

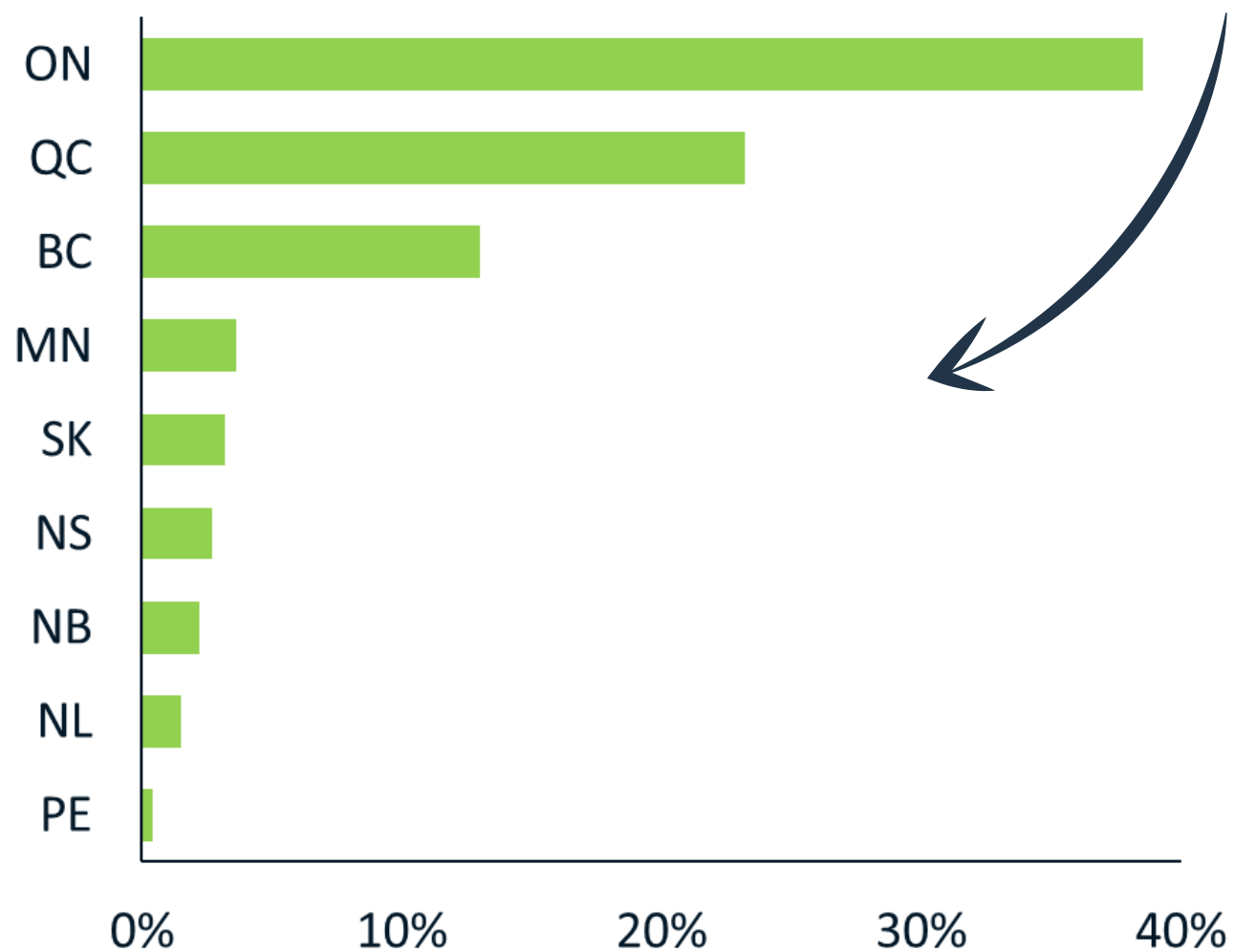
*Polling conducted online by YouGov from November 16th to 21st of November, 2021 among 1,015 Canadians (18+); figures have been weighted and are representative of all Canadian adults.

Who responded?

1,015
Canadians

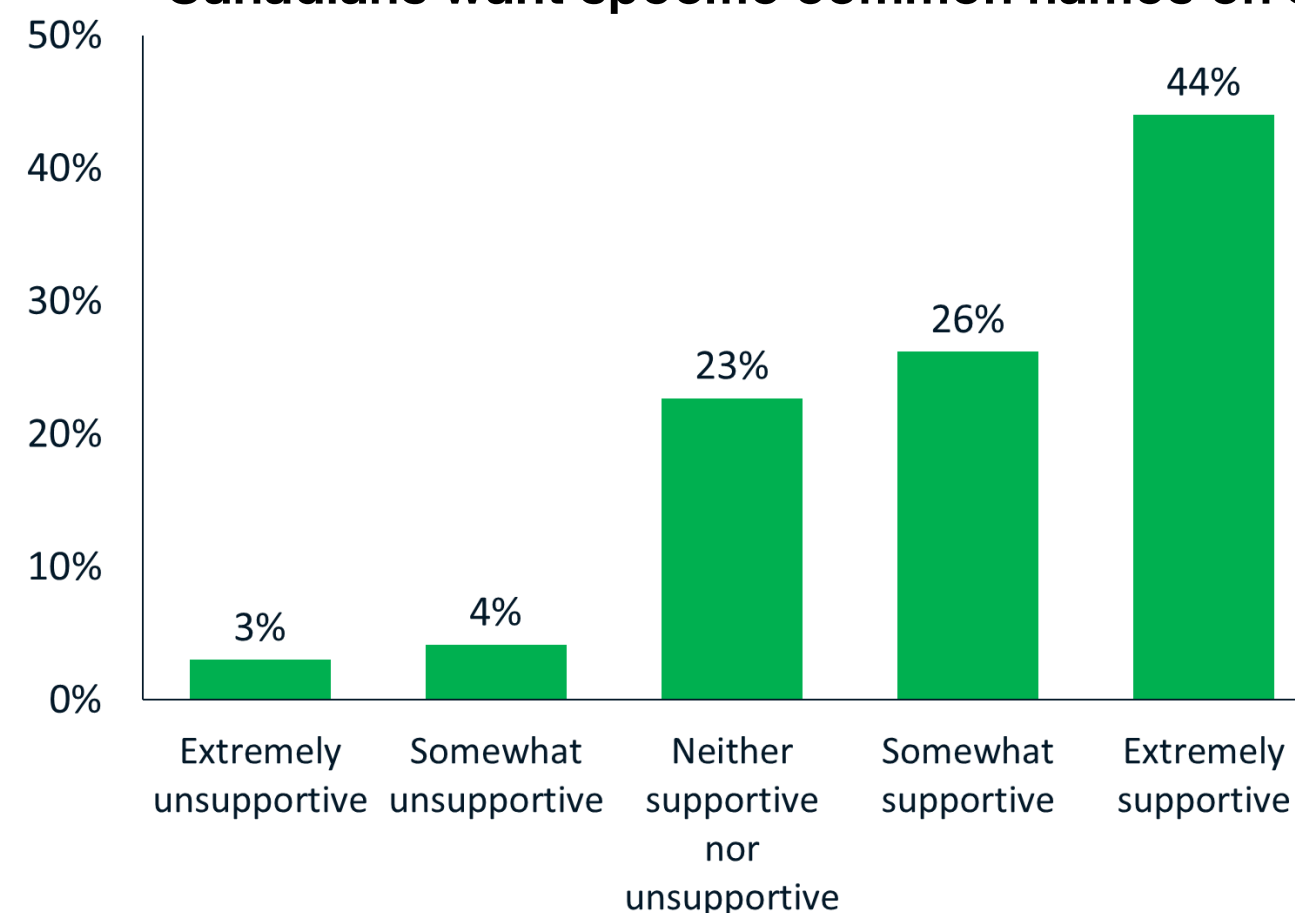


located across the country



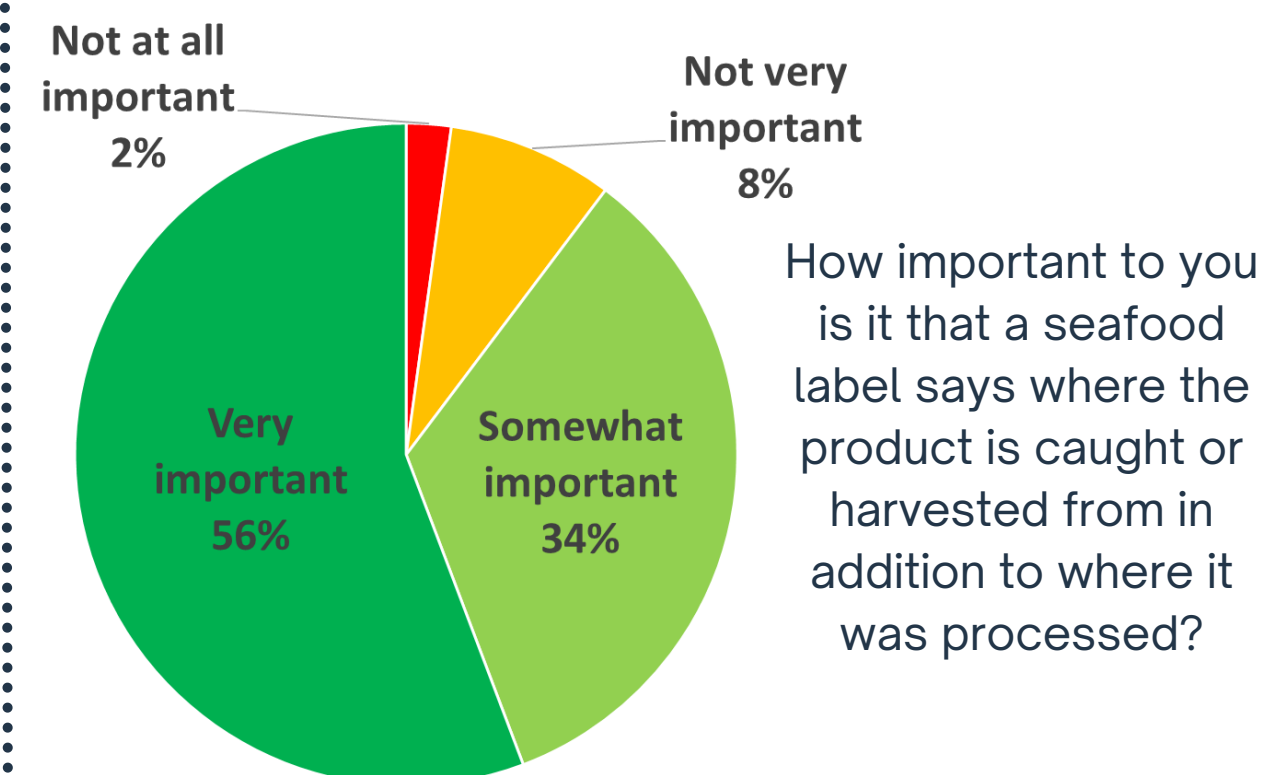
93% buys seafood
7% does not buy seafood

Canadians want specific common names on seafood labels



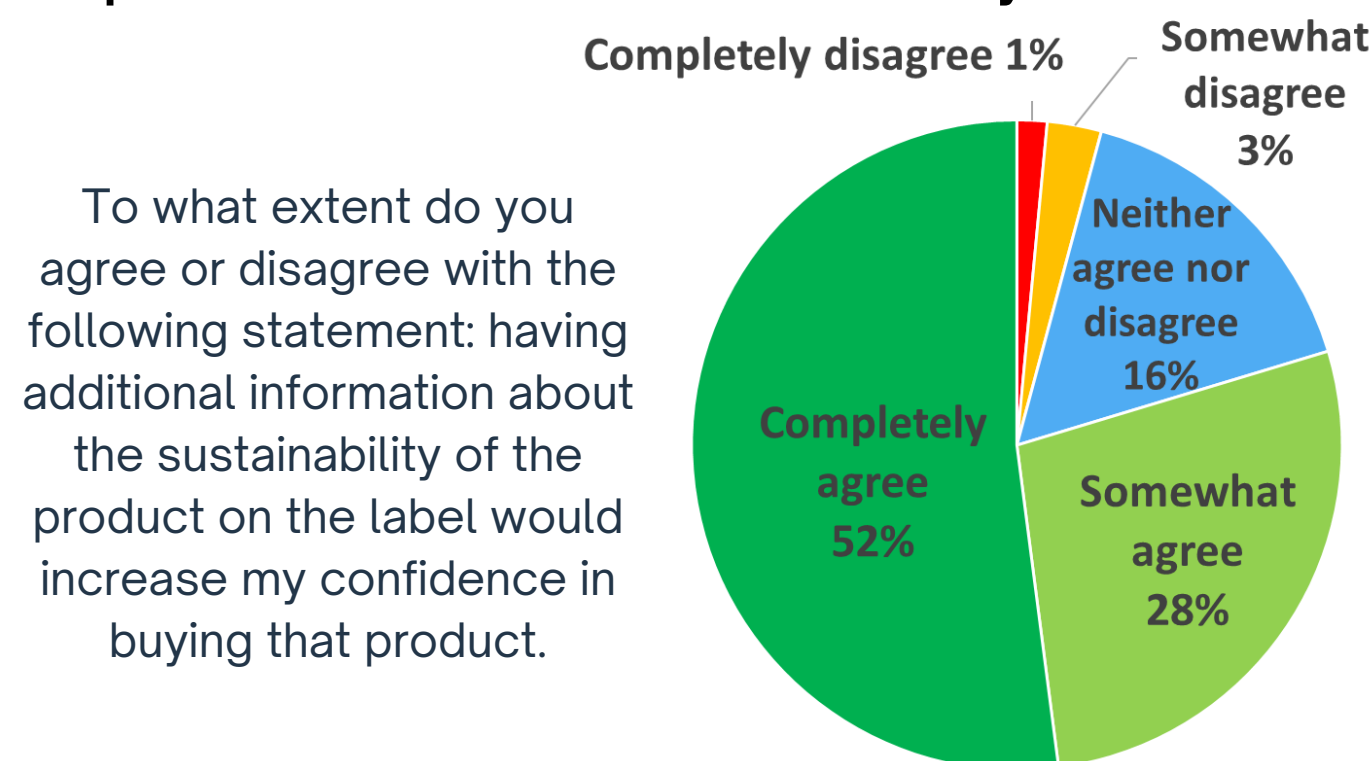
Are you supportive of seafood product labels that provide specific common names for the species sold?

Canadians want the geographic origin included on seafood labels



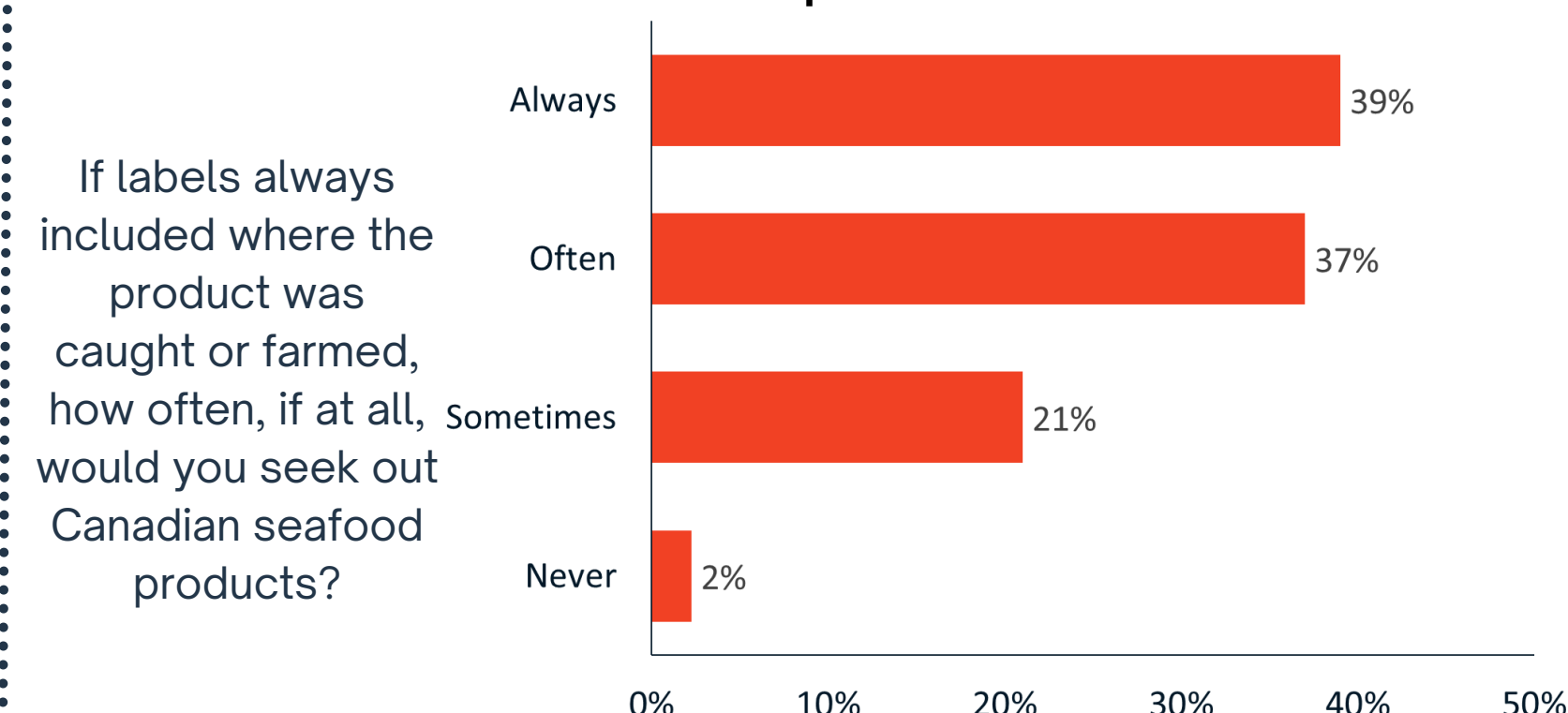
How important to you is it that a seafood label says where the product is caught or harvested from in addition to where it was processed?

Canadians would have greater confidence in seafood products that included sustainability information



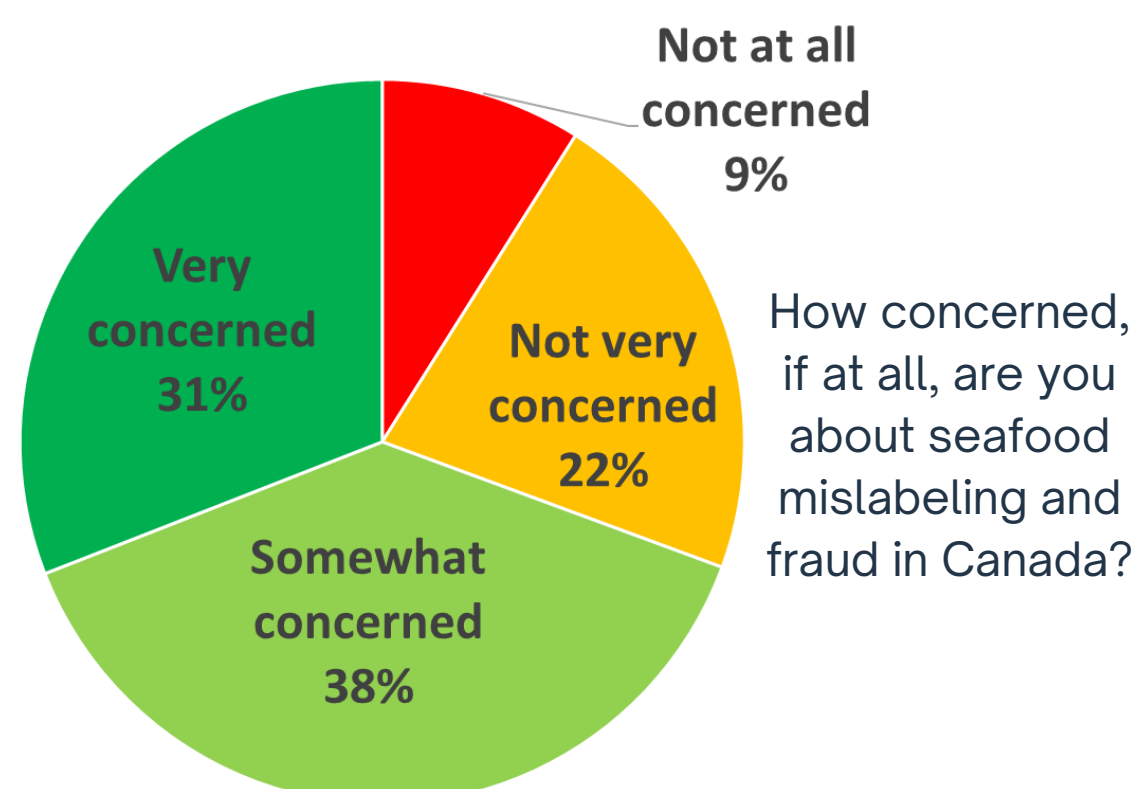
To what extent do you agree or disagree with the following statement: having additional information about the sustainability of the product on the label would increase my confidence in buying that product.

Canadian seafood buyers want to seek out Canadian products



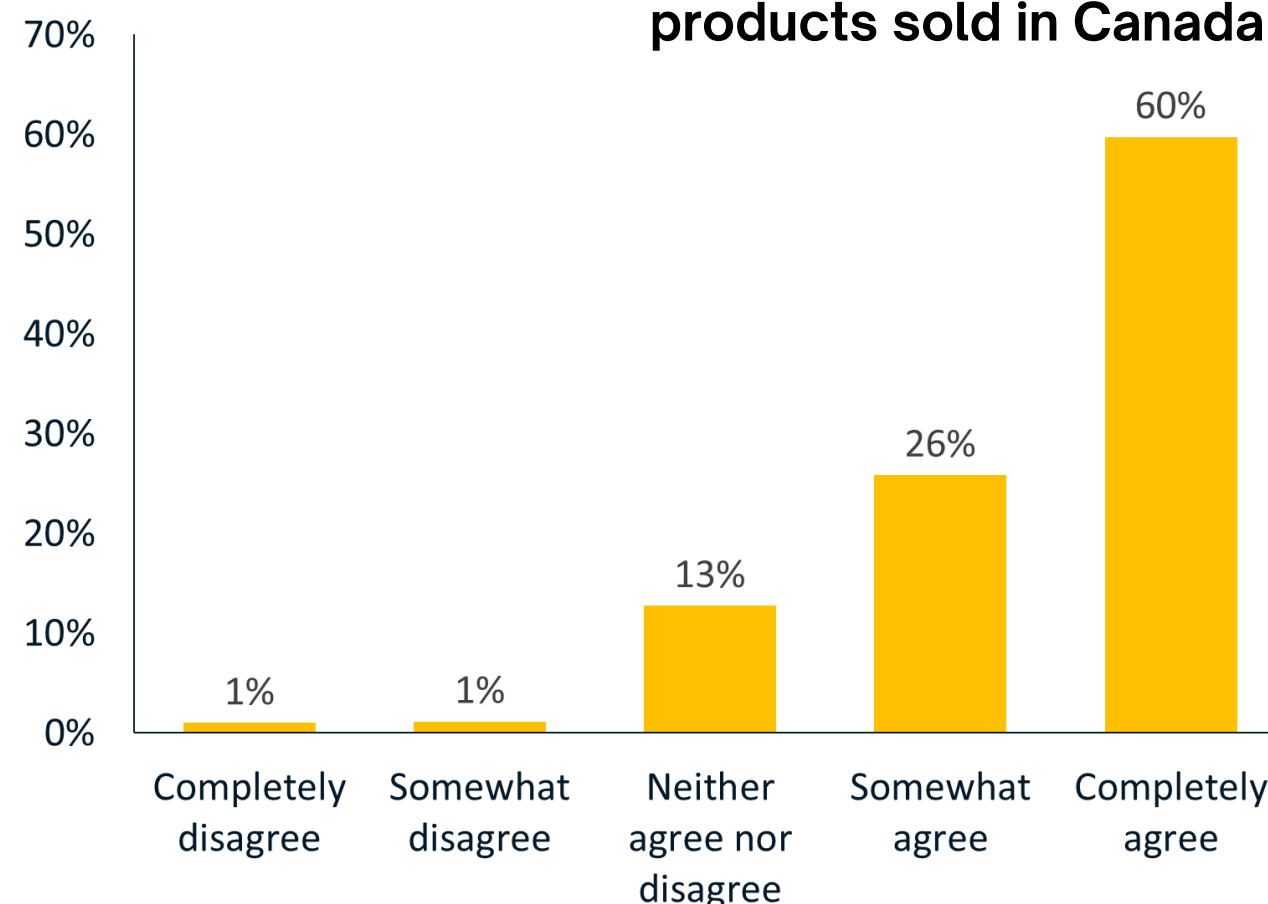
If labels always included where the product was caught or farmed, how often, if at all, would you seek out Canadian seafood products?

Canadians are concerned about seafood mislabelling and fraud



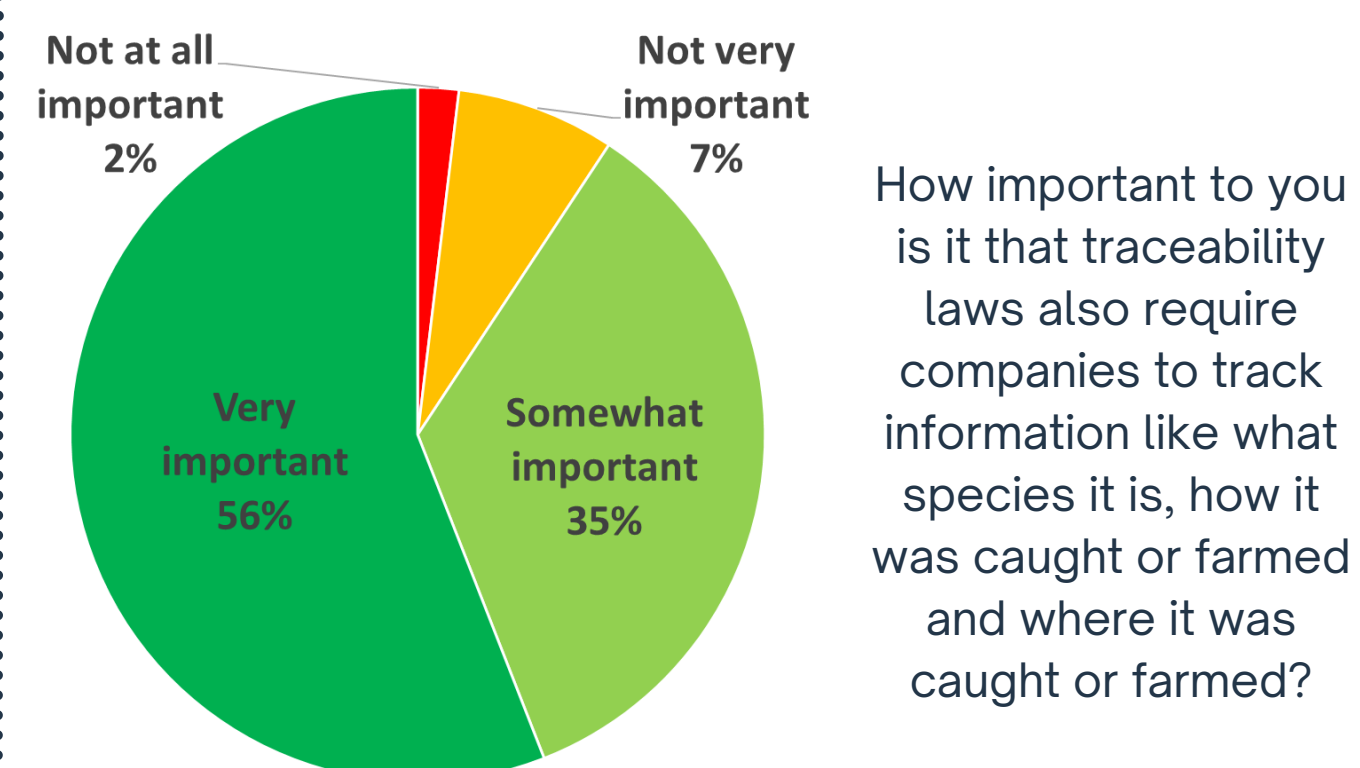
How concerned, if at all, are you about seafood mislabeling and fraud in Canada?

Canadians support improved traceability for seafood products sold in Canada



To what extent do you agree or disagree with the following statement? I support improved seafood traceability for all seafood products sold in Canada.

Canadians want companies to track key information about seafood products



How important to you is it that traceability laws also require companies to track information like what species it is, how it was caught or farmed and where it was caught or farmed?