



Market Trends and Potential Benefits of Eco-Certification to Inform Manitoba Commercial Fisheries

IISD REPORT



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1.0 Introduction

Context for This Report

Manitoba's fisheries supply fish to domestic and international markets. While 20% of Manitoban fish is consumed within Canada, 80% goes to international markets, predominantly the United States and Europe. The present report analyzes European and U.S. market trends in the certified sustainable fish and seafood sector with the goal of unpacking the implications for Manitoba commercial fishers. Additionally, it provides guidance on how to communicate the benefits of eco-certification to Manitoba commercial fishers.

This report builds on the International Institute for Sustainable Development's 2024 report, *The Case of Eco-Certification in Manitoba's Commercial Fisheries* (Kroft, 2024), which reviewed the potential benefits of pursuing eco-certification for Manitoba's commercial freshwater fisheries. It concluded that Manitoba's commercial fisheries stand to benefit both directly and indirectly from acquiring eco-certification, with the direct benefits being greater for larger fisheries. Specifically, it identified the following market benefits for eco-certification:

1. Eco-certification can lead to an avoided loss of markets valued at CAD 250 for every CAD 1 invested for large lakes, or CAD 16 for every CAD 1 invested for small lakes. This means that for every CAD 1 invested in eco-certifying a fishery, CAD 16 of that fisheries' value is protected from market loss.
2. Eco-certification provides a greater opportunity for brand building for Manitoba fisheries as a sustainable option for the eco-conscious consumer.
3. Eco-certified lakes tend to have more stable fish stocks over the long term and are less vulnerable to stock collapse. This makes the supply of fish to markets more reliable.

However, the bulk of the data used to estimate benefits in the previous report was based on Canadian sources. There were some knowledge gaps left open concerning evolving consumer preferences in key international markets for Manitoba fish. This follow-up report aims to fill these knowledge gaps by examining market trends at the consumer end of the supply chain in both the United States and Europe, thereby providing further information on the potential benefits of eco-certification for fisheries. This is an important point to address because 80% of Manitoba's fish is sold to international markets, especially in the United States and Europe (Galbraith, 2020).

The Relationship Between Manitoba Commercial Fisheries and International Consumer Markets

Eighty percent of fish commercially produced in Manitoba is sold to international markets (Galbraith, 2020). Primarily, these markets are in the United States and Europe, but additional markets exist in the Middle East and Asia (Galbraith, 2020). The largest amount of revenue



for the fishing industry in Manitoba comes from walleye and lake whitefish (Galbraith, 2020). Walleye is primarily being sold in the United States (Minnesota, North Dakota, Wisconsin, and Illinois), Canada, and Europe (France, Germany, Poland, and Belgium), while lake whitefish go to Northern Europe (Finland, Sweden, and Germany), United States (export grade only—the Midwest, New York, and California) with some local markets existing in Canada. The breakdown of the primary markets for other types of fish produced in Manitoba is outlined in Table 1. The large proportion of Manitoba fish market revenue coming from the United States and Europe means that the market signals coming from those consumer markets are integral to watch for how consumers are shifting their demand toward eco-certified products.

Table 1. Primary markets for commercially caught fish species in Manitoba

Type of fish	Primary markets
Walleye	United States (primarily Midwestern states of Minnesota, North Dakota, Wisconsin, and Illinois) Canada Europe (primarily France, Germany, Poland, and Belgium)
Lake whitefish	Europe (Continental grade: primarily Finland, Sweden, and Germany) United States (export grade only: Midwest, New York, and California) Canada (primarily local, Ontario)
Northern pike	Europe (primarily France, but other markets exist in Germany, Poland, Finland) Asia (primarily China)
Sauger	Canada (primarily local, Ontario) United States (Midwest)
Yellow perch	Canada (primarily Ontario) United States (export grade only - Midwest, New York, California)
Common carp	United States (Eastern seaboard) Middle East (primarily Israel, but other markets exist in Greece)
Suckers (primarily white sucker, longnose sucker, & redhorse)	United States (New York, other markets exist throughout eastern states)
White bass	Canada (primarily Ontario) United States (Great Lakes states, primarily the Detroit area)
Freshwater drum	Canada (low-end markets) United States (Great Lakes states)



Type of fish	Primary markets
Lake trout	Canada (primarily Ontario) United States (New York, New England)
Goldeye	Canada (local market)
Cisco	Canada (local, Ontario, Western) Europe (primarily Finland, Sweden, Germany) China

Source: Galbraith, 2020.

Global Context for the Potential Benefits of Eco-Certification

While the previous report (Kroft, 2024) provided in-depth research into the benefits of eco-certification for Manitoba fishers, there is also a global body of research on the impacts of certification across industries. These studies indicate the following potential benefits for producers of compliance with eco-certification requirements.

Market Access and Retention

In line with the previous report’s findings for Manitoba commercial fishers, the broader literature also indicates that across sectors, eco-certification can be a condition for market access and for retaining existing markets and clients (Blackmore et al., 2015; Elder et al., 2021; Molenaar, 2022; Voora et al., 2022).

Operational Efficiency

Meeting eco-certification standards can help improve management systems and processes that result in greater operational efficiency, such as cost savings from reduced inputs or less waste (Molenaar, 2022; Voora et al., 2022). For example, the Surinamese Atlantic seabob shrimp fishers experienced lower costs after implementing a code of conduct and bycatch-reduction devices to meet Marine Stewardship Council (MSC) standards (Blackmore, 2015).

Risk Management

Eco-certification can support procedures and processes that help manage and reduce risks (Molenaar, 2022; Voora et al., 2022).



Access to Finance

Improved operations and risk management can, in turn, facilitate access to finance and more favourable lending conditions (Voora et al., 2022).

Better Working Conditions and Benefits

Adopting sustainability standards and eco-certification can support better occupational health and safety, improved wages and/or more formal terms of contract (Elder et al., 2021; Molenaar, 2022).

Management of Natural Resources

Eco-certification can support management of natural resources, including improved watershed conservation, water use monitoring and consumption, water quality risk and impact assessment, surface and groundwater pollution, and resource management training (Elder et al., 2021).

There are also several factors or conditions that have been observed across industries to support producers in adopting and maintaining sustainability standards or eco-certification and accessing related markets (Elder et al., 2021). These factors are

- the existence of supporting actors and services that work closely with producers and fishers
- access to information and training on sustainability standards
- market demand for eco-certified products
- direct linkages between producers and buyers
- access to financial services
- presence of a producer organization

In Manitoba, many of these supports are in place through programs for fishers. For instance, the Manitoba Fisheries Branch and Indigenous Services Canada provide services that support eco-certification financially and logistically. The Fish Forward network helps connect Manitoba fisheries undergoing eco-certification with buyers and supportive resources. Fish Forward is a partnership of provincial, national, and international organizations working together toward ensuring sustainability in the commercial fishing industry of Manitoba. These resources can help make it easier for Manitoba fishers to harness the benefits of eco-certification.



2.0 Market Trends for Eco-Certified Fish in the United States and Europe

United States

Growing Consumer Interest in Sustainable Products, Especially Among Youth

In the American fish and seafood markets, there has been a consistent trend over the last several years toward consumers preferring eco-certified products (Earth Animal, 2023; NIQ, 2024). Part of this trend is related to increasing knowledge about sustainability among the public, but other factors also play a role. For example, Americans are increasingly considering buying sustainably sourced products as a status symbol (NIQ, 2024). According to First Insight (2024), 62% of “Gen Z” Americans (those born in the late 1990s and early 2000s) report a preference to buy from sustainable brands, and 73% report they are willing to pay more for a certified sustainable product. This is similar to the Canadian market, where younger consumers are more likely to buy eco-certified food than older generations (Winson et al., 2022). This trend among young consumers suggests that as this demographic grows to dominate the consumer market, demand for eco-certified products will continue to increase.

Low Price Premium for Consumers

Although many consumers report that they are willing to pay more for eco-certified products, the price premium in the United States is considerably lower than in other markets, like Asia (Lokugamage et al., 2024). The price premium for eco-certified seafood in the American and European markets has been estimated at 16% (Li & Kallas, 2021), and there is little evidence of a price premium at the producer level (Blomquist et al., 2020; Chikudza et al., 2020). This means that even though consumers pay a 16% premium on the fish, this premium does not typically reach the producer as extra revenue.

Companies that sell or process fish may also be drawn toward eco-certified products because of trends in employee recruitment and retention. In the United States, 75% of Gen Z and Millennials say that the social impact of a potential employer affects their decision to take a job (Deloitte, 2024). In the Gen Z demographic, this is especially a concern to employers, as 20% of Gen Z employees report having switched jobs in order to better align their work with their environmental values (Deloitte, 2024). This trend puts pressure on employers to abide by high sustainability standards in order to compete with other employers for the best employees.



Consumer Preference for Sustainable Products Occurs at Store Level

To gather context behind some of these numbers, we interviewed representatives from two different American fish processors (ACME and Earth Animal) who purchase Manitoba fish. These interviews confirmed that the consumer-trend data we obtained reflects what they are seeing from consumers, but additional information was provided on what their customers are seeking. The first point of interest is that American consumers are showing their preference for eco-certified fish in where they choose to shop and eat, but less so once they are inside an establishment. This means that they are more likely to shop at a grocery store that has committed to buying only eco-certified products than one that has not; however, if the consumer is inside a grocery store that has both eco-certified and non-certified fish on the shelf, they show a lower degree of discernment. This may help explain why some large retailers have been demanding eco-certified fish from Manitoba in recent years (Galbraith, 2021).

Europe

Growing Consumer Interest and Purchasing Behaviour Toward Sustainable Fish and Seafood

Europe is the world's second-largest importer of seafood after Asia, making it a significant player in the global seafood market (CBI, 2021). In recent years, European consumers have shown a growing awareness of sustainability issues related to seafood consumption (Globe Scan, 2022). Between 2019 and 2020, the number of consumers expressing a desire to reduce their environmental impact increased by 8%, reflecting a shift toward more conscious purchasing decisions (CBI, 2022). This awareness extends to seafood choices, with two-thirds of consumers emphasizing the importance of sourcing fish from sustainable sources (CBI, 2022).

Consumer behaviour has also begun to change in response to sustainability concerns. A quarter of surveyed European consumers have switched to seafood products that claim to protect oceans and fish populations (CBI, 2022). However, trust in sustainability claims is a crucial factor influencing purchasing decisions. Nearly 75% of consumers believe that sustainability claims should be verified and labelled by an independent organization to ensure credibility (CBI, 2022). Additionally, around half of European consumers report that they notice eco-labels on seafood products, indicating a growing recognition of certification schemes (CBI, 2022).

Fastest-Growing European Markets for Sustainable Fish Are in Northwestern Europe

Looking at regional differences, Northwestern Europe (Germany, Netherlands, etc.) is the largest market for sustainable seafood on the continent and accounts for the highest share of MSC-certified seafood sales (CBI, 2022). Between 2019 and 2020, the supply of MSC-certified seafood increased by 6%, bringing the total number of MSC-labelled products to 6,260. Germany leads



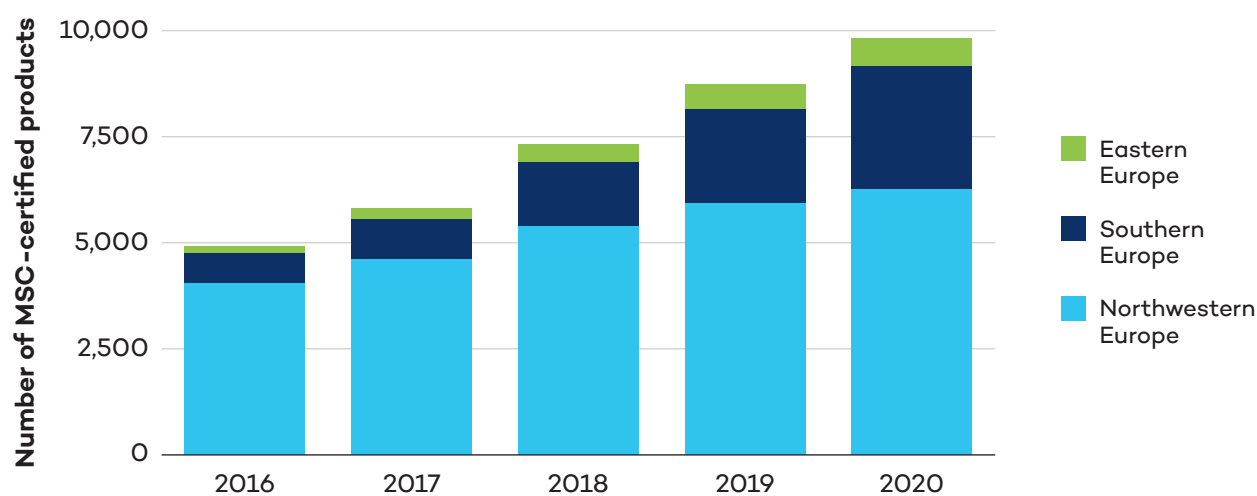
the region with the largest selection of MSC-certified seafood, offering 2,691 such products in its markets (CBI, 2022). Retailers in Northwestern Europe play a significant role in driving sustainability, as most require eco-labels for the seafood they sell (CBI, 2022).

Smaller Market Share but Growing Demand for Certified Sustainable Fish in Southern and Eastern Europe

In Southern Europe, while Spain, Italy, and France have traditionally been the largest markets for conventional seafood, consumer preferences are also gradually shifting toward sustainable options (Saidi et al., 2024). The demand for certified sustainable seafood is rising, leading to a remarkable 31% increase in the supply of MSC-certified products, the highest growth rate in Europe between 2019 and 2020 (CBI, 2022). Despite this upward trend, only a limited number of retailers in Southern Europe currently require eco-certification. However, this number is expected to grow in the coming years as sustainability concerns become more prominent in consumer choices. Additionally, Southern Europe plays a significant role as a processor of raw seafood, which is later exported to retailers across different markets (CBI, 2022).

Lastly, Eastern Europe represents the smallest European market for both conventional and sustainable seafood, largely due to cultural/dietary preferences and economic factors. However, while the market remains smaller than in other parts of Europe, the demand for certified sustainable seafood is growing. Between 2019 and 2020, the supply of MSC-certified products in Eastern Europe increased by 13% (CBI, 2022), signalling a gradual shift toward sustainability even in a region where seafood consumption is relatively limited.

Figure 1. The 5-year trend in the number of MSC-certified products available per European region



Source: CBI, 2022.

Note: In MSC data, a product sold in more than one market is counted once for each market.



Retail and Food Service Are Key Market Segments

Retail remains the most significant end-market segment for sustainability-certified freshwater fish in Europe. Although there was an overall decline in fish and seafood imports in the 2022/2023 period (European Market Observatory for Fisheries and Aquaculture Products, 2024), consumer demand for sustainably-certified products continues to grow. Therefore, retailers play a crucial role in shaping the industry by sourcing responsibly and promoting eco-friendly options. While retail currently dominates, the food service sector is also expected to become a more relevant market for sustainability-certified products in the coming years (CBI, 2021). Several major retailers and food service chains have made commitments to sustainable sourcing, particularly through partnerships with MSC. For instance, Tesco, Lidl, Carrefour, and Aldi have significantly expanded their range of MSC-certified products, with Tesco aiming for 100% sustainably sourced seafood by 2030 (Tesco, 2025) and Lidl being a leader in transparency through the Ocean Disclosure Project (Sustainable Fisheries Partnership, 2025). Carrefour has banned endangered species from its shelves (Carrefour, 2025), while Aldi continues to work with suppliers to increase its share of MSC-certified seafood and became the first food retailer globally to include the MSC's Improvement Program in its sourcing policy (MSC, 2025a). In the food service sector, McDonald's offers 100% MSC-certified whitefish in key markets, while IKEA ensures all wild-caught fish served in its restaurants is MSC-certified, making it one of the largest global vendors of responsibly sourced seafood (MSC, 2025b). Hilton Hotels has also committed to sourcing at least 25% of its seafood from MSC-certified fisheries (MSC, 2025b). As sustainability becomes a priority for consumers, both retailers and food service providers are taking steps to ensure responsible seafood sourcing.



3.0 Strategies for Improving Communication With Fishers About Eco-Certification

Following the publication of Kroft (2024), fishers noted that the information regarding the benefits and process of eco-certification was communicated unevenly across the commercial fishing community. Improvement was shown to be needed in both the format of information being provided and the mechanism of spreading it. In this section, we draw on interviews we conducted with four fishers from Lake Winnipeg and Lake Manitoba to identify strategies that could be used for disseminating information about eco-certification to the broader fisher community. The interviews were conducted anonymously, with the exception of fishers who gave explicit permission for their recommendations to be attributed to them.

In Manitoba, the primary parties responsible for communicating with fishers about eco-certification are the Manitoba Fisheries Branch staff and the fish buyers who are noticing increases in demand for eco-certified product. According to the fishers we interviewed, fishers in their communities had mixed attitudes toward the eco-certification process, with some fishers feeling positively about continuing with the certification pathway and others being more skeptical. In general, we heard that those fishers with positive views saw eco-certification as a way to keep up with changing markets and to keep their existing business. We heard that those who were more skeptical may have felt they need more access to high-quality information in order to trust the process. The latter concern could be addressed by adopting better communication systems that allow all fishers to be more included in and informed about the process of certification and how sustainability standards-setting organizations operate. This emphasis on information and inclusion aligns with findings in the IISD publications *SSI Review on Standards and Poverty Reduction* (Elder et al., 2021) and *SSI Review on Producer Inclusion in VSS Governance* (Elder, 2023). The following sections will outline some recommendations on how to achieve inclusive communication systems by targeting the format in which the information related to eco-certification is presented to fishers in Manitoba and the distribution channels.

Format of Information

A common piece of feedback received from fisher interviews was that because of fishers' long working hours, it is unrealistic to expect them to have time to read lengthy documents as a primary means of information. Having summary documents available, like pamphlets, posters, and infographics that highlight the most important information, is helpful, especially during the busy fishing season. Having these resources available in commonly used community locations, for example by hanging up a poster, is a more efficient way of distributing information than trying to get copies distributed individually to everyone who might need it. If the location will be somewhere that fish are being processed, the poster or 1-pager should be laminated to account for the wet surrounding environment.



Key Points

- favour quick summary documents like pamphlets and posters over thick reports
- have information accessible in commonly used community locations
- have laminated copies of information available that can be kept in areas that may be wet, like fish processing areas.

Distribution of Information

During fisher interviews, we found that information is not distributed equally among all fishing communities. Some have effective systems in place to ensure that information about the eco-certification process is reaching all fishers. In other communities, many fishers are not receiving consistent information about what is happening in the eco-certification process. Types of information that are particularly useful include information regarding evolving markets for eco-certified fish and technical information about the steps in the eco-certification process itself. One fishing community that has implemented a particularly successful model of information distribution is Negginan (Poplar River First Nation). David MacKay, business manager of the Negginan Fishing Station, was able to provide an outline via interview of what has made their system effective (Box 1).

Box 1. Case study of Negginan Fishing Station

Negginan's fishery is an Indigenous-run fishery located on the east shore of Lake Winnipeg within the community of Poplar River First Nation. They are currently involved in an eco-certification process of their major fish stocks and participate in a working group with the provincial government to cover the North Basin of the lake. They are now conducting a fishery improvement project for the stocks in those regions. MacKay has taken on a leadership role in this project and is well informed and significantly involved in the process. He is also responsible for reporting back to community fishers to ensure their voices are being reflected. To achieve this outcome, the Negginan fishers have regular meetings at which MacKay provides updates on the process and conducts votes if decisions need to be made. This allows for collective decision making and ensures all fishers have a chance to voice their opinions and offer suggestions. This is a system that could be easily implemented in other fishing communities by selecting one highly involved person whose responsibility it is to regularly report back to their fellow fishers. However, a point of caution is that because of the busy lifestyles of fishers, there can be a tendency for non-fishers to take on roles in committees. While this is understandable given that those are the individuals who have more time, it is also important to engage active fishers who may have a better understanding of current issues in the fishery. This is a sentiment we heard from two different interviewees, which indicates a common concern over ensuring there is inclusion of active fishers in decision making.



The success of the distribution of information to fishers at Negginan is an important case study; however, MacKay also noted that this addresses only half the challenge. The part where they have struggled more is in communicating the thoughts of fishers back up to federal government decision-makers. While fisheries branch staff at the Manitoba government have been putting strong efforts into two-way communication with fishers, there have been more challenges with the Department of Fisheries and Oceans Canada. There is often a pattern of elected officials attending meetings with fishers only to speak but leaving before having a chance to listen to fishers. MacKay highlighted the urgent need for both provincially and federally elected officials to hold listening and strategic planning sessions with fishing communities in person. The fishers know their industry better than anyone, and they hold important knowledge and information that decision-makers need in order to craft more well-informed policy. Decision-makers, including ministers, should accompany branch staff on fishery visits more regularly to hear from the fishers directly and participate in problem-solving discussions.

Key Points

- There should be a point person who can report back to each fishing community from committees for important information and decisions, which helps ensure an inclusive process
- Elected officials at the provincial and federal levels whose mandates are connected to fisheries should have periodic in-person visits to fisheries with the goal of listening to fishers
- Fisheries branch staff should make a point of distributing information relevant to the eco-certification process to all fishing communities involved in, or interested in, eco-certification in a way that makes sense for that community.



4.0 Conclusions and Summarized Recommendations

This report has provided further context on the major international markets for eco-certified fish, building on the report *The Case of Eco-certification in Manitoba's Commercial Fisheries* (Kroft, 2024) as well as research and recommendations into improving communication with fishers about opportunities that come with eco-certification. The key findings and recommendations of the report are summarized below.

Market Trends

Findings

1. The market for eco-certified fish is growing in both the United States and Europe, which together constitute 80% of Manitoba's fish market. Retail establishments in these two regions are the most significant points of purchase.
2. Within Europe, the Northwestern region is the fastest-growing market for eco-certified fish.
3. In the United States, consumers are more concerned with shopping at establishments that have made commitments to sourcing eco-certified fish than they are with choosing eco-certified fish products from establishments that have not made public commitments.
4. The trend toward demanding eco-certified food products is strongest among younger consumers. This indicates that as these consumers age, they are likely to dominate the market in coming years. As such, the demand for eco-certified products will likely continue to rise.

Recommendations

1. Facilitating networking connections between fishers and potential buyers interested in eco-certified fish can maximize the interest and benefits of obtaining eco-certification. The Manitoba Fisheries Branch staff, along with the multi-agency Fish Forward working group, should be active in helping fishers make these connections.
2. Within the European market, prioritize relationships with buyers in Northwestern Europe, where the market is growing the most quickly.
3. Increasing the awareness of fishers of what the current market trends are, both now and in the future, should be a priority to help them make more informed business decisions.



Communication About Eco-Certification and Its Potential Benefits

Findings

1. Fishers require information about eco-certification to understand its potential benefits and to learn about the eco-certification process.
2. There are gaps in the communication about eco-certification between government and fishers. These gaps involve both the format and distribution of information related to eco-certification.
3. Communication resources must address the communication barriers about the benefits of eco-certification.

Recommendations

1. More discussions are needed between decision-makers, especially at the federal level, and fishers. Fishers need more opportunities to communicate their insights and ideas to the relevant elected officials.
2. Having designated liaisons between each fishing community and the Manitoba Fisheries Branch staff responsible for eco-certification can help improve the distribution of information to all fishers and democratize the process.
3. Information on the market context and benefits of eco-certification should be distributed to fishers in formats that are accessible to their busy lifestyles. Along with this report, we provide several infographic materials that can be printed out to hang on walls, or distribute in small copy to facilitate this recommendation (Appendix A).



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Appendix A.

Who is buying Manitoba fish?

80% of commercially caught fish in Manitoba is sold to international markets, mainly in the United States and Europe. These maps show which species of fish are primarily sold to which international markets.

UNITED STATES

- Walleye
- Lake whitefish
- Northern pike
- Sauger
- Yellow perch
- Common carp
- Suckers
- White bass
- Freshwater drum
- Lake trout

EUROPE

IISD
International Institute for Sustainable Development

Source: Galbraith, W. (2020). Indigenous Inland Commercial Fisheries Initiative (IICFI) collaborative stock monitoring programs: eco-certification & resource management. Fish images from Manitoba Fisheries Branch.

Five facts about the market for eco-certified fish

- The demand for eco-certified fish in the United States and Europe is growing each year.
- 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.
- American shoppers are choosing where to shop based on which supermarkets have committed to sourcing eco-certified fish.
- The largest markets in Europe for Canadian seafood exports are France, Belgium, Denmark, the Netherlands, and Spain.
- 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.

IISD
International Institute for Sustainable Development

Eco-certified producers see maximum benefits when they ...

- Get training and information about eco-certification.
- Have access to technical services to support efforts to achieve eco-certification.
- Have direct linkages with buyers.
- Have access to financial support to cover costs related to eco-certification.
- Are organized as a group working together.

To learn where you can access these services in Manitoba, visit www.fishforward.ca

IISD
International Institute for Sustainable Development

Source: Eder, S., Williams, A., Lerner, C., Elinin, N., & Fernandez de Cordoba, S. (2021). State of sustainability initiatives review: Standards and poverty reduction. International Institute for Sustainable Development. <https://www.iisd.org/publications/sa-review-standards-poverty-reduction>

Understanding the European market for eco-certified fish

Demand for eco-certified fish in the European market is increasing, mostly because of growing consumer awareness.

The fastest-growing markets are in Northwestern Europe.

Between 2019 and 2020 the supply of MSC-certified seafood increased by 6%.

Retailers are the most important segment of the European seafood market. These are some of the largest retailers in Europe that are MSC global partners.

In Southern Europe, the demand for certified sustainable seafood is rising, leading to a remarkable 31% increase in the supply of MSC-certified products, the highest growth rate in Europe between 2019 and 2020.

Aldi	Eroski		
Carrefour	IKEA	McDonald's	Walmart
Hilton	Lidl	Tesco	Kaufland

IISD
International Institute for Sustainable Development

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

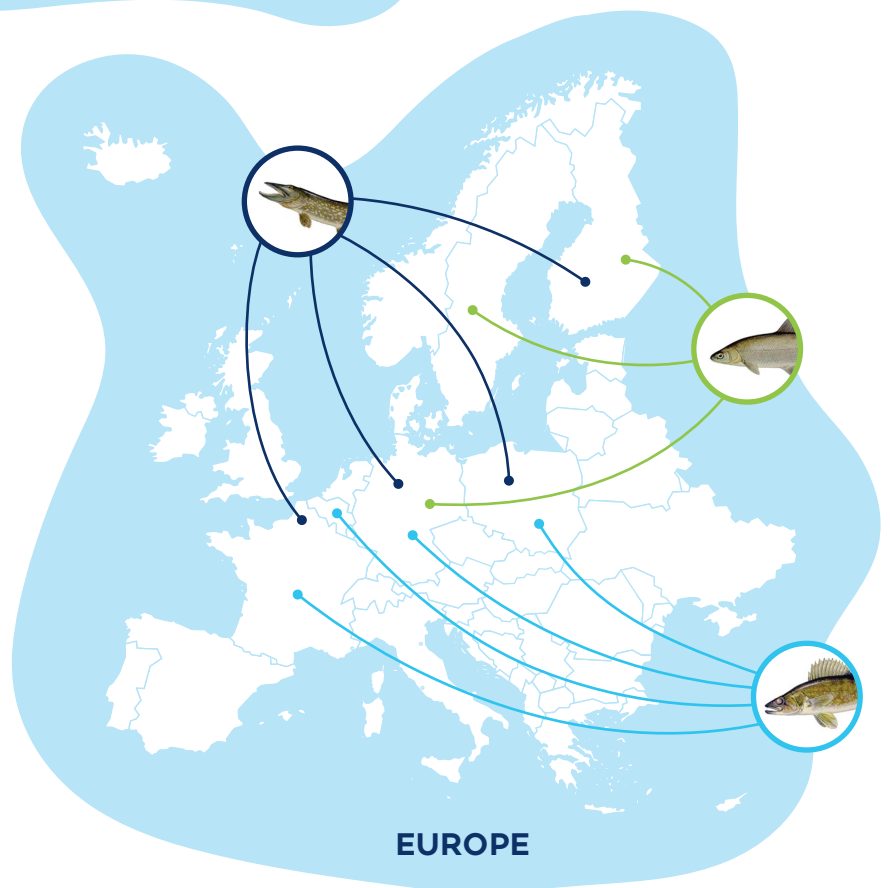
IISD
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-  White bass
-  Sauger
-  Freshwater drum
-  Yellow perch
-  Lake trout



Source: Galbraith, W. (2020). *Indigenous Inland Commercial Fisheries Initiative (IICFI) collaborative stock monitoring programs, eco-certification & resource management*. Fish images from Manitoba Fisheries Branch.

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.

Eco-certified producers see maximum benefits when they ...



1

Get training and information about eco-certification.



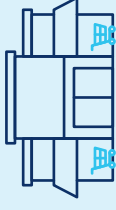
2

Have access to technical services to support efforts to achieve eco-certification.



3

Have direct linkages with buyers.



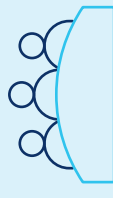
4

Have access to financial support to cover costs related to eco-certification.



5

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Source: Elder, S., Wilkings, A., Larrea, C., Elamin, N., & Fernandez de Cordoba, S. (2021). *State of sustainability initiatives review: Standards and poverty reduction*. International Institute for Sustainable Development. <https://www.iisd.org/publications/ssi-review-standards-poverty-reduction>

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Carrefour

IKEA

McDonald's

Walmart

Hilton

Lidl

Tesco

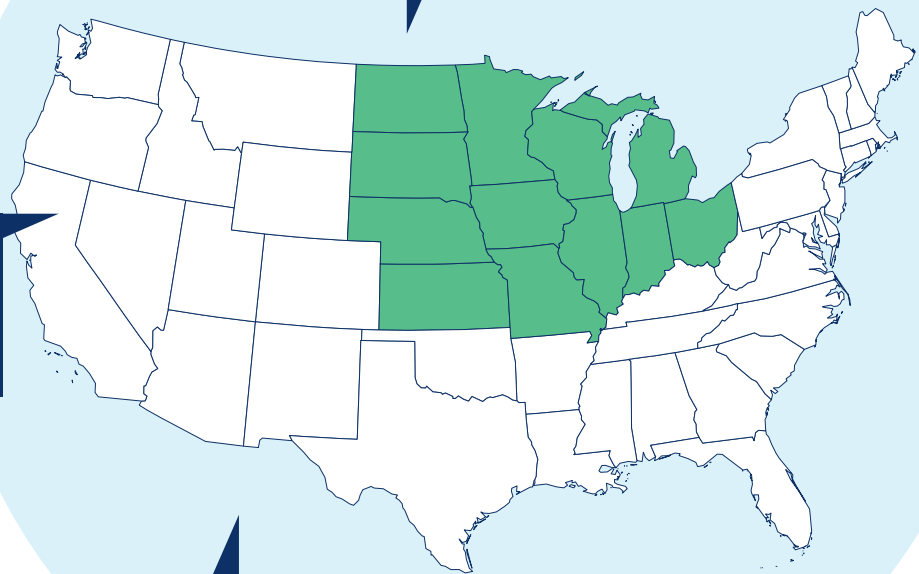
Kaufland

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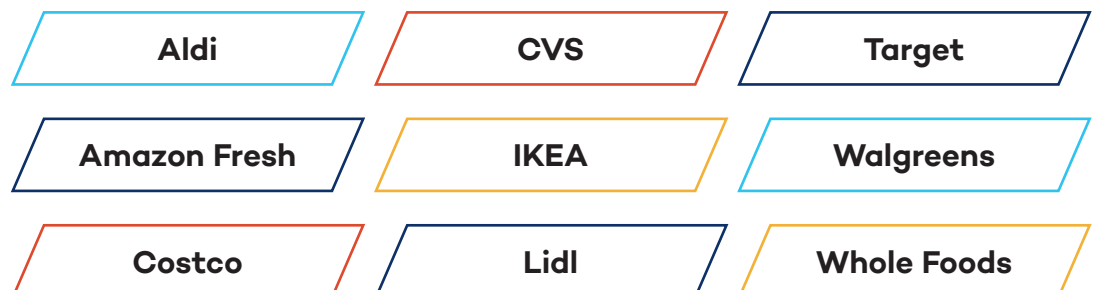
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