

FEELING GOOD ABOUT FISH:

Seafood shoppers swayed by price, sustainability and sourcing*



MOST SHOPPERS BELIEVE...

Fish and seafood is **more sustainable** and **healthier** than **pork, beef and grain**, and just **as healthy as vegetables**.



78% of shoppers have purchased fish or seafood at least once in the last month.



90% of shoppers are concerned about contaminants like mercury



57% of shoppers prefer to buy fish and seafood that is certified sustainable



86% of shoppers are concerned about the extinction of wild fish species

WHEN PURCHASING SEAFOOD...



Shoppers care most about **price**, followed by **where the seafood is sourced** from, and whether it contains **contaminants such as mercury and PCBs**.

84%



of shoppers believe that fish and other seafood is an important part of a balanced diet.



88%

of shoppers are concerned about ocean pollution



83%

of shoppers are concerned about seafood mislabeling



Did you know...

47% of shoppers said their children first tried fish or seafood by age five.

82% of shoppers said their children first tried fish or seafood by age ten or earlier.



83% of shoppers agree that their children enjoy eating fish and other seafood.

72% of shoppers believe that their children are eating enough fish and seafood.