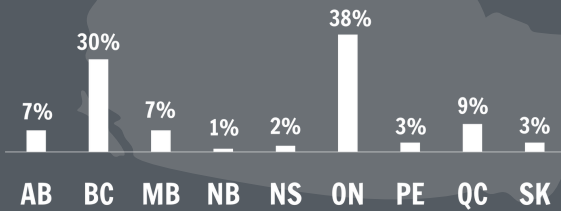


# 2021 SEAFOOD PROGRESS SURVEY RESULTS



Survey size: 105 adults  
Time frame: May 2021  
Delivery mode: Online

84%

PURCHASE SEAFOOD AT  
LEAST ONCE PER  
MONTH

Inadequate  
labelling

MAIN SOURCE OF  
FRUSTRATION  
WHEN BUYING  
SEAFOOD!

89%

WANT TO PUT A STOP  
TO GREENWASHING  
ON SEAFOOD LABELS

✓ Sustainability

✓ Geographic origin

TOP PRIORITIES  
WHEN BUYING  
SEAFOOD

100%

FIND SEAFOOD  
PROGRESS TO  
BE A USEFUL  
TOOL

“

So often the origin is not provided  
on labels. "IMPORTED BY..." does not  
tell me where it is from!"

”

“

I like that Seafood Progress pushes  
for retailers to take responsibility  
for what they sell. I expect major  
retailers to make good decisions!

”

60%

HAVE USED  
SEAFOOD  
PROGRESS TO  
CHOOSE A  
BETTER  
PERFORMING  
RETAILER