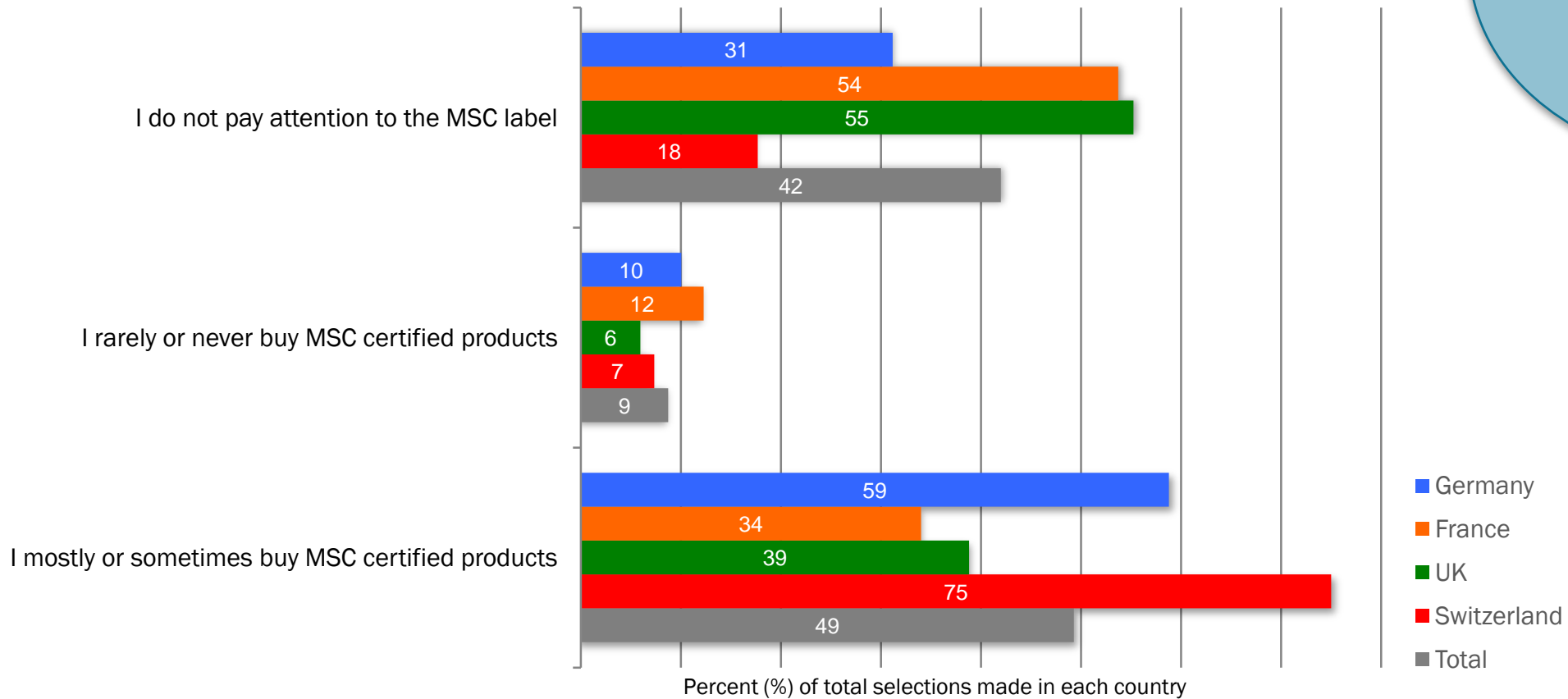


*How often do you choose MSC certified products when buying fish or seafood – provided that MSC certified products are available to choose from?*

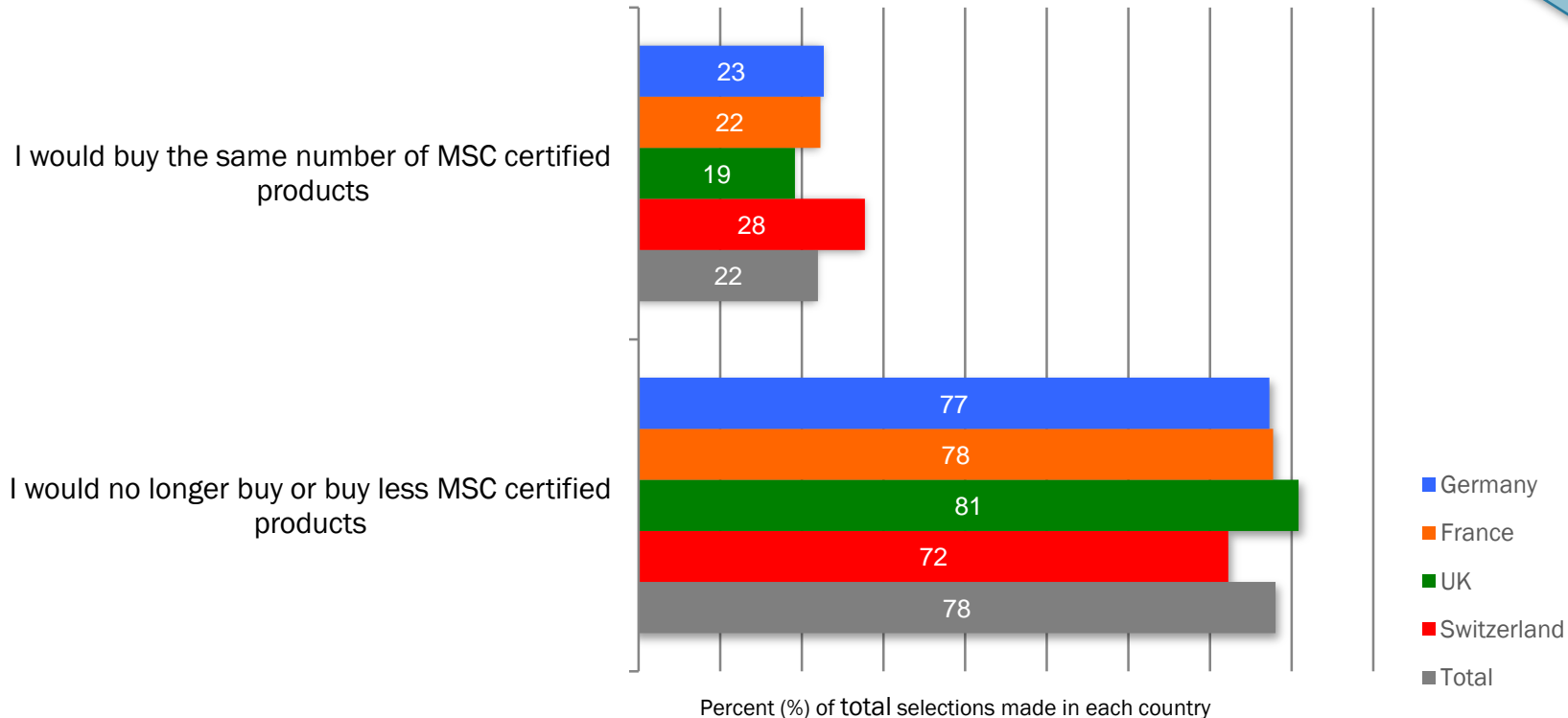
Today's consumers want to act responsibly when buying their seafood!

An average of 49% of consumers who choose to answer buy MSC certified products on a regular basis but huge differences exist between countries with Switzerland being clearly leading in responsibility and France lagging behind



*There is proof that one or more of the practices described above — encircling, injuring and killing dolphins, high bycatch rates of sharks (sometimes up to 50% of total catch) or other protected species (whales, mantas, ...), "finning" of sharks, destruction of vulnerable marine habitats by bottom trawling — apply to some MSC certified fisheries. In light of this, does this information have an impact on your decision to buy MSC certified products or the frequency with which you buy these products?*

MSC should not allow certified fisheries to use those fishing practices, that waste marine life or are destructive to vulnerable habitats!



An average of 78% of consumers, who choose to answer are at risk to lose trust into MSC certified products if MSC does not ensure that those practices can no longer happen in MSC certified fisheries!