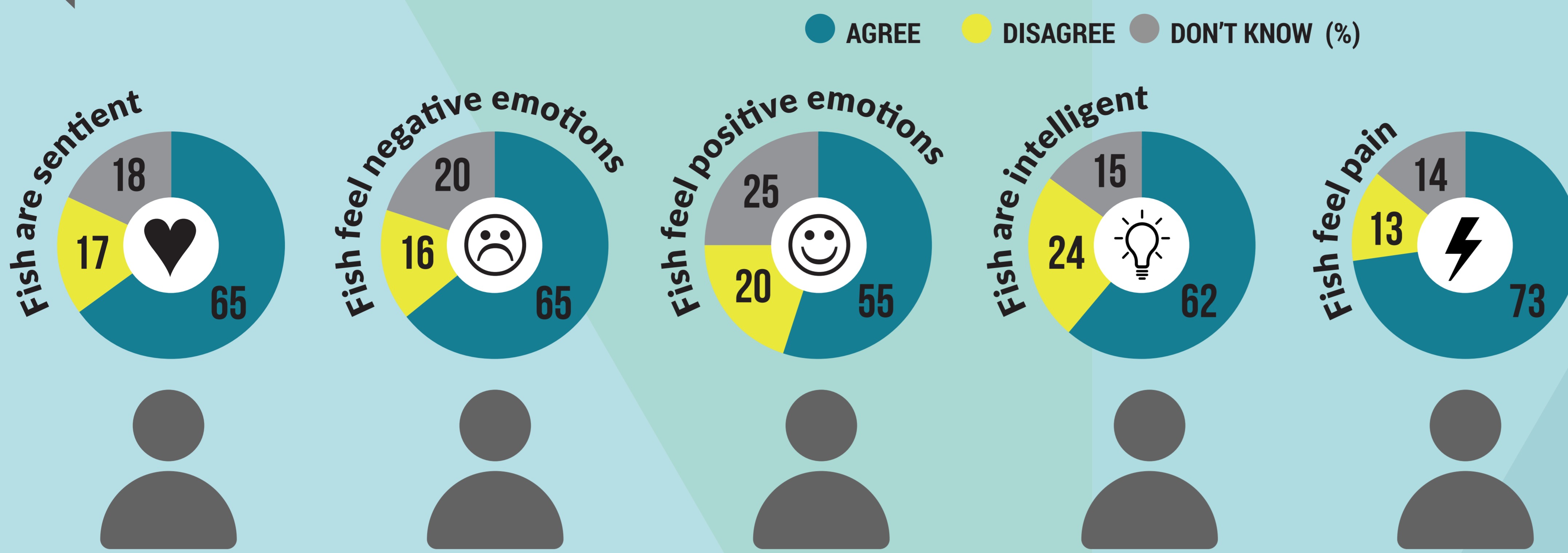


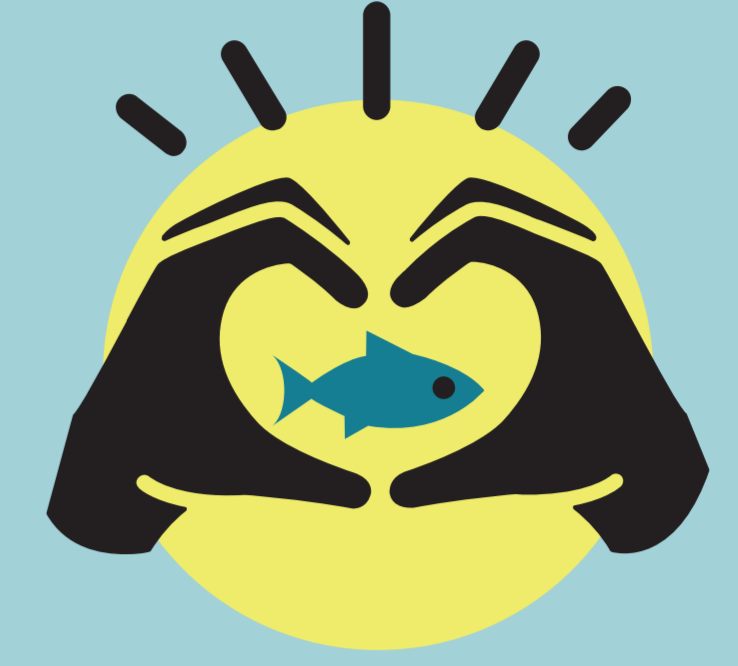
European Public Perceptions of Fish Welfare

People know that fish are sentient and that they feel pain, and think that the welfare of fish should be better protected.



of people believe that the welfare of fish should be better protected than it is now.

79%

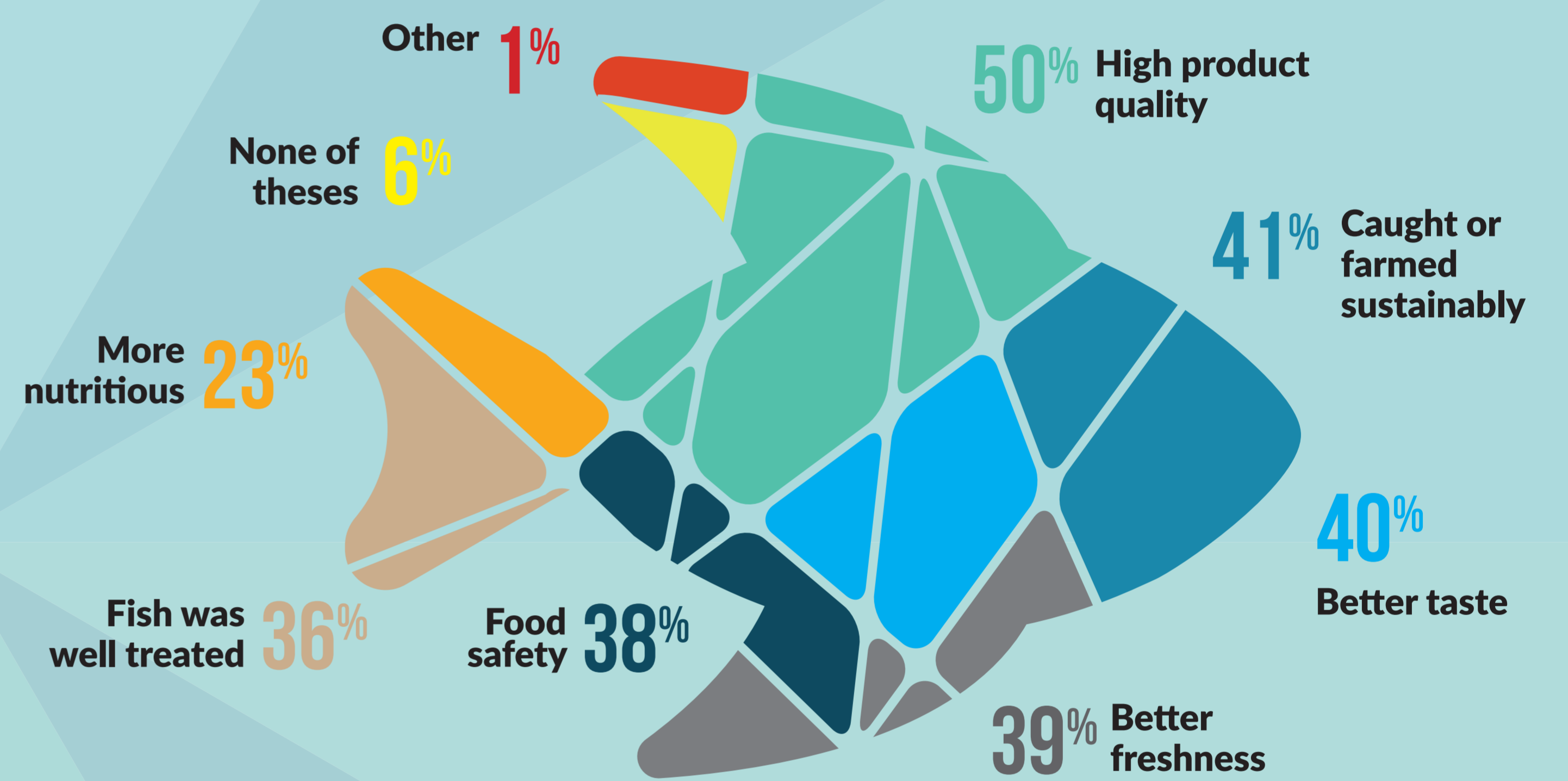


of people think that the welfare of fish should be protected to the same extent as the welfare of other animals we eat.

People are looking for welfare when they look for fish products, as it is an indication of the most important product attributes: quality and sustainability.



The following percentages of people think the benefits of choosing higher welfare fish products are:



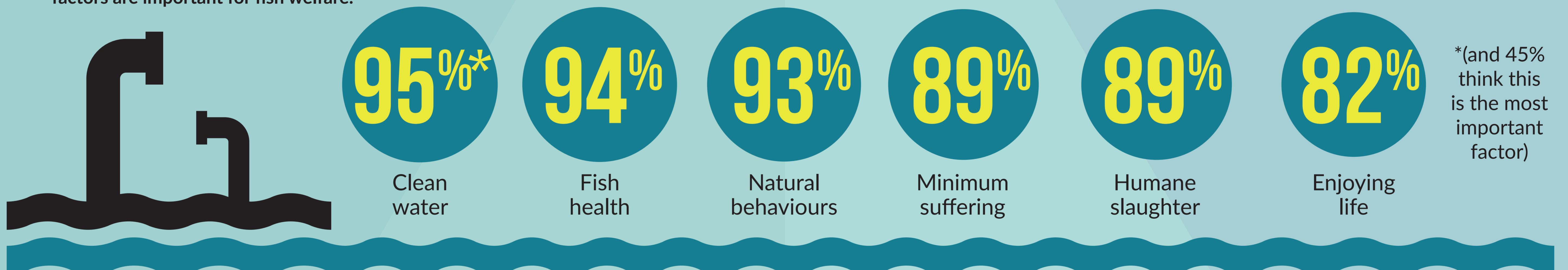
79%

of people would like to see information about the fish's welfare on the product label, with preferences evenly split between a standalone welfare label and as part of other labels.



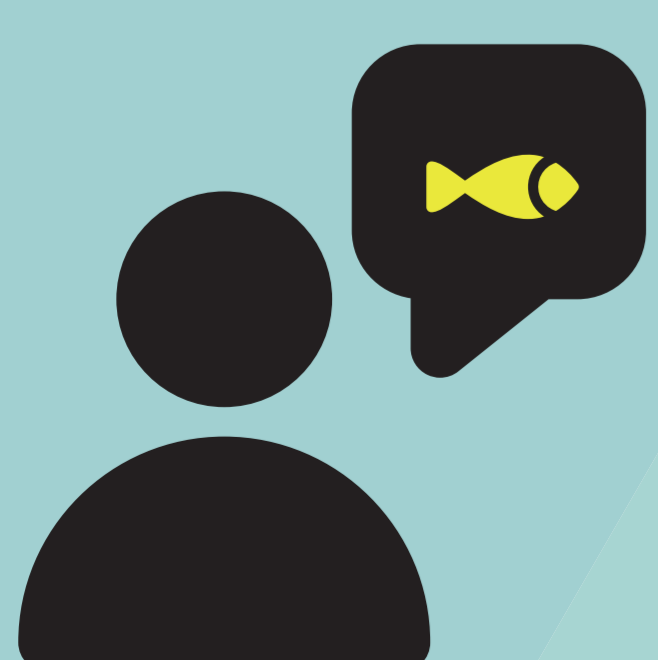
People have a clear view of what fish welfare represents for them.

Percentages of people who think these factors are important for fish welfare.



*(and 45% think this is the most important factor)

Welfare is firmly rooted in people's understanding of what 'sustainable' fish is. They think it is more central to what the term 'sustainability' indicates to the consumer than issues such as slave labour and working conditions, which have been incorporated into existing standards.



As many people recognise 'sustainable' fish to mean that a farmed fish was kept in conditions that allow natural behaviours (59%), as recognise 'sustainable' fish to mean that a wild species is not currently over-fished (59%).

When asked what "sustainability" should mean, 70% of people say it should guarantee that farmed fish can behave naturally. All other welfare, environmental and social aspects ranked lower.

