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WWF finds 91 per cent of Canadians feel sustainable seafood is important

“It’s rewarding to see that Canadians are so eager to embrace sustainable seafood, which is an important part of keeping our oceans healthy. “We’re proud that our ongoing global work with the Marine Stewardship Council and retailers will help ensure Canadians have easy access to credibly certified seafood.”

**Gerald Butts,
WWF President
and CEO**

(TORONTO: June 7, 2011) – New research from WWF found that 91 per cent of Canadians feel it is important that fish and other seafood on sale in Canada come from sustainable and non-overfished stocks. However, only 8 per cent feel they have adequate information about where the fish and fish products on sale are sourced.

The polling, conducted by EKOS Research Associates on behalf of WWF, explored Canadian attitudes towards and knowledge of sustainable seafood. The majority of respondents felt sustainable seafood is important for protecting the future of the world’s oceans and fish stocks.

Key findings include:

- 63 per cent have heard of the term “sustainable seafood”
- 11 per cent of those surveyed purchase sustainable seafood every time or almost every time they shop; 21 per cent do so at least once a month
- 65 per cent of Canadians look to retailers and producers for information about where seafood comes from; 33 per cent look to government or government agencies; 24 per cent to environmental non-profit organizations
- Canadians cite availability and concerns about authenticity as the most significant barriers to purchasing sustainable seafood (72 per cent each); cost is a relatively unimportant factor with under two-thirds of respondents citing it as a barrier

Full polling results, national and regional, available upon request.

Facts

- Healthy oceans are vital to all life on Earth – over 1 billion people rely on oceans for protein
- Today, two-thirds of the world’s fish stocks are either fully exploited, over-exploited, depleted or recovering at a slow rate
- Sustainable seafood comes from well-managed sources that allow fish populations to grow and thrive and ecosystems to flourish
- The leading independent certification system for responsibly sourced seafood is the Marine Stewardship Council (MSC)

CONTACT
Riannon John
416-347-1894
rjohn@wwfcanada.org

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We are creating solutions to the most serious conservation challenges facing our planet, helping people and nature thrive.

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