

Seafood Certification Consumer Insights



50% OF AMERICANS

are currently increasing their seafood consumption because seafood is healthy and good for the planet. With this spotlight on seafood, proving that you source from certified sustainable fisheries is more important than ever, and a simple, popular way to do so is by displaying a certification eco-label.

RESPONSIBLE FISHERIES MANAGEMENT (RFM) CERTIFICATION is one of the most credible and robust wild-capture sustainable seafood certification programs in the marketplace. It offers cost efficiencies, with **ZERO LOGO FEES**, and proudly features **ORIGIN** on the eco-label.

New research conducted by Datassential for the Responsible Fisheries Management (RFM) Certification program shows that the **ZERO-LOGO FEE** RFM eco-label **DRIVES PURCHASE** and **ORIGIN** matters.

46%

of consumers believe seafood certification is **VERY/EXTREMELY IMPORTANT** when making purchasing decisions

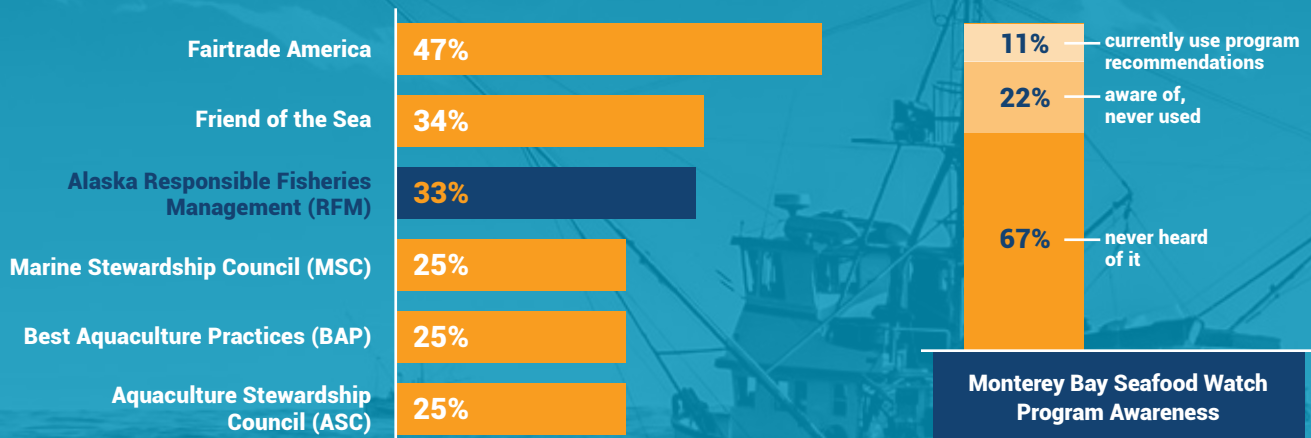
MILLENNIALS EVEN MORE SO

55%

believe it's **VERY/EXTREMELY IMPORTANT**

Alaska RFM Certification Awareness Holds Its Own

SUSTAINABLE SEAFOOD CERTIFICATION PROGRAM AWARENESS



What Consumers Say About the RFM Eco-Label

ALASKA RFM IS...



Certified Sustainable
ALASKA RFM

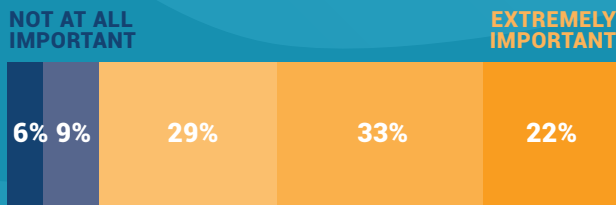
“ I think about the fact that it's okay to purchase and eat and I don't have to worry about the salmon becoming overfished. ”

“ I like that it's sourced from Alaska and certified sustainable. Makes me think it's better for the environment. ”

“ A sustainability guarantee, that this product causes less impact on the environment. ”

“ Company has undergone inspections to ensure that they are following sustainable practices. ”

ORIGIN ON ECO-LABEL IS...



30%

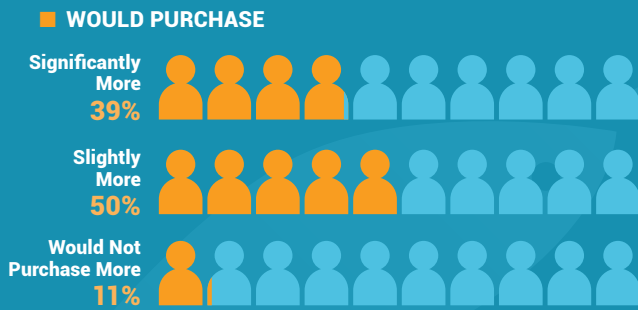
MILLENNIALS skew even higher for **ORIGIN** importance being extremely important on the RFM eco-label

85% of consumers say including **ORIGIN** on RFM eco-label is important

SIGNIFICANT IMPACT on purchase skews higher for

BIG BOX RETAILER: 45%
ORGANIC/NATURAL RETAILER: 49%

RFM ECO-LABEL IMPACTS PURCHASE



89% of consumers say the RFM eco-label **DRIVES PURCHASE**

71%

of consumers are willing to **PAY MORE** for seafood with the RFM eco-label

44%

would pay up to **20% MORE!**

