

Understanding the American market for eco-certified fish

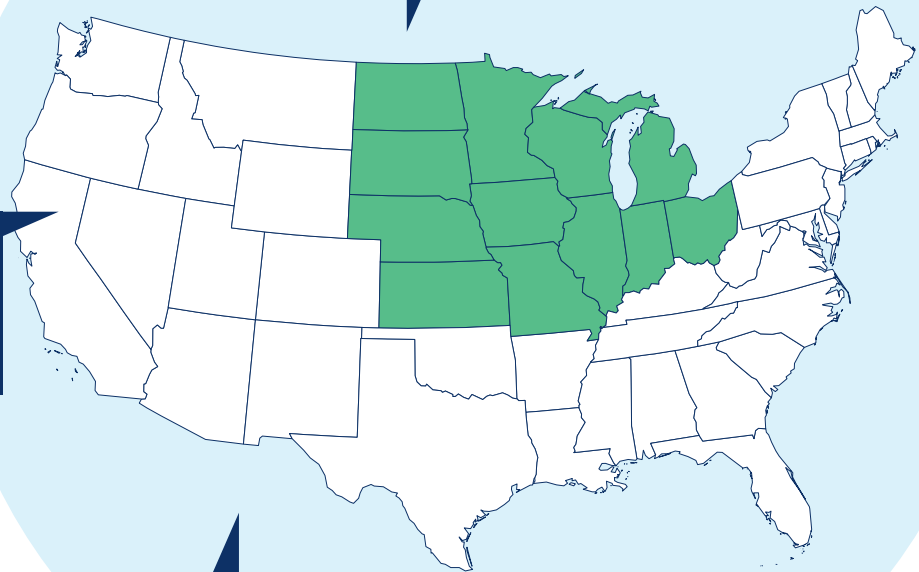
The American market demand for eco-certified fish is increasing, mostly because of growing consumer awareness.

The largest markets for Manitoban eco-certified fish are in the Midwestern states.

The Manitoban fish in highest demand in American Midwestern markets are walleye and lake whitefish.

73% of Americans born after 1990 are willing to pay more for eco-certified food products.

62% of young Americans prefer buying from sustainable brands.



These are some of the largest retailers in the United States that are selling MSC-certified fish:

Aldi	CVS	Target
Amazon Fresh	IKEA	Walgreens
Costco	Lidl	Whole Foods