

Consumer Education

BREAKOUT SESSION

OCTOBER 2015 // VANCOUVER, BC



global aquaculture
the alliance

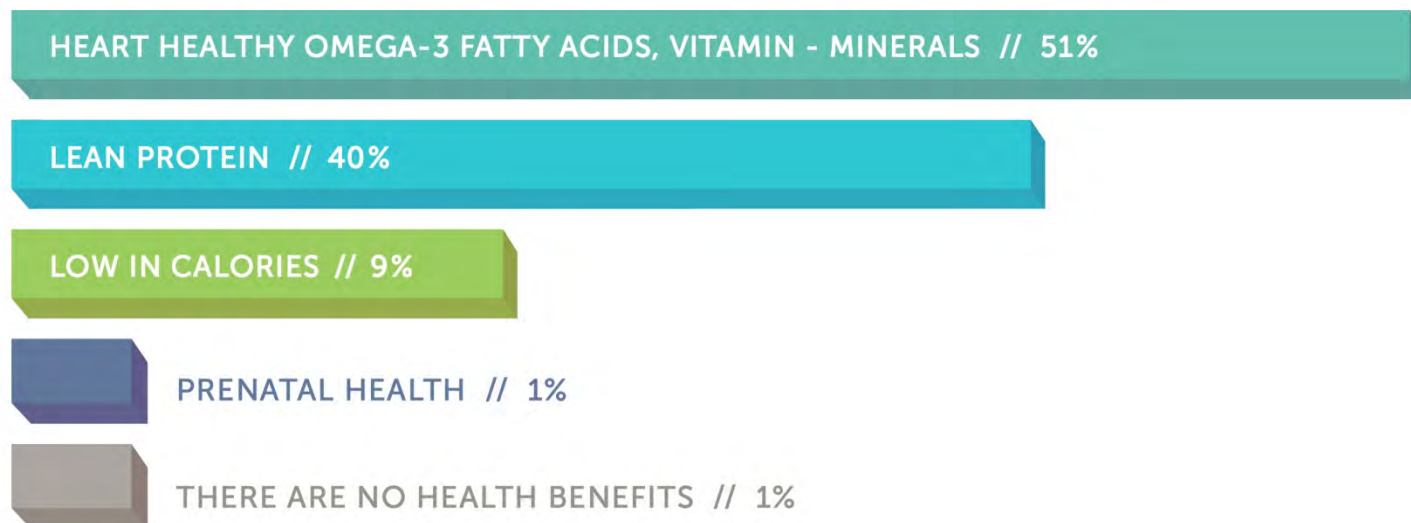


- Mobile Crowdsourcing Application
- In-store photos, consumer surveys, product reviews, in-home videos
- Ability to follow up with respondents
- VERIFIED Seafood Purchasing Respondents
- International Presence (UK, Australia, Brazil)

GREATEST HEALTH BENEFITS OF EATING SEAFOOD

In your mind, what is the greatest health benefit of eating seafood?

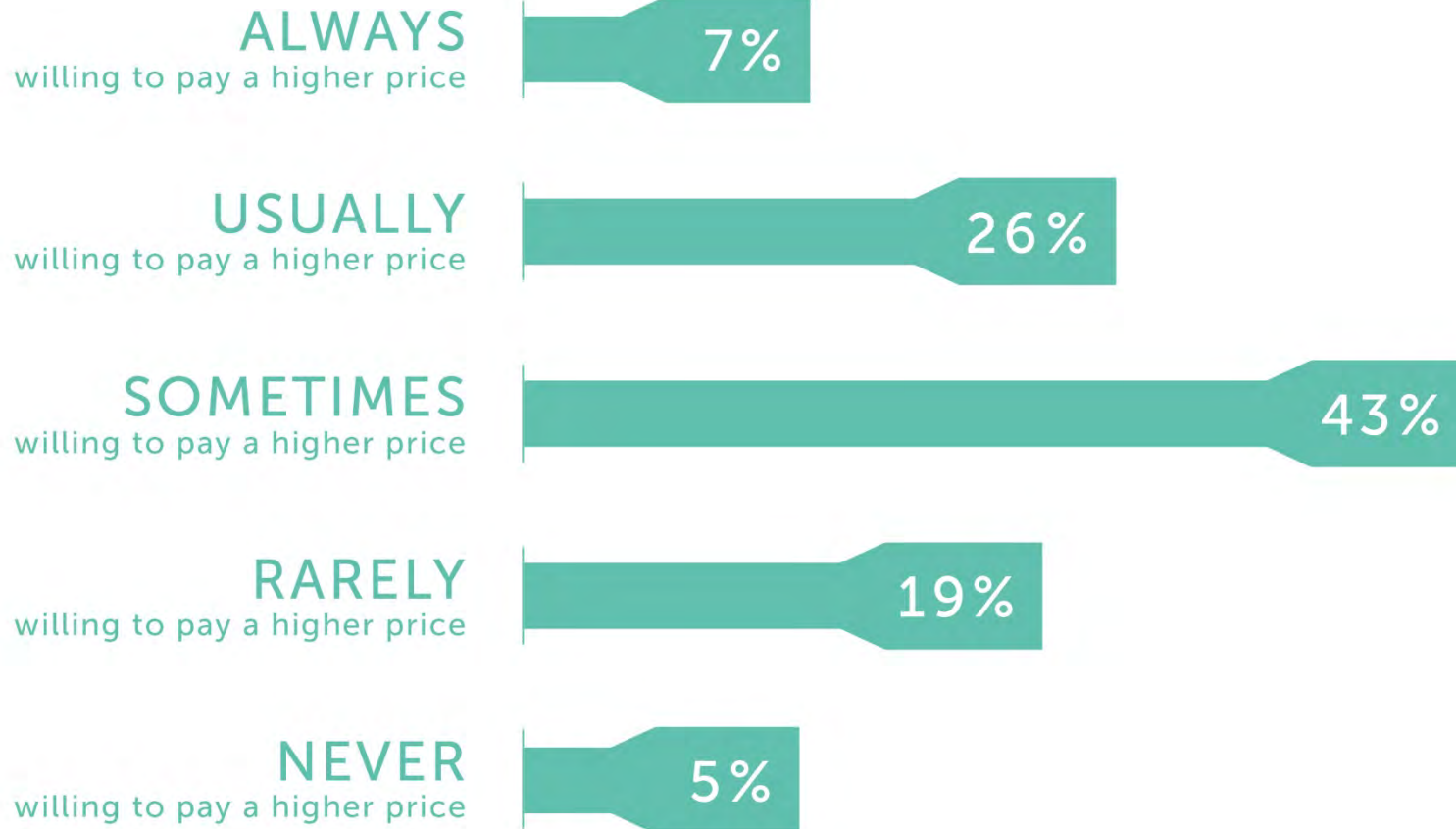
// All Respondents //



	18-24	25-34	35-44	45-54	55+
HEART HEALTHY OMEGA-3 FATTY ACIDS, VITAMINS - MINERALS	36%	50%	51%	51%	64%
LEAN PROTEIN	46%	43%	39%	37%	23%
LOW IN CALORIES	14%	6%	8%	12%	14%
PRENATAL HEALTH	5%	1%	1%	0%	0%
THERE ARE NO HEALTH BENEFITS	0%	0%	1%	0%	0%

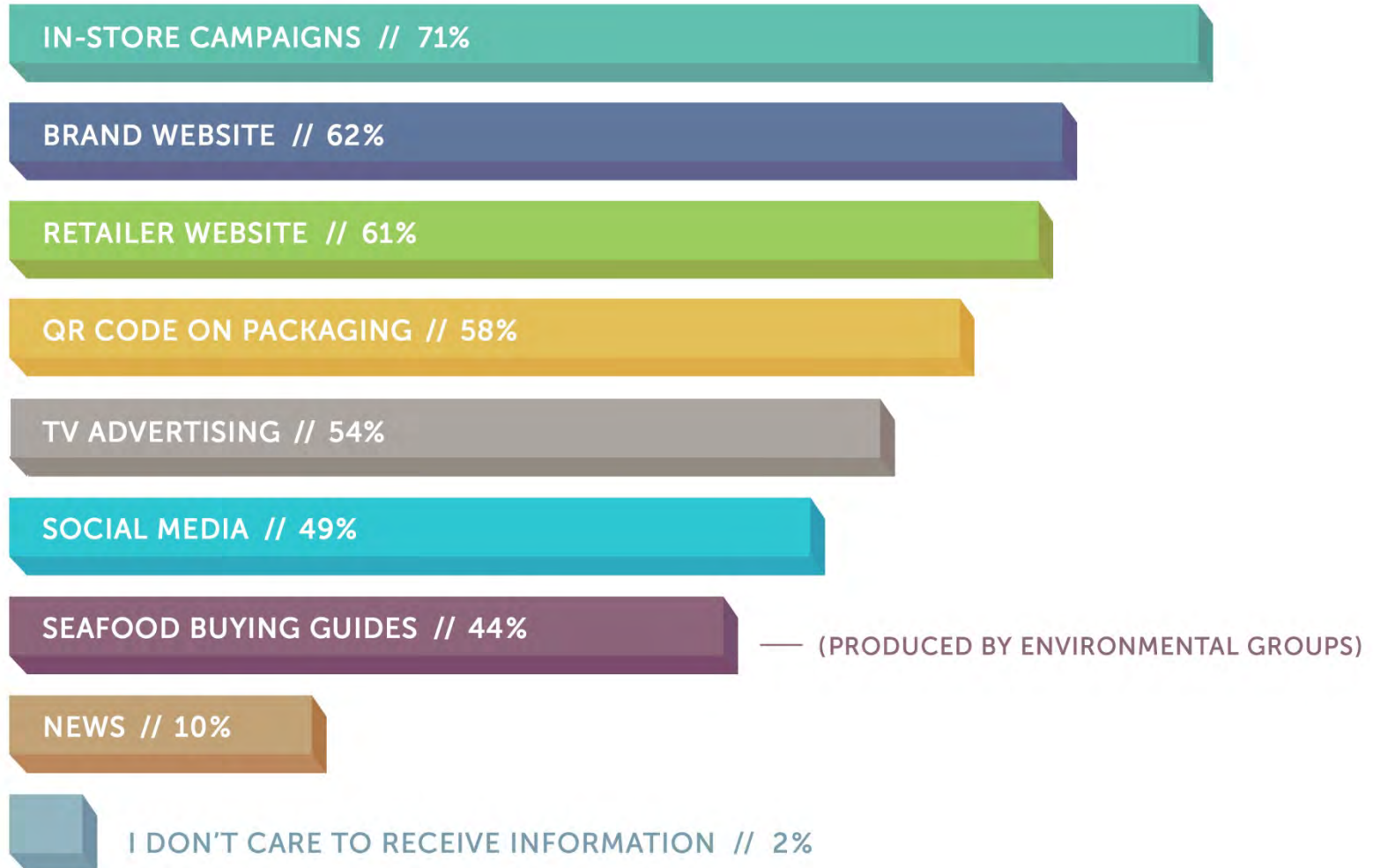
SUSTAINABILITY TO PRICE

Select the statement below that most closely represents your willingness to pay a higher price based on the sustainability of seafood...



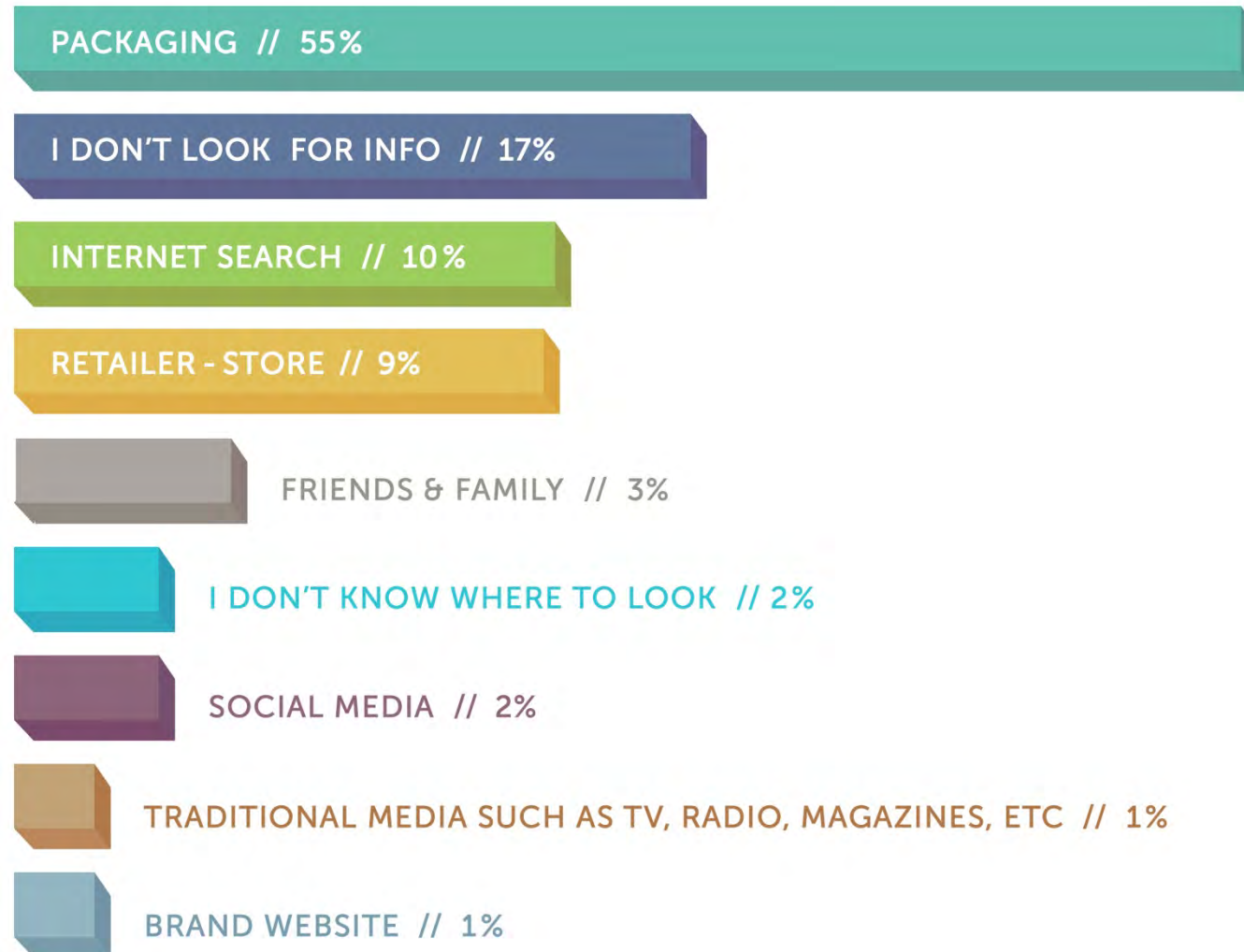
SEAFOOD COMMUNICATION PREFERENCE

If you wanted communication from the seafood industry on sustainability, food safety, sourcing information, which methods would you be open to receiving this information from?



INFORMATION SOURCES

Where do you primarily go to find information about origin of the seafood you purchase?



WHICH ECO LABEL IS THE MOST INFLUENTIAL



37%



46%



17%

REASONS FOR LOGO PREFERENCE

DESIGN IS APPEALING

27%

BEST PRACTICES

22%

RECOGNIZE LOGO

15%

CLEAREST MESSAGE

14%

SAFE

5%

JUST LIKE IT

4%

OTHER

4%

CERTIFIED

3%

SUSTAINABLE

2%

ANIMAL WELFARE

2%

EASIEST TO READ

1%



REASONS FOR LOGO PREFERENCE

SUSTAINABLE

25%

CLEAREST MESSAGE

18%

CERTIFIED

11%

WEBSITE INCLUDED

11%



RECOGNIZE LOGO

10%

JUST LIKE IT

5%

LOGO DESIGN

8%

OTHER

4%

EASIEST TO READ

6%

SAFE

2%

REASONS FOR LOGO PREFERENCE

CLEAREST MESSAGE

25%

DESIGN IS APPEALING

22%

RESPONSIBLE

13%

RECOGNIZE LOGO

11%



EASIEST TO READ

9%

WEBSITE

3%

CERTIFIED

7%

JUST LIKE IT

3%

OTHER

5%

SUSTAINABLE

1%

An aerial photograph of the ocean with small, choppy waves. The water is a deep blue color. The top right corner of the image is cut off by a white diagonal line.

Educating & Reaching the Consumer



FRONT



BACK

****FOR BREAKOUT SESSION DISCUSSION PURPOSES ONLY****



FRONT



BACK



- Should NOT be the retailers sole responsibility
- Suppliers and GAA should be assisting with creating this content
- Materials for fishmongers

EAT THIS! SUPERMARKETS

Yogurt Detox Water Tea for Weight Loss Overnight Oats Videos Snacks
✉ SUBSCRIBE

REPORT

HOW TILAPIA IS A MORE UNHEALTHY FOOD THAN BACON

Best of Supermarkets

- 1 11 Best and Worst Greek Yogurts for Weight Loss
- 2 12 "Vegetarian" Foods That Shockingly Aren't
- 3 Worst Healthy Snacks for Weight Loss

TILAPIA is Worse than BACON!

Dr. Axe
FOOD IS MEDICINE

Why Tilapia & Farmed-Raised Fish Is Bad for You

Fish can either be one of the best foods for you or detrimental to your health depending on where it's sourced. There is a world of difference between a fish that is caught in the wild vs. farm-bred or farm-raised fish.

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The Telegraph

Thursday 15 October 2015

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Farmed salmon has 'more fat than pizza'

Farmed smoked salmon has three times as much fat as wild fish and is fatter than pizza, research shows

HEALING

Gourmet

YOUR RECIPE FOR HEALTH™

6 Reasons Why You Should Avoid Farm Raised Fish

The most common farm-raised fish

SALMON

TILAPIA

SEA BASS

CATFISH

COD

6 reasons why farm-raised fish can damage your health

1. Recent studies have concluded that **eating tilapia may worsen inflammation**, which can lead to heart disease, arthritis, asthma and a world of other serious health problems. In fact, a scientist from Wake Forest University has found that the inflammatory potential of tilapia is far greater than that of a hamburger or pork bacon!
2. Farmed salmon may have at least **10 times the amount of cancer-causing organic pollutants** compared to the wild variety. Why? Because of the feed (often full of animal waste)
3. Farm-bred fish have been found to have **high concentrations of antibiotics and pesticides**. To keep the fish alive despite crowded conditions, farm owners give antibiotics to the fish to stave off disease. Farm-bred fish are also treated with pesticides to combat sea lice.
4. Farm-bred fish also have **lower levels of healthy nutrients**. The omega-3s that are found in farm-raised fish are less usable to our bodies compared to wild-bred fish. Farm-raised fish also have a lower protein content and a higher concentration of omega-6 acids, which causes inflammation.
5. Dibutyltin levels, a **chemical used in PVC plastics and a known immunotoxin**, is said to be six times higher in farm-raised mussels compared to wild ones.
6. **Dioxin levels are 11 times higher in farm-bred salmon** compared to wild salmon. Dioxin is a toxic chemical that can contribute to cancer and other complications, and it can take over a decade to leave your system.

The Washington Post

Why farmed salmon is becoming a viable alternative to wild-caught

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6 Steps to Eating Healthier, More Sustainable Seafood

The questions to ask, the apps to download, and the labels to seek out if you want to sustainably enjoy nature's finest source of protein

By: Tim Zimmermann | May 27, 2015

WORLD

Cover Story

The next food revolution: fish farming?

Aquaculture is the fastest-growing food sector in the world. Some see it as the best hope to feed an increasingly over-populated planet.

By Michael Holtz, Staff writer | OCTOBER 25, 2015

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Is it OK to eat farmed salmon now?

After years of bad press, salmon farms are signing up to new certification standards in a bid to prove their environmental and social credentials

WHAT WE SEE

- DRAXE.COM
Eating Tilapia is Worse than Eating Bacon
- PUREZING.COM
Seven Reasons to Avoid Farm Raised Salmon
- PREVENTION.COM
12 Fish to Stay Away From
- SNOPE.COM
Tilapia Warning
- FOXNEWS.COM
The Truth About Tilapia

WHAT WE DON'T SEE

- GAALLIANCE CONSUMER WEBSITE
- INDUSTRY BRAND WEBSITES
- RETAILER AQUACULTURE PAGES
- POSITIVE MEDIA ARTICLES

- Consumer education & engagement is not an option
- How can we work together to create a message from the industry?
- Are there small, inexpensive steps we can be taking now? (Like SEO, Packaging, In-Store Signage)
- Would continuing this type of research in the US and Internationally be beneficial for you all?

Thank you

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