

Five facts about the market for eco-certified fish



1

The demand for eco-certified fish in the United States and Europe is growing each year.

2

Young people are more likely to demand eco-certified food products, which means that as this population grows to dominate the market, demand will increase for eco-certified fish.

3

American shoppers are **choosing where to shop** based on which supermarkets have committed to sourcing eco-certified fish.



4

The largest markets in Europe for Canadian seafood exports are France, Belgium, Denmark, the Netherlands, and Spain.

5

Buying eco-certified fish and other food products is seen as a **status symbol** among many shoppers, even if they don't know what the certification means.