

# IS THAT THE FISH YOU ORDERED? THINK AGAIN

Seafood fraud is a global problem and is widespread in Canada. A study by Oceana Canada found that over 44% of tested seafood from restaurants and supermarkets were mislabelled. This poses a risk to public health, the economy, and endangered species.

Policy options and other strategies that can reduce seafood fraud in Canada include:



**Trace all seafood from boat to plate**



**Require catch documentation**



**Introduce traceability verification measure**



**Improve consumer information**

Seafood fraud is preventable. There is evidence<sup>4</sup> demonstrating the effectiveness of these policies for seafood fraud prevention but these programs need to be acted upon.

## INTRODUCTION

- Seafood fraud is mostly driven by economic gain
- The 'fish list' of the Canadian Food Inspection Agency (CFIA) allows several species to be grouped together under single 'umbrella' terms<sup>1</sup>
- Seafood goes down the supply chain and is handled by many actors, which creates numerous opportunities for mislabelling to occur<sup>2</sup>
- Mislabelled seafood causes consumers risk to allergens, toxins, environmental contaminants, or aquaculture drug residues<sup>1, 2, 3, 4</sup>
- Seafood fraud undercuts prices for responsibly caught seafood, labelling cheaper fish as an expensive variety<sup>2</sup>
- The abundance of mislabelled fish labelled as an endangered species leads consumer to believe that the species is sustainable<sup>1, 4</sup>

## APPROACHES AND RESULTS

- 400 fish samples were tested from supermarkets and restaurants in five cities throughout Canada, and 44% were mislabelled<sup>4</sup>
- 50% of tested fish in restaurants were mislabelled<sup>4</sup>
- 30% of mislabelled fish were endangered, threatened, or a vulnerable species<sup>4</sup>

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