

THE COST OF SEAFOOD FRAUD

Example Price Differences for Commonly Swapped Species (8 oz filets)

AT THE GROCERY STORE

IF YOU MEAN TO BUY:

GROUPE \$7.00



BUT YOU GET:

TILAPIA \$2.99



YOU LOSE: \$4.01

IN A RESTAURANT

IF YOU MEAN TO BUY:

GROUPE \$27.00



BUT YOU GET:

TILAPIA \$15.00



YOU LOSE: \$12.00

IF YOU MEAN TO BUY:

WILD CHINOOK SALMON \$7.50



BUT YOU GET:

ATLANTIC FARMED SALMON \$3.99



YOU LOSE: \$3.51

IF YOU MEAN TO BUY:

WILD CHINOOK SALMON \$26.30



BUT YOU GET:

ATLANTIC FARMED SALMON \$20.70



YOU LOSE: \$5.60