

## The hottest global markets for eco-labeled seafood

New research pinpoints in which countries the awareness of and acceptance for eco-labeled seafood is strongest.



**A new survey reveals the hottest markets around the world for eco-labeled seafood.**

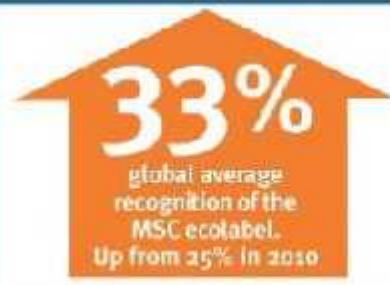
Eco-labels are an established part of the seafood merchandising landscape these days, and no label has more global recognition than the Marine Stewardship Council's (MSC) eco-label. Consumers are increasingly looking for sustainable seafood and are more and more using eco-labels to guide their purchasing. Globally, the number of seafood products carrying the MSC label increased fivefold between 2010 and 2014 to more than 25,000.

But which countries are the most eco-label friendly? A brand-new survey of over 9,000 shoppers in 15 countries, conducted on behalf of the MSC and believed to be the world's largest international survey of sustainable seafood consumption, sheds light on which countries are eco-label hotspots and which are not.

Awareness of MSC label is greatest in ... Percentage of shoppers who say they have seen the MSC logo		Who is willing to pay more for eco-label seafood? Percentage of shoppers who say they would pay more for an eco-labeled product.	
Germany	58%	France	52%
Switzerland	57%	USA	48%
Netherlands	48%	Sweden	47%
Sweden	45%	Switzerland	45%
Singapore	41%	Denmark	45%
Denmark	41%	Germany	45%
Poland	32%	Singapore	44%
France	28%	Australia	42%
USA	28%	Spain	42%
UK	27%	Poland	41%
Finland	27%	UK	40%
Spain	25%	Canada	39%
Canada	25%	Finland	29%
Japan	24%	Netherlands	26%
Australia	20%	Japan	18%

# The increasing appetite for sustainable seafood

The Marine Stewardship Council is the world's leading certification and ecolabelling program for sustainable seafood. Look for the blue MSC ecolabel when buying wild-caught fish and seafood.



agreed it's important for supermarkets to sell sustainably caught fish



believe restaurants should show sustainable seafood options on their menus



agreed buying sustainably caught seafood is helping restore fish stocks



agreed they trust brands using ecolabels more than those that don't

## Sustainability and traceability high on the agenda when making purchasing decisions



**sustainability**

and 39% expressed an increased willingness to pay a little more for a product with an ecolabel



**traceability**



of seafood buyers actively look for fish from a sustainable source

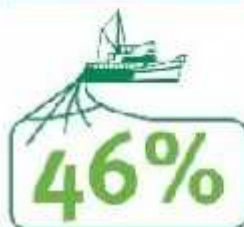
Independent ecolabels are more trusted than a brand's own promise



trust an ecolabel



trust a brand's own promise



of those who recognise the MSC ecolabel were more likely to think that the commercial fishing industry is improving its level of sustainability



increase in MSC ecolabelled products between 2010 and 2014



9,019 regular seafood buyers were questioned across 15 countries;

Australia, Canada, Denmark, France, Finland, Germany, Japan, The Netherlands, Poland, Singapore, South Korea, Sweden, Switzerland, the United Kingdom and the USA. Surveys took place between 19 March to 25 July 2014.