



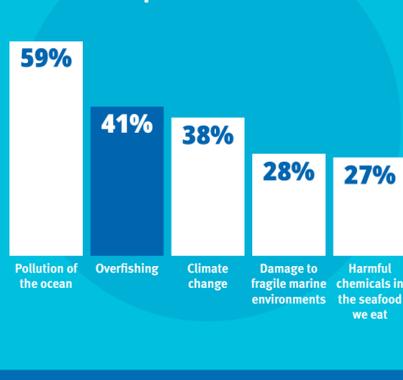
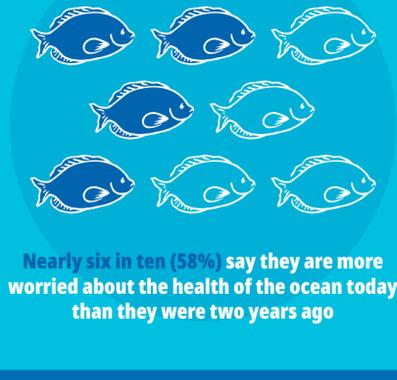
AMERICANS' SHOPPING HABITS ARE CHANGING AS ECO-ANXIETY RISES



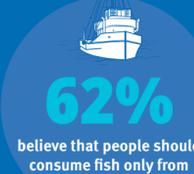
The latest research from the Marine Stewardship Council (MSC) shows a rise in eco-anxiety as Americans' concern for the environment is growing. However, they're feeling increasingly empowered to make a difference through their food purchases.

All data is based on Seafood Consumers, USA (2,521) unless noted.

American seafood consumers are increasingly worried about the ocean and overfishing is a top concern



Support for sustainable seafood is growing



Ecolabels raise consumer trust in the brands that carry them



47% report that the MSC blue fish label impacts their likelihood of purchasing the product (new question on the 2022 survey)

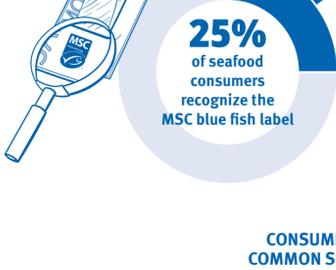


Those that are most influenced by the label identify as female and are parents

Customers of the following US retail chains (to name a few) are more likely than the average consumer to be motivated to purchase a product with the MSC blue fish label.

Avg. seafood shopper	47%
Aldi	49%
Amazon	65%
Costco	51%
H-E-B	55%
Publix	51%
Sam's Club	49%
Target	62%
Walmart	48%
Wegmans	62%
Whole Foods	59%

How the MSC blue fish label compares



60% of MSC-aware customers are likely to recommend MSC certified products

29% notice ecolabeled products when shopping (up from 24% in 2020)



CONSUMER RECOGNITION OF THE MOST COMMON SEAFOOD SUSTAINABILITY LABELS (Total seen occasionally + seen often)



Helping consumers shop their values



62% would like to hear more from companies about the sustainability of their seafood products.

65% demand retailers' and brands' claims about sustainability and the environment be clearly labeled and third-party verified.

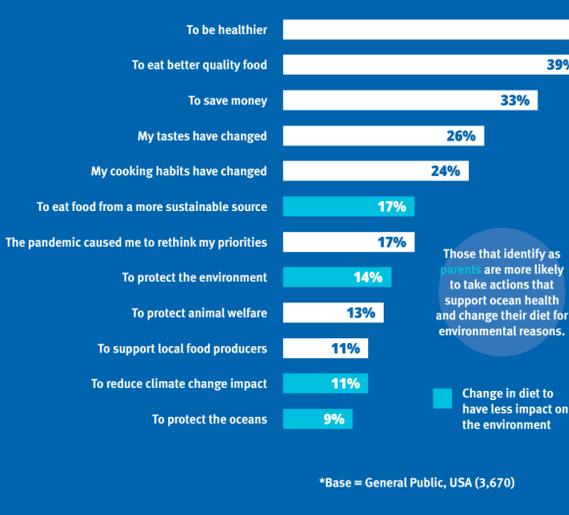
34% shop for groceries more online than they did two years ago ... showing the importance of simple, educational point of sale messaging online as well.



1 in 5 Americans (22%) are adding more seafood to their diet as a healthy and sustainable protein option.*



REASONS FOR DIET CHANGES* (General public who have changed their diet in the last two years)



Those that identify as parents are more likely to take actions that support ocean health and change their diet for environmental reasons.

Change in diet to have less impact on the environment



*Base = General Public, USA (3,670)



Younger generations are much more likely to take action to help protect the ocean (especially 18 – 24) ... although their top action is reducing the amount of fish they consume to ease the pressure on the ocean. Shoppers need reassurance that there are healthy options for them and the planet too.

The MSC blue fish label means the seafood is:



SUSTAINABLY FISHED
The MSC Fisheries Certification ensures the long-term health of the fish population and that fishing has minimal impact on the surrounding wildlife and habitat.



VERIFIED
The MSC Chain of Custody Certification ensures an accountable supply chain and that product comes from an MSC certified sustainable source.



WILD-CAUGHT
The seafood comes from the ocean, lakes, or rivers from wild populations.



The Marine Stewardship Council (MSC) is a globally recognized, science-based nonprofit that works to safeguard seafood supplies for the future.

msc.org | @MSCbluefish | USmarketing@msc.org

The study was conducted in early 2022 by GlobeScan, an independent research and strategy consultancy on behalf of the MSC. It is one of the largest global surveys of seafood consumers, involving more than 20,000 people across 23 countries. In the US, more than 3,600 people were surveyed. All data is based on Seafood Consumers, USA (2,521) unless noted.