Labelling of fish and aquaculture products

Reliable information for the consumer

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Test-Achats

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Who we are

- Independent consumer organisation
- Member of BEUC, the European Consumer Organisation
- 4 countries:
  - Belgium — Test-Aankoop / Test-Achats
  - Italy — Altroconsumo
  - Portugal — DECO Proteste
  - Spain — OCU
- Activities: product testing, independent information, defend consumers interests

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Why surveys on food labelling?

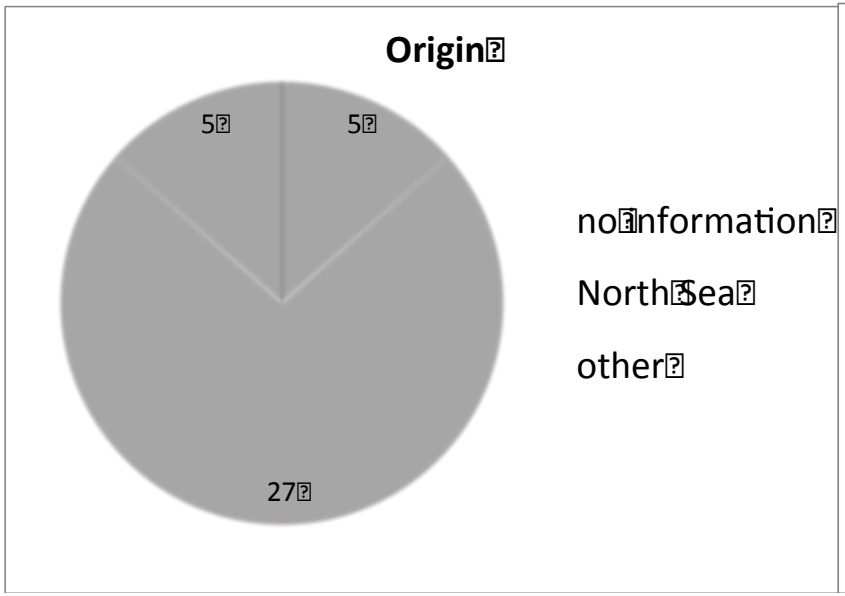
- Detect problems, fraud, insufficient labelling
- Is the legislation sufficient to inform consumers or are new or more complete legislation and controls by authorities needed?
- Inform our members: magazine publication

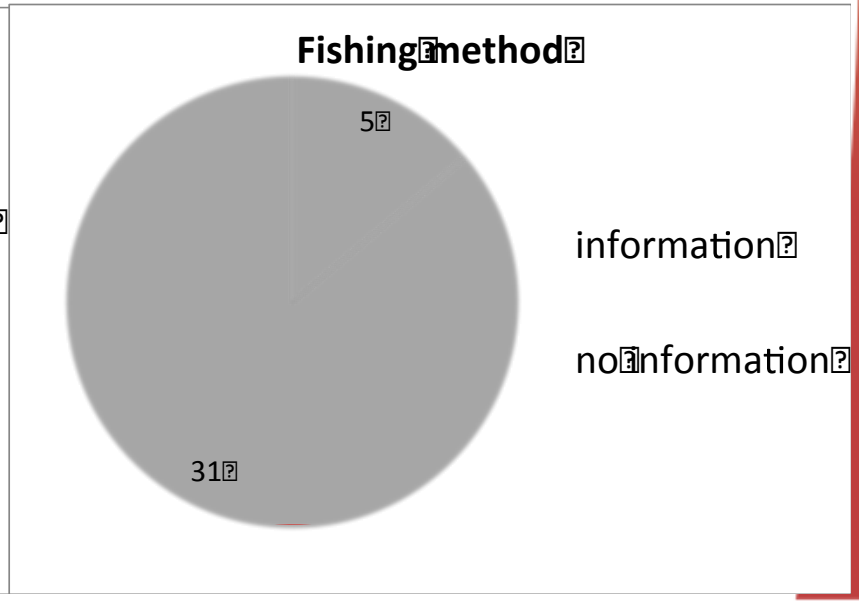
Our surveys on fish labelling

- January 2014: Common sole sold in fish shops
- 2008: aquaculture vs catched seabass
- 2002: fish shops
- DNA analysis species in fish&chips shops (Which?)

Common sole in fish shops (2014)

- Mandatory information: only complete in 8 in 37 shops
- Voluntary information:





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Common sole in fish shops (2014)

- Verification of species (DNA): no fraud detected
- Verification of origin (Population genetics):
  - 8/20 : North Sea – as indicated by seller
  - 12/20: Origin did probably not correspond with the origin given by the seller

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Seabass: aquaculture vs catch (2008)

- Only 4 / 30 selling points complied with labelling requirements
  - Name
  - Origin
  - Production method

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Fish shops (2002)

- 0 in 72 fish shops did comply with all new legal requirements in labelling of fish

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Fishy findings in chip shop tests (September 2014)

- 45 samples of fish labelled cod or haddock bought from random fish and chip shops in Birmingham, Glasgow and Manchester
- around one in six (16%) were mislabelled, with some of the samples being substituted for cheaper fish

Fishy findings in chip shop tests (September 2014)

	Fish labelled correctly	Fish labelled incorrectly	DNA results
Birmingham - 15 cod samples	15	0	
Glasgow - 15 haddock samples	10	5	Whiting instead of haddock
Manchester - 15 cod samples	13	2	Haddock instead of cod

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Origin of food: survey (2012)

Selon vous, pourquoi l'étiquetage doit-il mentionner l'origine des denrées alimentaires ?

(% des répondants ayant coché cette réponse)

Je veux savoir si le produit est d'origine belge.
48 %

Pour pouvoir évaluer l'empreinte écologique de ce que je mange.
45 %

J'aime savoir d'où viennent les produits que je consomme.
42 %

Pour éviter les produits venant de certains pays, pour des raisons éthiques.
41 %

Pour éviter les produits qui, à mes yeux, sont moins sûrs.
34 %

Pour juger de la qualité des produits.
27 %

Je n'attache aucune importance à l'origine des produits que je consomme.
7 %

Près de la moitié de nos répondants veulent savoir si leurs aliments sont d'origine belge ou non.

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Conclusion of our surveys

- Mandatory information on fish and aquaculture products in Belgium is often incomplete or incorrect, mostly in non-prepacked products
- Information on fishing gear & origin is difficult to obtain for the consumer and not always reliable
- cases of fraud in labelling of fish species
- Consumers are interested in origin of food and sustainability

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New legislation FAP labelling

- More information for the consumer: step forward "in theory"
- Mandatory labelling of fishing gear, more specific catch areas

--> Helps consumers to better judge on sustainability and reasons for price differences

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New legislation FAP labelling: Conditions for success & question marks

- Sustainability of fish: Not too much responsibility for the consumer
- Need for better knowledge of sellers & consumers of fishing techniques
- Reliable information: verification of the information by national authorities is necessary

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Questions?

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