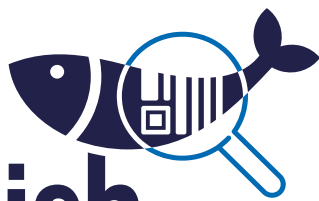


FOLLOW

The Fish



OCEANA

Join us to get
sustainability information
on seafood in the EU

What is the *Follow the Fish* Movement?

In the EU, one of the largest consumers of fish in the world, over 65% of the fish we eat comes from outside European waters. Despite this backdrop, some products sold in the EU are not required to display crucial information, such as species name, origin, and catch method. This type of information is often absent from processed products such as canned tuna, making it difficult for consumers to know what species of fish they are eating, where and how it was caught, and whether it is sustainably and ethically sourced.



The *Follow the Fish* movement aims to gather the most important players such as chefs, retailers, and consumer organisations to tell the EU decision-makers that we want to know if the fish we buy and eat is sustainable.

We hope to achieve **two objectives**:



Have mandatory sustainability information for all seafood in the EU including processed and imported products. This would include both environmental and social sustainability.



Achieve strong traceability regulations for both fresh and processed products through a digital system thereby preventing illegal fishing-derived products from reaching EU consumers.



Why do we want you?

We plan to release the *Follow the Fish* manifesto in June ahead of the establishment of a new law that aims to improve food sustainability in the EU. As a key player, we know that you harbour a deep connection to the ocean and want to keep illegally and unethically caught seafood products from ending up on the dinner plates of EU citizens.

As such, we believe that you would be a fantastic ally in helping us promote a healthy ocean by endorsing the manifesto. **We would be delighted to have you on board our movement** to make fisheries more transparent and fairer.

What is illegal fishing and why is traceability of seafood important to prevent it?

Illegal fishers break or avoid the law by operating without a license, fishing where it is forbidden, using illegal gear, catching endangered species, or taking more than what is allowed. This has negative consequences on fish stocks, marine habitats, and coastal communities. If seafood traceability is faulty, its ability to prevent these products from being sold to consumers quickly breaks down. This is particularly true for products that are transformed, like canned products, where the animal's physical features are absent.

How can we fix this?



Seafood Sustainability Ranking

A seafood sustainability ranking could help trace the fish we eat and avoid products associated with illegal practices and unethical working conditions.

The seafood sustainability ranking would have **three functions**:

INFORM: An A to E sustainability ranking on all food products would allow retailers and consumers to make informed choices on sustainability when buying a product. To be useful, the ranking would need to be required for all products, including imported ones.

INCENTIVISE: Not all products are sustainable, and a bad ranking would be detrimental to some producers. Therefore, the tool has the potential to change the general food environment by incentivising producers but only if unsustainable products are also featured.

TRANSFORM: This tool has the potential to transform the food environment. A reliable sustainability metric that is easy to read would provide a useful reference tool for professionals, policymakers, industry, retailers, and NGOs.

The time to raise our voices is now!

Support your right to know about the sustainability of all seafood products on the EU market.

Let the European decision-makers know that sustainable and traceable fish are priorities.

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Sustainable

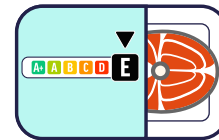
Not-sustainable

A+ A B C D E

Which options is the EU currently considering?*

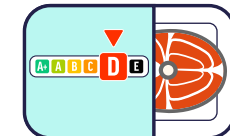
Voluntary ranking for seafood products

What do these even mean?



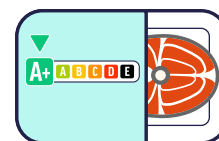
Mandatory ranking for EU seafood products but voluntary for imported ones

Which should I buy?



Mandatory ranking for ALL seafood products

This is clear, now I can easily choose the most sustainable product.



(*) The scenarios listed here were presented by the European Commission as possible options for the Framework for Sustainable Food Systems and would apply to all food products.