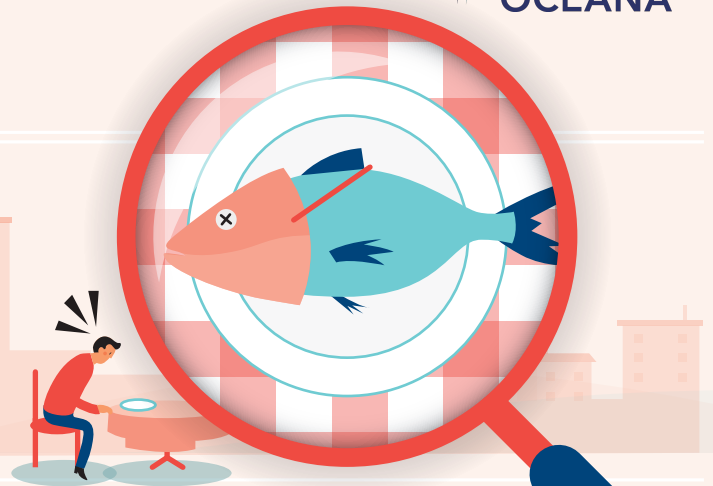
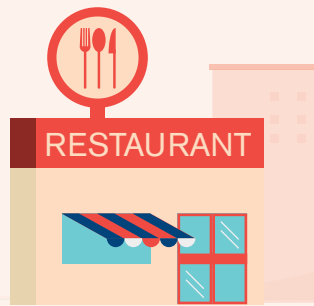


SEAFOOD FRAUD

WHAT IS SEAFOOD FRAUD?

Seafood fraud is the practice of misleading consumers about their seafood in order to increase profits.



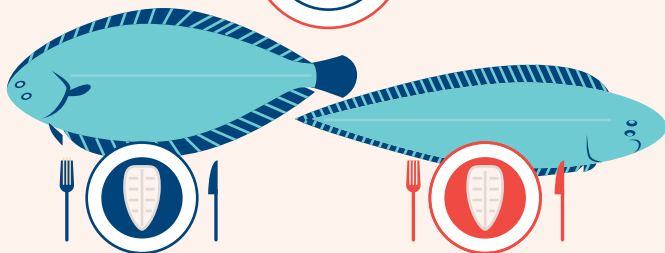
SPECIES SUBSTITUTIONS

Examples of commonly substituted fish and price implications¹

COMMON SOLE

VS

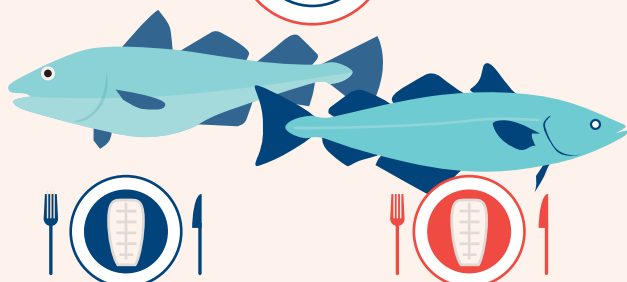
TROPICAL SOLE



COD

VS

SAITHE



WHAT ARE THE CONSEQUENCES?



ECONOMIC

Substituting a more expensive fish for one of lesser value is fraud, and it directly impacts our wallets.



HEALTH

Mercury levels in certain fish (e.g. tuna) can pose health risks to pregnant women and children.

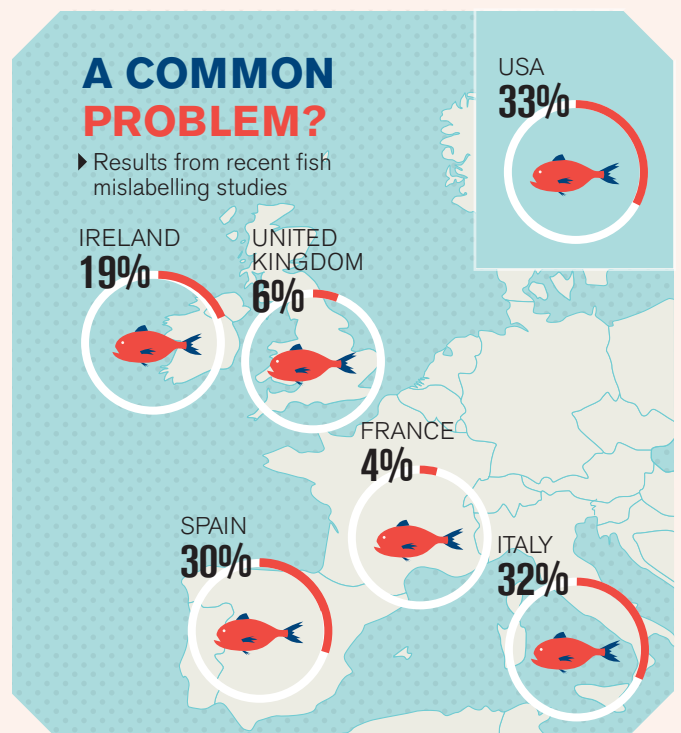


ENVIRONMENT

Seafood fraud allows illegal, threatened and protected fish to enter the market.

A COMMON PROBLEM?

► Results from recent fish mislabelling studies

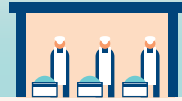


[1] Source : FranceAgriMer / Kantar Worldpanel, bilan 2012

Source: compilation of studies 2010 (Italy, UK), 2011 (Ireland, Spain), 2013 (USA) and 2014 (France)

WHERE DOES MISLABELLING HAPPEN ALONG THE SUPPLY CHAIN?

DATA FROM FRENCH AUTHORITIES²



FISHERMEN

WHOLESALEERS

DISTRIBUTORS
(Supermarkets And Fishmongers)

WARNINGS ISSUED BY AUTHORITIES (%)

FISHERMEN

-

WHOLESALEERS

2%

DISTRIBUTORS

19%

SUPERMARKETS

17%

FISHMONGERS

31%

ANOMALIES DETECTED BY THE AUTHORITIES (%)

TYPES OF ANOMALIES FOUND

36%

FISHING OR FARMING ZONE



24% WILD CAUGHT VS. FARMED

14% SCIENTIFIC NAME

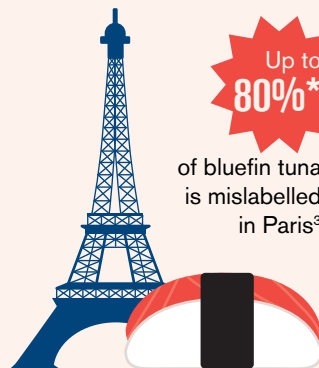
8% COMMERCIAL NAME

18% OTHERS

TUNA IN FRANCE

Tuna is the #1 consumed fish in France: **220,000 tons** in 2010.

(*) With a 95% confidence interval [29.9%-98.9%]



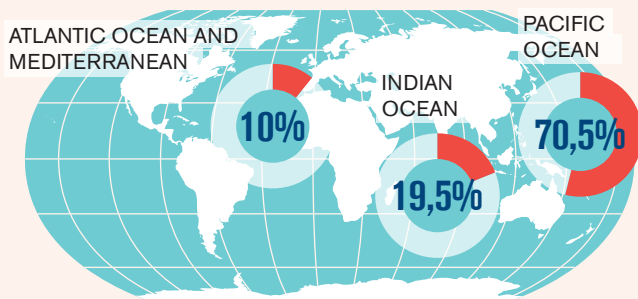
Up to 80%*

of bluefin tuna is mislabelled in Paris³

WORLD MAP OF TUNA FISHING⁴

► Volume of catch: 4,3 million tons

Since the 50s, world catches of tuna have multiplied by 9, notably through the expansion of tropical tuna fisheries.



[2] DGCCRF 2012

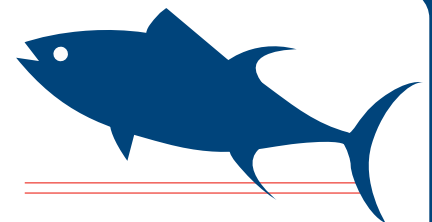
[3] Study by Oceana, Terra Eco, Bloom, MNHN, INSERM (2014)

[4] Source: FAO 2010 - Global tuna catch

[5] Source: ISSF Status of Tuna Stocks - 2013

[6] Source: IUCN 2013. IUCN Red List of Threatened Species. Version 2013.2

BEHIND "TUNA"
5 DIFFERENT TUNA SPECIES



% OF GLOBAL TUNA CATCH⁵

PRICE

IUCN STATUS⁶

SKIPJACK TUNA
Katsuwonus pelamis
56%

€ Least Concern

YELLOWFIN TUNA
Thunnus albacares
25%

€ Near Threatened

BIGEYE TUNA
Thunnus obesus
10%

€€ Vulnerable

ALBACORE TUNA
Thunnus alalunga
5%

€€ Near Threatened

BLUEFIN TUNA
Thunnus thynnus
1%

€€€ Endangered

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