

# TRACEABILITY OF SEAFOOD

# METHODOLOGY

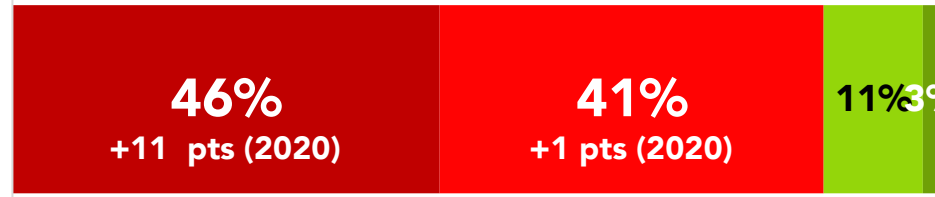
The survey was conducted with 1,500 Canadian residents between the dates of April 23<sup>rd</sup> to 27<sup>th</sup> 2021. A random sample of panelists were invited to complete the survey from a set of partner panels based on the Lucid exchange platform. These partners are typically double opt-in survey panels, blended to manage out potential skews in the data from a single source.

The margin of error for a comparable probability-based random sample of Canadian residents of the same size is +/- 2.51, 19 times out of 20.

The data were weighted according to census data to ensure that the sample matched Canada's population according to age, gender, educational attainment, and region. Totals may not add up to 100 due to rounding.

# SEAFOOD LINKED TO...

**Mislabelled seafood:** studies have shown that up to 47 per cent of seafood samples tested across Canada were mislabelled. For example, farmed fish labelled as wild, or fish labelled as the wrong species altogether.



There is a notable increase in those concerned about mislabelled seafood. This is a result of fewer people saying they are not that/not at all concerned.

**Impacts on Canadian fishers:** The illicit seafood trade causes legitimate Canadian fishers to lose up to \$379 million a year in potential revenue.



Concerns about the impact on Canadian fishers and lost tax revenue are also strong.

**Lost tax revenue:** Mislabelled seafood sold in the illicit seafood trade costs Canada up to \$94 million in tax revenue each year.

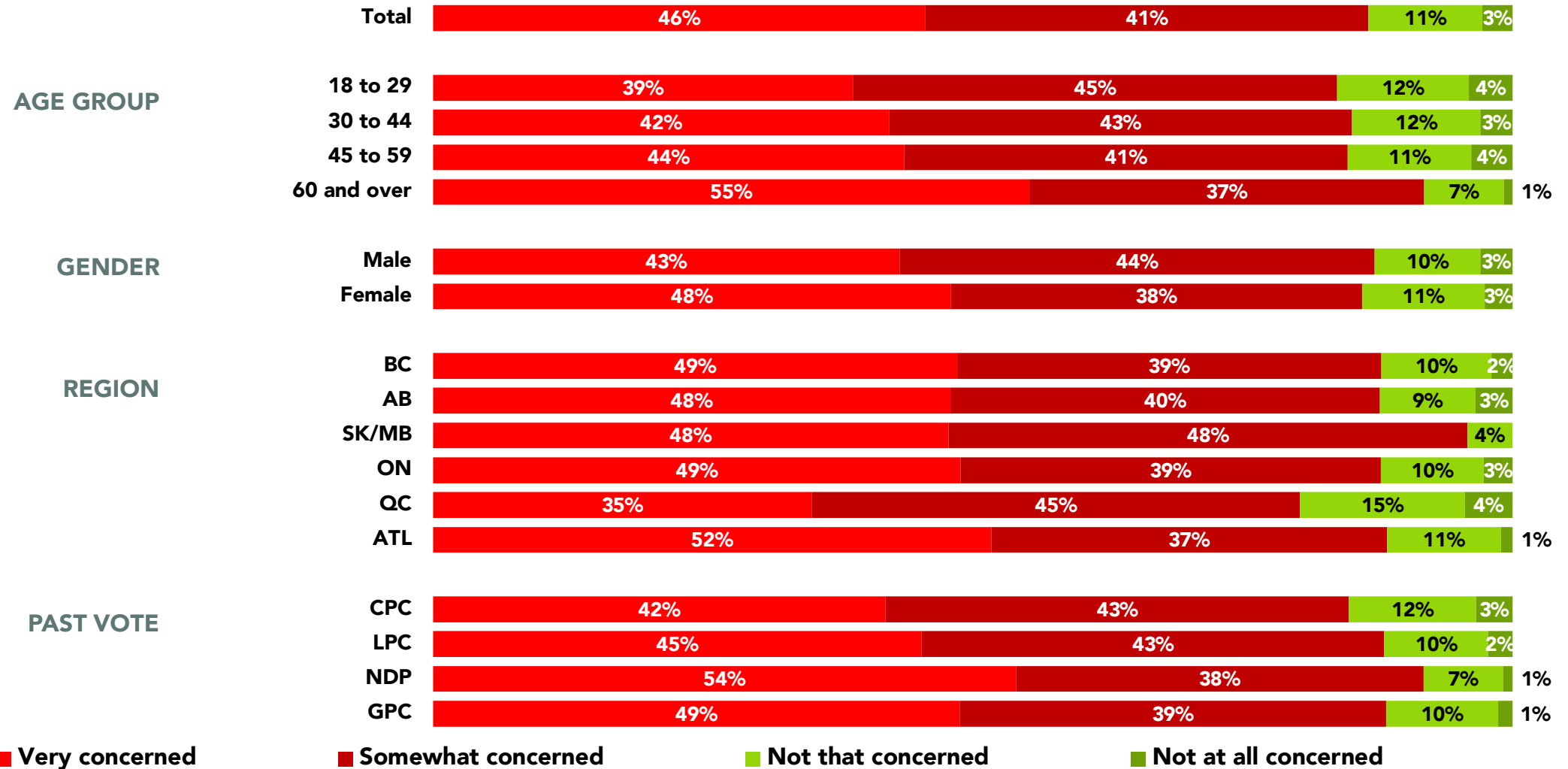


87% say they are concerned about the lost revenue for Canadian fishers, and 84% concerned about the lost tax revenue.

■ Very Concerned   
 ■ Somewhat concerned   
 ■ Not that concerned   
 ■ Not at all concerned

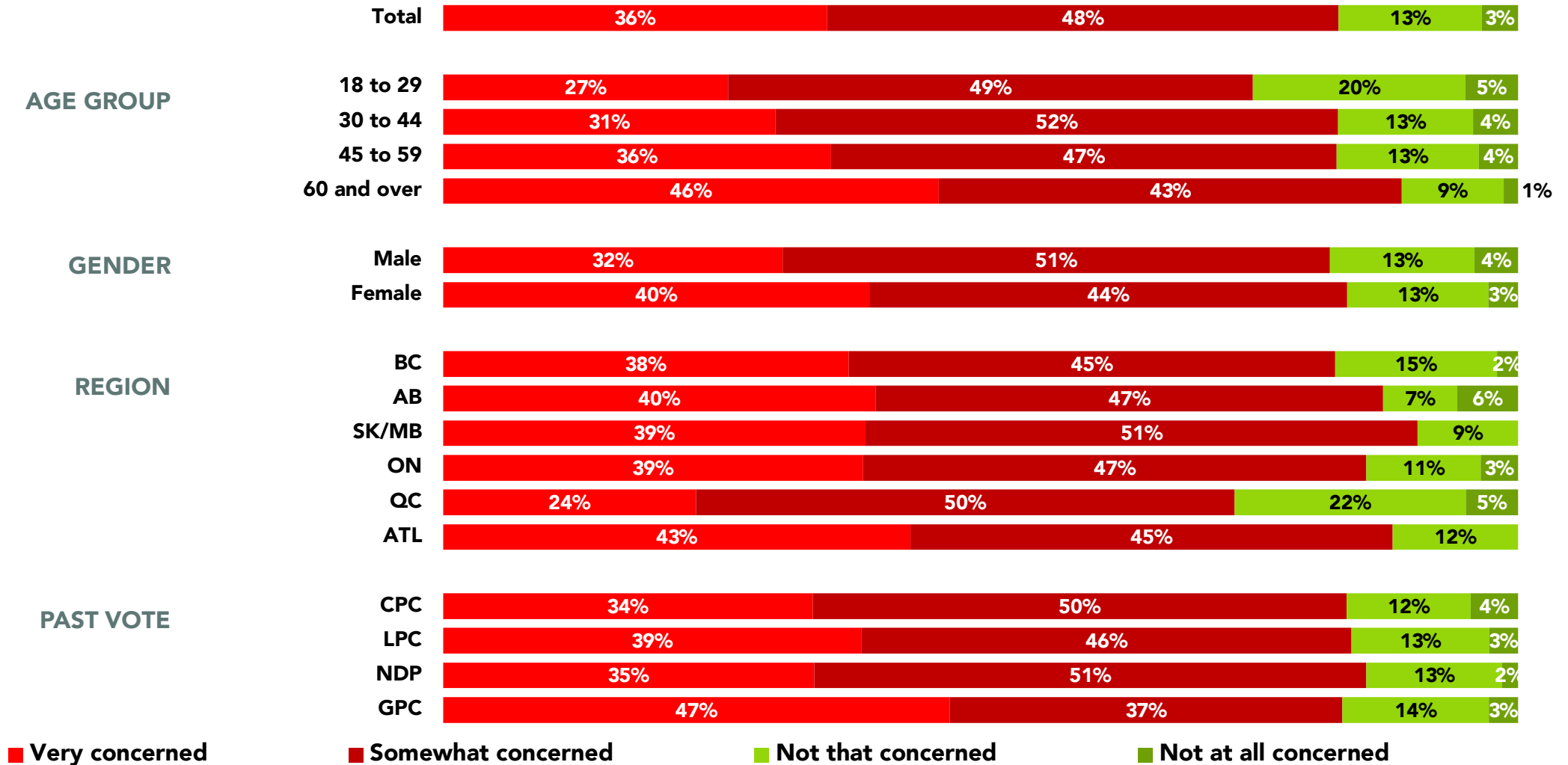
Right now, Canada has very few traceability or labelling standards for seafood sold in Canada. How concerned would you be to learn that you may have purchased seafood linked to the following impacts of this? [August 2020: Right now, Canada has very few traceability or labeling standards for seafood sold in Canada. How concerned would you be to learn that you may have purchased seafood linked to the following impacts of this?]

# MISLABELLED SEAFOOD...



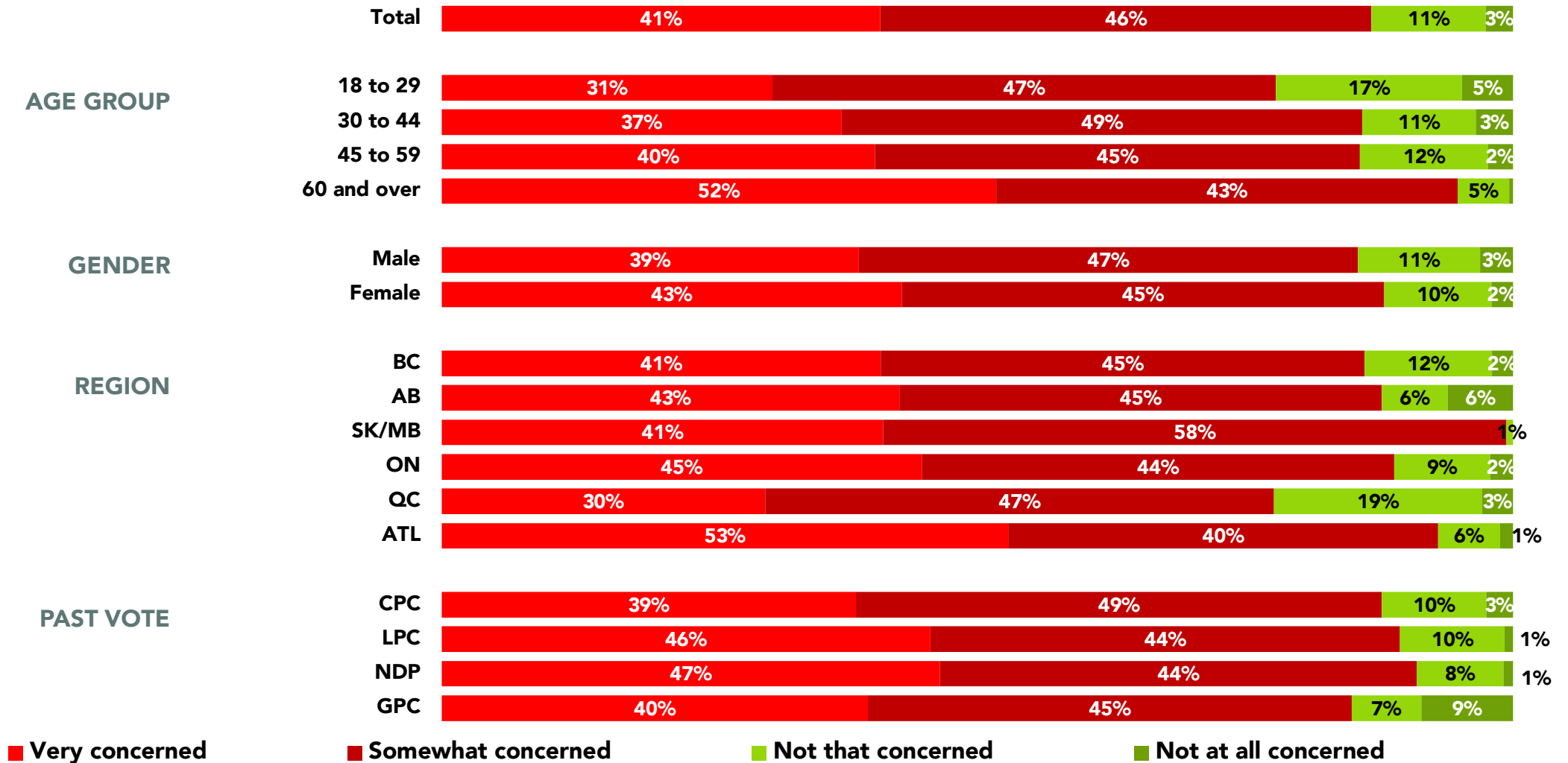
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# LOST TAX REVENUE...



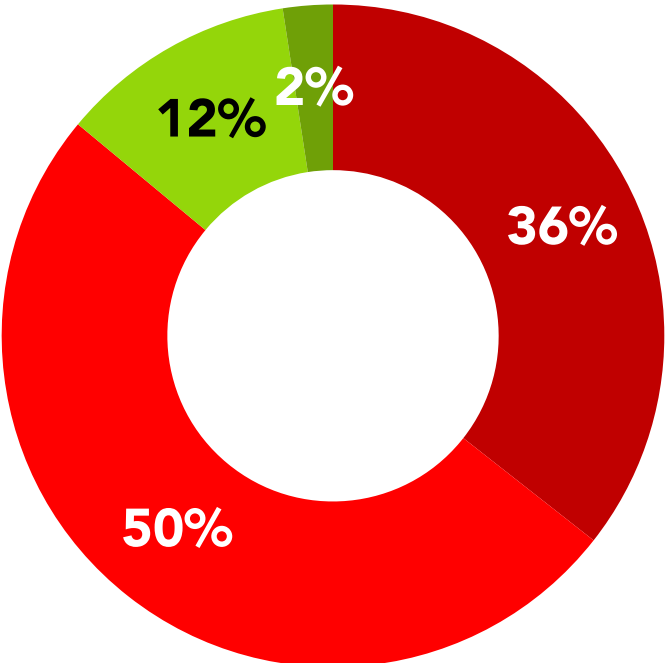
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# IMPACTS ON CANADIAN FISHERS...



Impacts on Canadian fishers: The illicit seafood trade causes legitimate Canadian fishers to lose up to \$379 million a year in potential revenue : Right now, Canada has very few traceability or labelling standards for seafood sold in Canada. How concerned would you be to learn that you may have purchased seafood linked to the following impacts of this?

# ADDRESSING SEAFOOD MISLABELLING

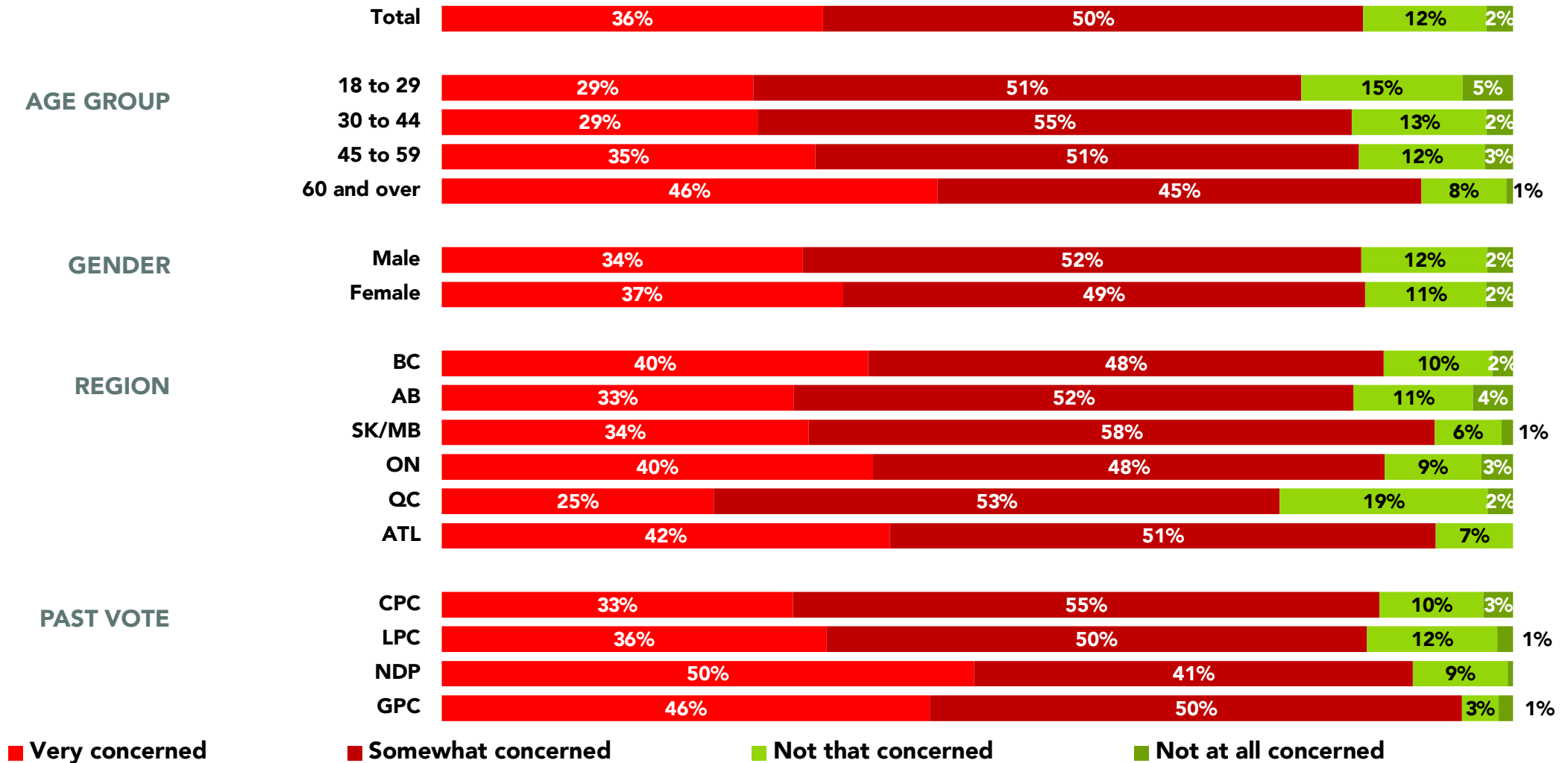


- Very concerned
- Somewhat concerned
- Not that concerned
- Not at all concerned

**86% are concerned about the government failing to address seafood mislabeling and illegal fishing in Canada.**

Seafood mislabelling and illegal fishing are common and can be prevented by requiring products to be electronically traced along every point in the supply chain, a practice that is becoming more common in countries around the world. The Canadian government pledged to doing this in 2019 but has yet acted on this commitment. How concerned are you that the government has not addressed seafood mislabelling and illegal fishing in Canada by implementing stronger supply chain traceability?

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