Survey on consumer perceptions of seafood labelling and traceability

Who responded?

1,015 Canadians located across the country

- 93% buys seafood
- 7% does not buy seafood

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

- Extremely unsupportive: 3%
- Somewhat unsupportive: 4%
- Neither supportive nor unsupportive: 23%
- Somewhat supportive: 26%
- Extremely supportive: 44%

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

- Very concerned: 31%
- Somewhat concerned: 38%
- Not very concerned: 22%
- Not at all concerned: 9%

Canadians want specific common names on seafood labels

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

- Very important: 56%
- Somewhat important: 34%
- Not very important: 8%

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

- Very concerned: 31%
- Somewhat concerned: 38%
- Not very concerned: 22%
- Not at all concerned: 9%

Canadians want the geographic origin included on seafood labels

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?

- Completely disagree: 1%
- Somewhat disagree: 3%
- Neither agree nor disagree: 16%
- Somewhat agree: 28%
- Completely agree: 52%

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

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

- Always: 39%
- Often: 37%
- Sometimes: 21%
- Never: 2%

Canadian seafood buyers want to seek out Canadian products

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.

- Completely disagree: 1%
- Somewhat disagree: 13%
- Neither agree nor disagree: 26%
- Somewhat agree: 26%
- Completely agree: 60%

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?

- Very important: 56%
- Somewhat important: 35%
- Not very important: 7%
- Not at all important: 2%