Seafood fraud is the practice of misleading consumers about their seafood in order to increase profits.

**WHAT IS SEAFOOD FRAUD?**

**SPECIES SUBSTITUTIONS**
Examples of commonly substituted fish and price implications¹

**COMMON SOLE**
- Vs TROPICAL SOLE
  - COMMON SOLE: 17,7 €/KG
  - TROPICAL SOLE: 10,8 €/KG

**COD**
- Vs SAITHE
  - COD: 14,9 €/KG
  - SAITHE: 9,9 €/KG

**WHAT ARE THE CONSEQUENCES?**

**ECONOMIC**
Substituting a more expensive fish for one of lesser value is fraud, and it directly impacts our wallets.

**HEALTH**
Mercury levels in certain fish (e.g., tuna) can pose health risks to pregnant women and children.

**ENVIRONMENT**
Seafood fraud allows illegal, threatened and protected fish to enter the market.

**A COMMON PROBLEM?**
- Results from recent fish mislabelling studies
  - IRELAND: 19%
  - UNITED KINGDOM: 6%
  - FRANCE: 4%
  - SPAIN: 30%
  - ITALY: 32%
  - USA: 33%

Source: compilation of studies 2010 (Italy, UK), 2011 (Ireland, Spain), 2013 (USA) and 2014 (France)

[¹] Source: FranceAgriMer / Kantar Worldpanel, bilan 2012
Where does mislabelling happen along the supply chain? Data from French authorities.

Types of anomalies found

- 36% Fishing or farming zone
- 24% Wild caught vs. farmed
- 14% Scientific name
- 8% Commercial name
- 18% Others

Tuna in France

Tuna is the #1 consumed fish in France: 220,000 tons in 2010.

Since the 50s, world catches of tuna have multiplied by 9, notably through the expansion of tropical tuna fisheries.

World map of tuna fishing

- Volume of catch: 4.3 million tons
- Up to 80%* of bluefin tuna is mislabelled in Paris.

Types of anomalies detected by the authorities (%)

- Fishermen: 2%
- Wholesalers: 19%
- Distributors: 17%
- Supermarkets: 31%
- Fishmongers: 1%