl
	Monkfish	No issues forecast. A stable supply and respectable price will be the order of the month. All sizes available and a very versatile fish for a wide range of dishes. <b>MENU TIME</b>	North Sea, English Channel	4	Trawl Net
	Plaice	Fish available during the month although quality is now not quite as good due to high content of roes now presnt in the fish. In addition to this, Icelandic fishing grounds are closed momentarily during March for spawning. High prices and lower quality, its best to wait for late spring/summer.	North Sea, English Channel	3	Trawl net
	Pollock	There are now major landings from the English channel to Scotland and we should continue to see this for the next few months and going into the summer season. A good sustainable and seasonal alternative to Cod. <b>MENU TIME</b>	North Sea, English Channel	3	Trawl, Net, Handline

	Skate	Fish will be available from all areas including the Irish Sea. Prices are lower the annual average although you should reflect on the sustainable issue due to the serious rating of 5.	South Coast	5	All Methods
	Salmon	Reports of an excess supply and full storage chillers have currently led to a slight lowering of prices during late February. I should expect this to continue over much of the March period before prices begin reverting.	Farmed	3	
	Sardines	Supply will begin to get difficult toward the end of the month followed by price rises when the fish are available from time to time. Q2 is normally quite notorious for sardines, although herrings can be an acceptable alternative when they are available.	English Channel	2	Net Caught
	Stone Bass	A good alternative to wild bass, prices of which will be increasing very soon. Superb 2k and 3k plus fish are ready for prepping into lovely chunky portions suitable for all quality restaurants and dining rooms. <b>MENU TIME</b>	Farmed	Unclassified	
	Swordfish	As per Tuna - However watch for the full moon at the start of the month as this generally affects supply for the week concerned.	Indian Ocean	3	Longline
	Squid	Squid supply has been fantastic lately and should continue during this month. Very good quality from both Scotland and England and definitely one for the specials board. <b>MENU TIME</b>	NE Atlantic	3-4	Trawl, Jigged
	Tuna	Supply is generally fine in March due to favourable weather in the IO area. However the EU import ban for Sri Lanka could eventually lead to an initial increase in raw material prices while importers scramble to sign alternative exporters for our markets. Expect stable(ish) prices with a possibility of increases.	Indian Ocean	3	Pole & Line
	Turbot	Superior quality netted fish are available from the channel at pretty high prices although north sea trawlers can sometimes land a quantity that can command a more acceptable price. Better landings later in summer.	English Channel, North Sea	3-4	Line & Net Caught
	Whiting	Widely available over the coastline, the whiting is landed pretty much everywhere. It is cheap, great for F&C, and available in whole fish and good sized portion fillets. A great introduction of fish to kids due to its low fishy tone. <b>MENU TIME</b>	NE Atlantic	2	Trawl

### Our Customers Count:

James Knight Of Mayfair has traded for over 100 years in London, and still has strong independent values & beliefs, of how your fishmonger should work, being flexible, available when you need us, ready to respond and work with you at short notice, as you grow your business, and change your menus. Only our portfolio of existing customers, can demonstrate our strengths, and success story for the future, with your support, think local, believe independent..

Based Central London, Daily Delivery 6 days. Independently Owned, Personal Contact, Back Up Delivery, Daily Local Landings

I would like to thank the following team members, for their contributions, in updating this report each month

- Jason - Expert knowledge in sourcing our fish & seafood
- Dan - Technical support and sustainable updates
- John - Seasonal requirements for key accounts
- Mickey - Quality control systems and distribution

*"James Knight has consistently proved it's able to meet the demands of our 5 Star hotel. They have assisted us in promoting British seasonal produce for the Park Terrace & Banqueting, whilst working with the Min Jiang restaurant to source products that are ideal for authentic Chinese cuisine. This is not withstanding the valued support they offer as a Craft Guild of Chefs business partner."*  
 Steve Munkley, Executive Head Chef – Royal Garden Hotel & Vice President