

Eurofish International Organisation

For the Development of
Fisheries and Aquaculture
in Europe

**COMMUNICATING SUSTAINABILITY OF
FISHERIES AND AQUACULTURE PRODUCTS
TOWARDS CONSUMERS**

FRANCESCA BARAZZETTA

**“PROCESSING, CERTIFICATION AND TRADE IN THE
FISHERIES AND AQUACULTURE BUSINESS”**

ISTANBUL, Türkiye

10 JUNE 2026



Seafood communication challenges



Complex global supply chains



More than 12,000 species traded



Up to
20%

of products may be affected by fraud or mislabeling in empirical studies



For consumer is hard to navigate in this system

EU consumers habits and what matters when buying

What matters when buying

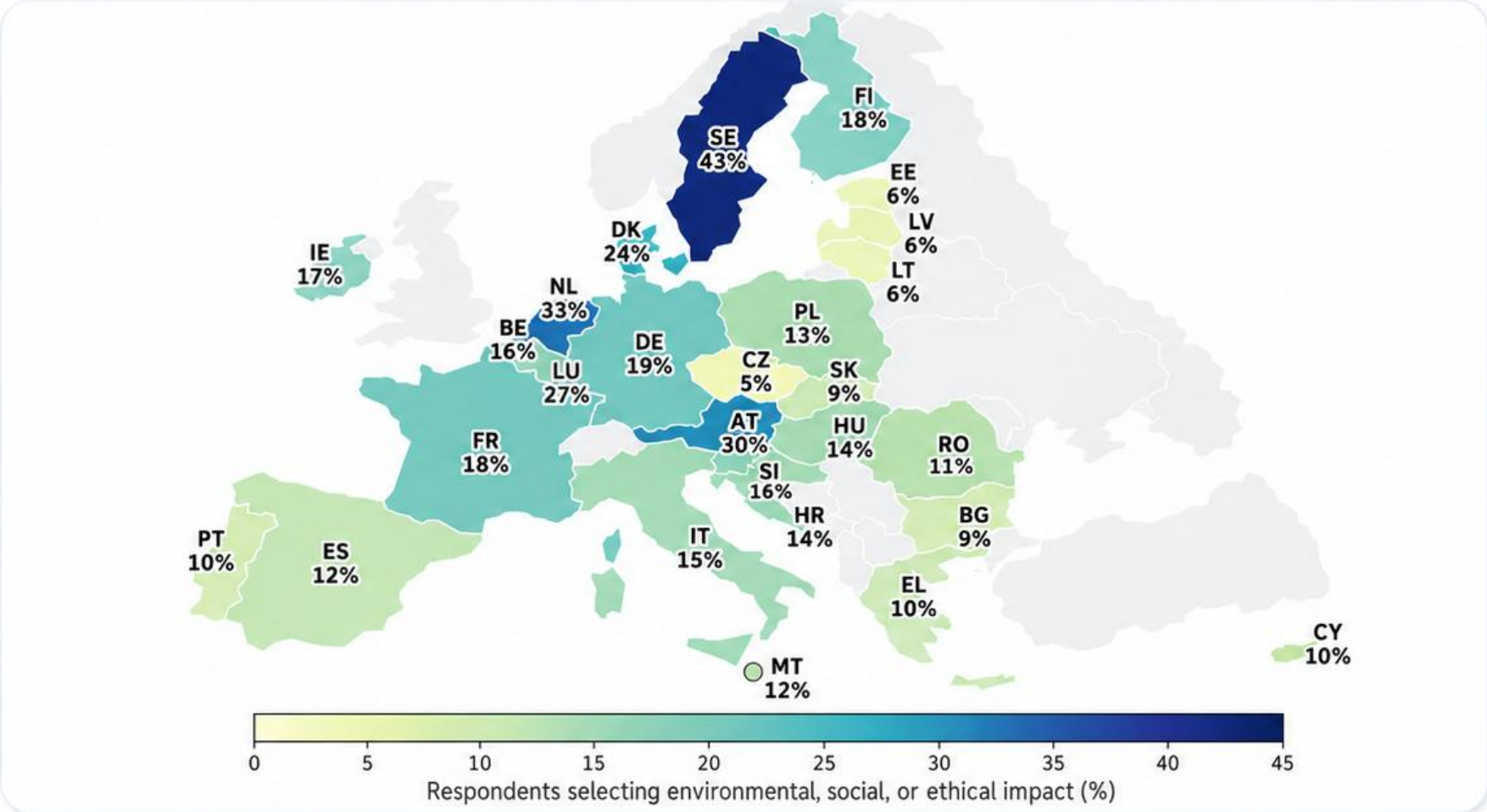


Consumer habits



Importance of environmental, social, and ethical aspects of FAPs by Member State in 2024

Special Eurobarometer 558, QB8 – maximum three answers; n=26,510



Key insights

-  **Highest:** Sweden 43%
-  **Strong interest:** Netherlands 33%, Austria 30%, Luxembourg 27%
-  **Lowest:** Czechia 5%; Baltics 6%



Attention to environmental, social, and ethical aspects varies widely across the EU.



Source: Special Eurobarometer 558, QB8 table, September–October 2024. Malta is shown as a point because it is absent from the low-resolution map geometry.



What information is required on seafood products?

CMO rules for fishery and aquaculture products (FAPs)

Key information on pack — and where the gaps remain

Required on fresh and frozen products



CMO information shown on pack

Gap: HoReCA / food service



Only allergens
required

26%

mislabeled in
mass caterers

Species, origin, gear, and
production method are often
not shown.

Labels are one way to communicate sustainability

Labels help communicate sustainability of seafood products — but they are not the only route.



Labels



ASC

Responsible
aquaculture



MSC

Sustainable
wild capture



Recognisable trust cues



Other ways to communicate



Packaging

Plain claims,
key facts, QR
codes



Retail counter

Staff advice,
storytelling



Digital

Detail,
comparison,
recipes



Education

Campaigns,
posters,
schools



Labels create recognition. Other channels add context, evidence, and understanding.



Consumer types in seafood markets

1



Price-sensitive
seafood
consumers

2



Quality- and
appearance-oriented
consumers

3



Information-seeking
and traceability-
oriented consumers

4



Sustainability-
and ethics-aware
consumers

5



Convenience-
oriented seafood
consumers

6



Regular seafood
consumers

7



Occasional or
declining seafood
consumers

8



Non-consumers or
reluctant seafood
consumers

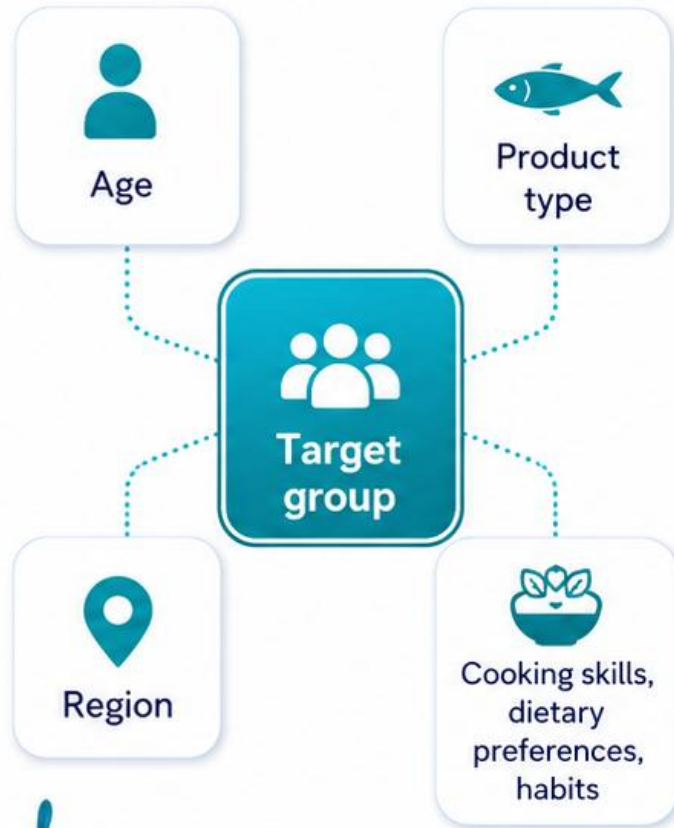
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Health-conscious
seafood
consumers

Communication strategy

1 Target group



2 Communication channel



3 Key message



Communicating seafood sustainability



Trust grows when sustainability messages are clear, accurate, transparent, and verifiable.



Environmental



Socio-economic



Nutrition & health



1 Evidence first

Use documented sources.
Keep proof traceable.



2 Set the scope

State what the claim covers:
where, what, how, and when.



3 Make it understandable

Use plain language.
Avoid vague terms.

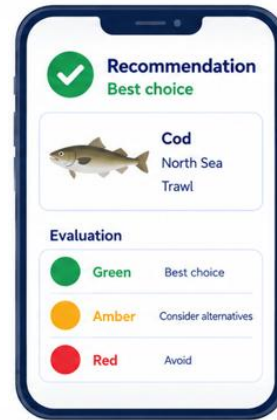


4 Make proof accessible

Provide easy access to methods,
sources, and updates.



FOR SUSTAINABILITY AND INFORMATION-SEEKING CONSUMERS

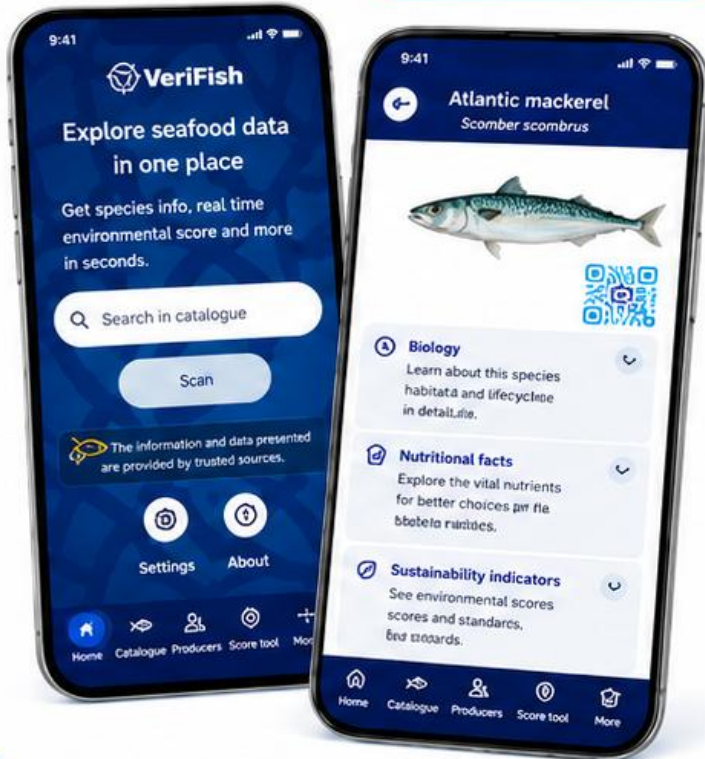


Online app to support consumers



Digital tools help consumers and producers explore and promote seafood information in one place.

Mobile app



Search species

Find seafood quickly and easily.



View nutrition

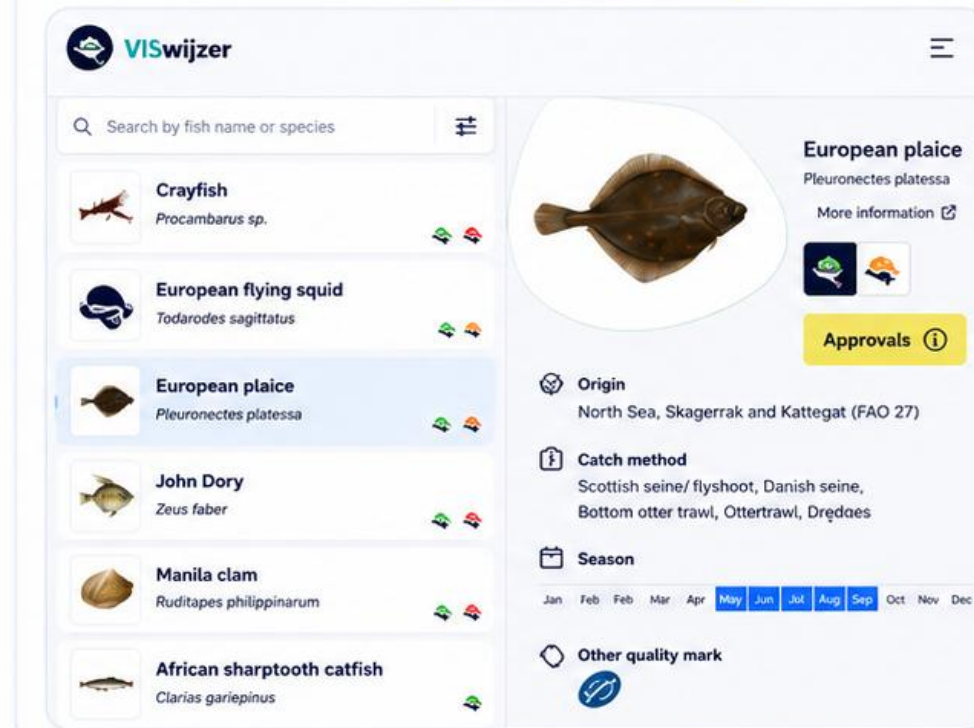
Understand the nutritional benefits.



Check sustainability

See environmental scores and impacts.

Web app



Compare options

See species side by side.



See origin

Know where your seafood comes from.



Explore approvals

Check labels and quality marks.



Apps can turn complex seafood data into practical consumer guidance.

VeriFish app




A simple digital tool that helps consumers explore seafood sustainability information in one place.

1 Find the information

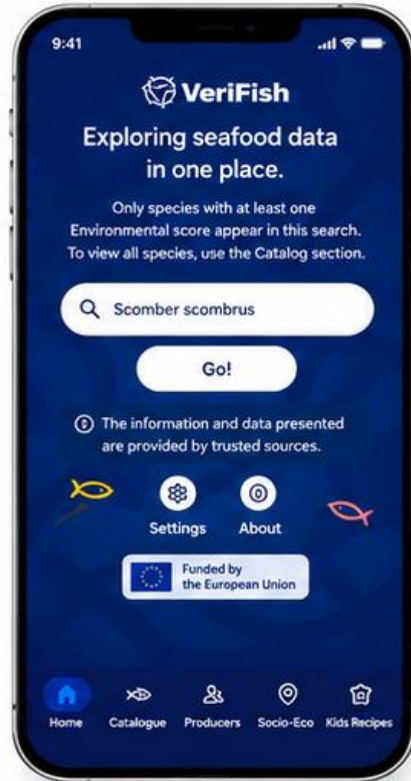
Find the species name on the packaging or from the seller.



 **Species name**
e.g. Mackerel
(*Scomber scombrus*)

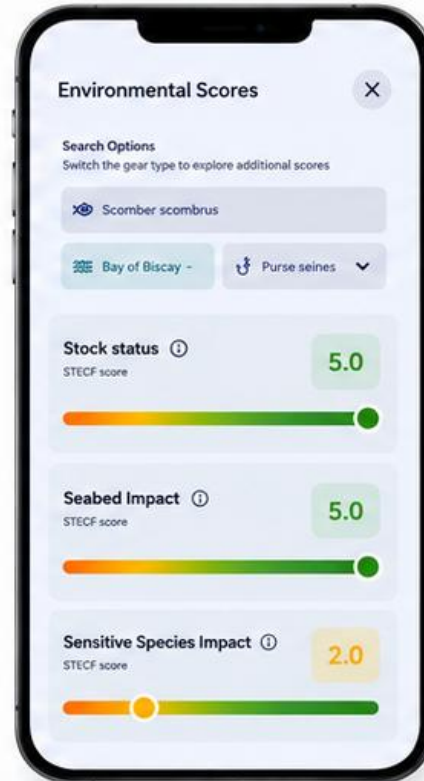
2 Enter the detail

Enter the species name in the app.



3 Get the result

See the sustainability score and key insights.



4 Explore and learn more

Explore detailed insights and compare choices.






Goodfish.nl

A simple 3-step tool for informed seafood choices

1. Collect the information



Collect 3 pieces of information

-  Species
-  Origin
-  Catch / farming method

2. Enter the details


 **Goodfish.nl**


 Species

 Origin




 Catch / farming method

3. Get the result

 **Recommendation**
Best choice

 **Cod**
North Sea
Trawl

Evaluation

-  **Green** Best choice
-  **Amber** Consider alternatives
-  **Red** Avoid

FOR TRACEABILITY AND INFORMATION-SEEKING CONSUMERS



Traceability to support sustainability – MOWI

Transparency from plate back to egg



 Scan the pack



1. Egg & hatchery



2. Sea farm



3. Processing



4. Plate & recipe



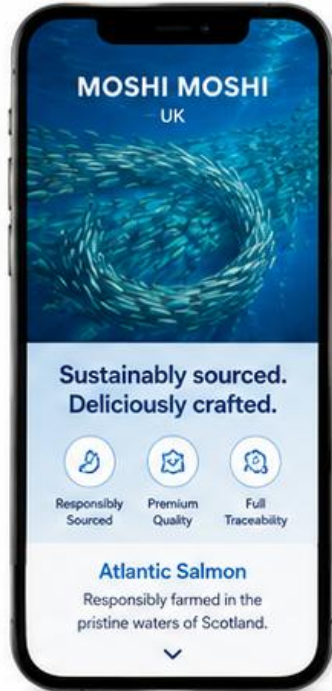
Digital traceability helps consumers explore origin, production, and product journey in one place.



Moshi Moshi - UK



 Scan the QR code on your sushi



 Discover the story on our mobile site



Scan to discover the story behind your sushi



Source

Atlantic salmon, responsibly farmed in Scotland.



Our Story

Commitment to sustainability and ocean health.



Ingredients

Simple, premium ingredients. Crafted with care.



Digital traceability connects you to the origin, people and purpose behind every piece.



Tunateca – Belfagó - Spain



Scan the QR code
on your tuna



Traceability tag
linked to every tuna



Scan to discover tuna information



Capture date & area

Catch date and
fishing area



Weight & length

Fish weight and length



Fat level

Quality and fat content



**Health & environmental
certificates**

Verified health and
sustainability credentials



Digital traceability links seafood products to origin, quality, and trust.



FOR ETHICALLY AWARE CONSUMERS



Fish Tales

Stories that make seafood personal

People, places, and practices behind responsible seafood.



Build trust



Show origin



Highlight good practice



Inspire better choices



Journey

- Cornwall, UK Day 1
- Caught by day-boat fishers using ring net
- Hand landed in Cornish ports
- Delivered fresh to the UK

Impact

Making a positive impact

- Supporting local fishing communities
- Low impact fishing methods
- Healthy oceans for future generations
- 100% responsibly sourced

Certifications

- CERTIFIED SUSTAINABLE SEAFOOD MSC www.msc.org
- FISHERY IMPROVEMENT PROJECT FIP
- Seafood with integrity

Meet the people

Ken, Day-boat Fisher Cornwall

"We've fished these waters for generations. Taking care of the sea means there will be fish for our children and theirs."



The use of Social Media Channels: AVRAMAR

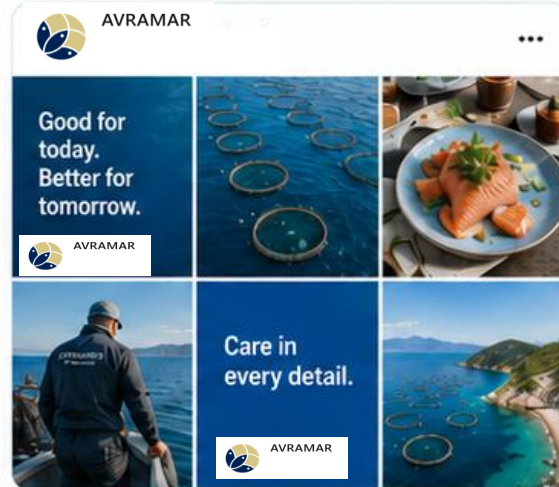
Examples of how Avramar shares the story of responsible aquaculture across channels.

1 Videos



-  Highlighting low-impact farming in the clean waters of Greece.
-  Focus on care for fish, people and the environment.
-  Stories from our sites, teams and communities.

2 Social media



-  Regular content on sustainability, quality and food inspiration.
-  Engaging visuals and short videos across platforms.
-  Building trust through transparency and consistency.

3 Chefs & partners



-  Collaborations with top chefs who value responsible seafood.
-  Showcasing the taste, quality and versatility of our products.
-  Strong partnerships across the value chain.

4 Campaigns



-  Campaigns that connect people to the sea and our purpose.
-  Promoting marine biodiversity and responsible aquaculture.
-  Clear messages, real impact, shared widely.

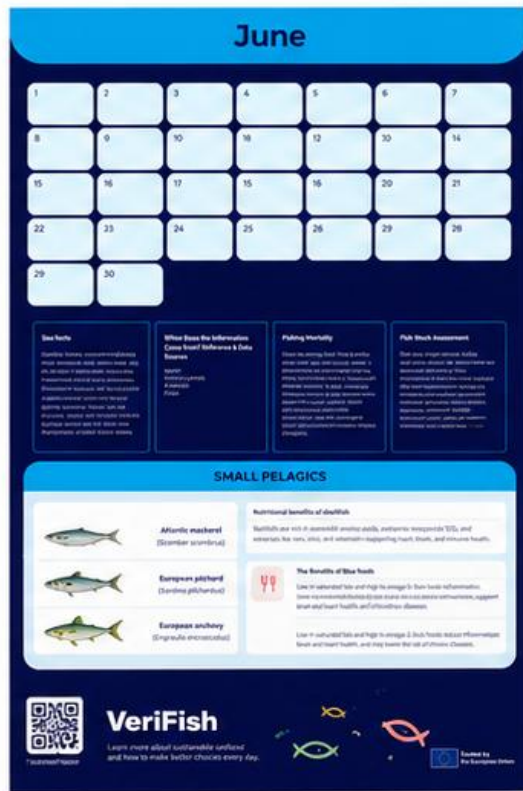
Educational material



Card game



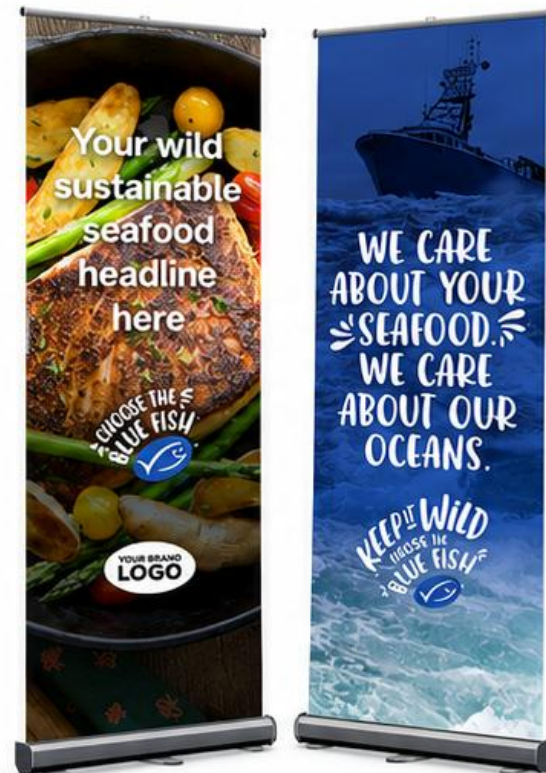
Seasonal calendar



Recipe eBook



Campaign banners



Guidelines & Recommendations



Two practical tools to support clear seafood sustainability communication.

Tools for implementation



Guidelines



Practical guidance



For retailers, producers, consumer groups, policy-makers



Use verifiable indicators



April 2026



CEN Workshop Agreement



European good practice recommendation



Clear, harmonised, trustworthy communication



Supports seafood sustainability claims



verifish.info/cen-workshop-agreement-cwa

Conclusion

Trustworthy communication helps consumers choose sustainable seafood.



Seafood sustainability is complex



Consumers face barriers

Price pressure • confusing labels • data gaps



Communication must be

Targeted • Evidence-based •
Clear • Scoped • Verifiable



Useful tools

Labels • QR codes • storytelling • digital tools • AI



These tools only work when built on reliable data and adapted to the right audience.



Thank you

Thank you for your attention



Contact

francesca@eurofish.dk



Use of Artificial intelligence in your business

AI can help create sustainability communication faster, at lower cost, and with less internal capacity.

1. The challenge



High cost



Time-consuming



Limited capacity

Creating marketing and sustainability material can be demanding for smaller businesses.

2. AI support



Text



Content structure



Images



Data handling



AI tools can help draft, organise, and create communication materials.

3. What it enables



Faster campaigns



Broader reach



Clearer seafood sustainability messages

Useful for SMEs with limited resources.

Shrimp and “räkfrossa”: using AI as an assistant



AI assistant

Testing whether AI can help a small producer plan a targeted Swedish campaign.

Campaign brief for AI



Product:

Fresh shrimp linked to the Swedish “räkfrossa” tradition



Company:

15 employees



Team:

Admin team of 3 • 1 marketer



Budget:

€5,000



Message:

Health-oriented • compliant • certified stock • responsibly caught



Use AI outputs only after verification and legal review.



Output: seasonal, digital-first campaign

AI proposal: segments, activities, channels, tools, and a €5,000 budget.



Target segments



Holiday visitors & cottage owners



Restaurants & caterers



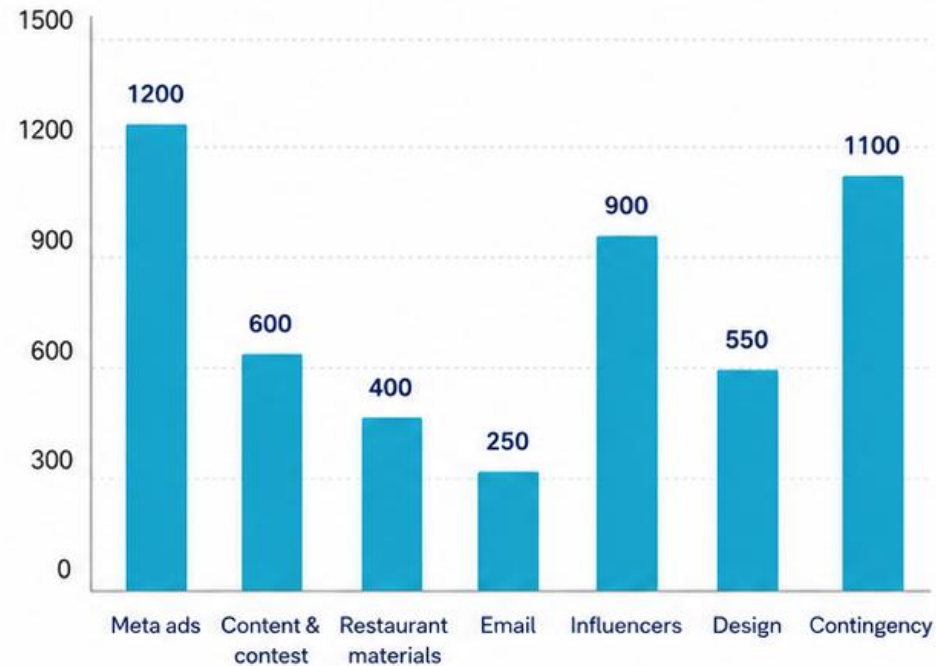
Young food enthusiasts

Core message



Swedish summer. Fresh certified shrimp. Good for health and the sea.

Budget breakdown (€)



Recommended channels & tools

- Instagram & Facebook inspiration posts
- Location-based Meta ads
- Shrimp feast packs + retailer/restaurant partners
- Email tips and recipes (Brevo or MailerLite)
- Canva, Freepik/Pexels, Typeform



Check facts, claims, certification, and GDPR before publishing.