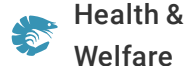




ALLIANCE™

[.https://www.globalseafood.org](https://www.globalseafood.org)Health &  
Welfare

# Study: 83% of southern Europeans support humane fish slaughter

12 September 2024

By Responsible Seafood Advocate

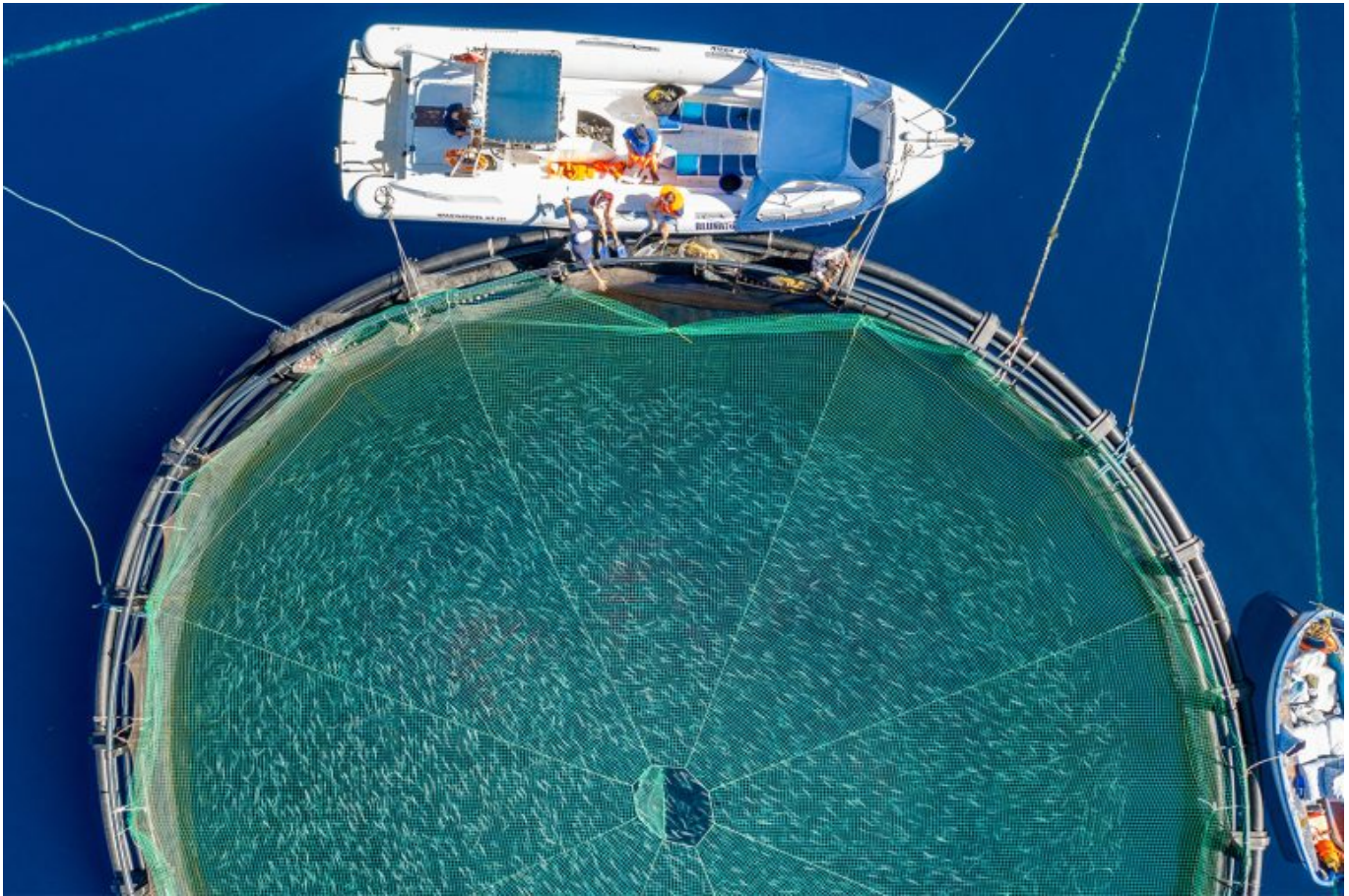
## Study finds most southern Europeans support humane fish slaughter and would pay more for the products

A recent study commissioned by the [Centre for Aquaculture Progress](https://www.centreforaquacultureprogress.org/) (<https://www.centreforaquacultureprogress.org/>) reveals overwhelming support for humane fish slaughter practices among consumers in southern Europe.

Conducted by market research firm Savanta in June 2024, the survey found that 83 percent of consumers in Greece, Italy, Spain and France back the use of pre-slaughter electrical stunning for sea bream and sea bass. The study polled 1,600 participants and showed that 80 percent of buyers would pay more for humanely slaughtered fish. The findings suggest a lucrative opportunity for Greece's fish industry to modernize and align with consumer expectations.

"To position fish from Greek aquaculture as a responsible product for consumers to buy, fish welfare needs to be seriously considered," wrote the report's authors. "In today's market, consumers are increasingly conscious of the ethical implications of their purchasing decisions, seeking out products that align with their values and demonstrate a commitment to animal welfare."

Despite the rapid growth of Greece's aquaculture industry, particularly in farming sea bream and sea



A recent study commissioned by the **Centre for Aquaculture Progress** (<https://www.centreforaquacultureprogress.org/>) reveals overwhelming support for humane fish slaughter practices among consumers in southern Europe. It underscores the value of animal welfare for Greece's aquaculture industry. Photo by Savvas Chatzinikolaou and Christos Chatzinikolaou.

bass, the adoption of humane slaughter methods like electrical stunning remains limited. This conflicts with scientific evidence showing that pre-slaughter stunning significantly reduces stress and suffering in fish during harvesting. While the industry continues to expand, there is untapped potential for more widespread use of fish welfare-improving practices.




A comprehensive solution for the wild seafood supply chain.

- Crew rights
- Food safety
- Environmental responsibility



**Best Seafood Practices**

LEARN MORE 

(<https://bspcertification.org/>).

“This is a clear call to action for the Greek fish industry to embrace more humane and sustainable practices,” wrote the organization in a [LinkedIn post \(https://www.linkedin.com/company/centre-for-aquaculture-progress/posts/?feedView=all\)](https://www.linkedin.com/company/centre-for-aquaculture-progress/posts/?feedView=all).

The Centre for Aquaculture Progress is a nonprofit organization dedicated to finding solutions to reduce fish stress, which benefits both producers and consumers.

[Read the full report here \(https://www.centreforaquacultureprogress.org/files/consumer2024.pdf\)](https://www.centreforaquacultureprogress.org/files/consumer2024.pdf).

[@GSA\\_Advocate \(https://twitter.com/GSA\\_Advocate\)](https://twitter.com/GSA_Advocate)

## Author

---



**RESPONSIBLE SEAFOOD ADVOCATE**

[editor@globalseafood.org \(mailto:editor@globalseafood.org\)](mailto:editor@globalseafood.org)

Copyright © 2024 Global Seafood Alliance

All rights reserved.