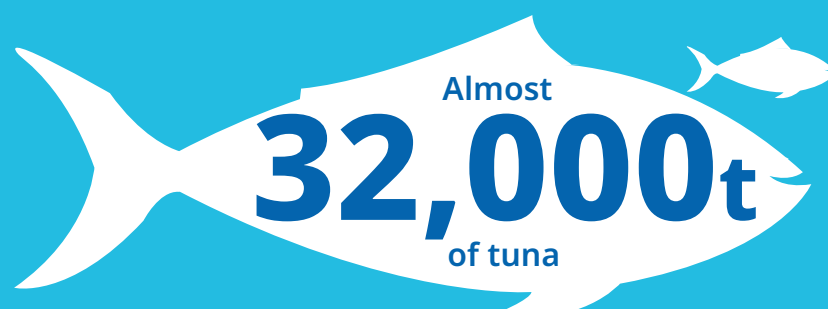
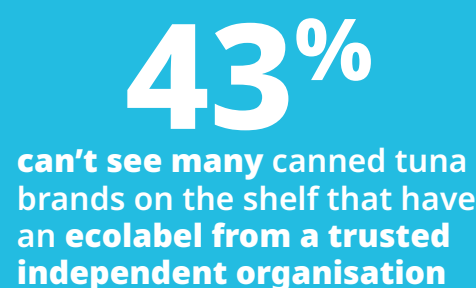
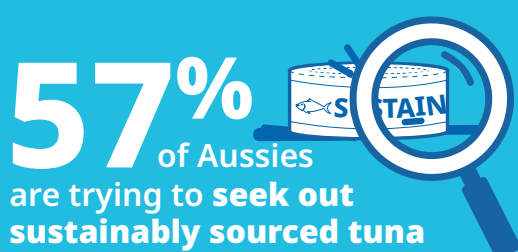
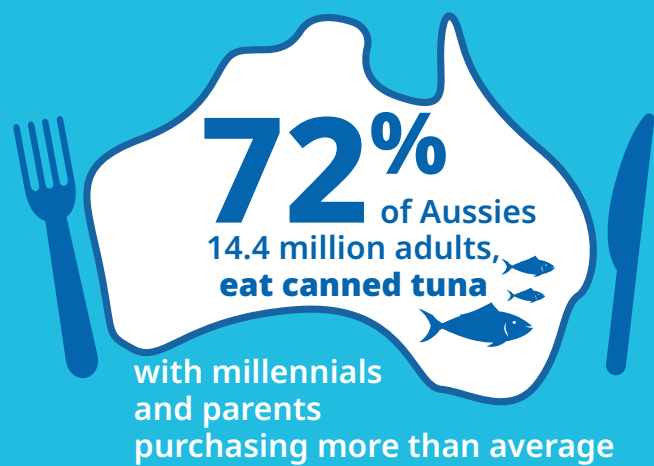


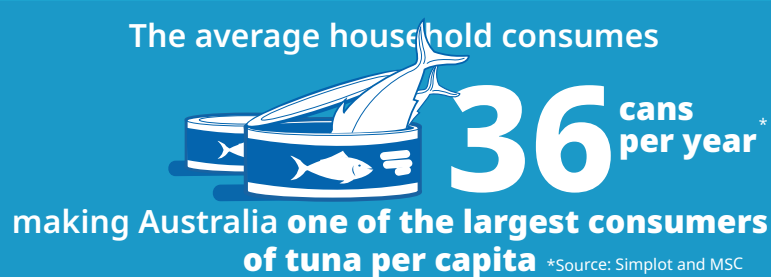
Aussies want to shop sustainable tuna, but availability and information is lacking

New research reveals that shoppers are motivated to reduce their environmental impact and try their best to buy independently certified sustainable tuna, but the onus is on brands to make it possible.

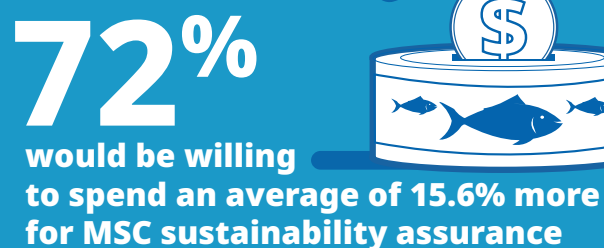


is consumed annually in Australia,
the equivalent of 5,864 African elephants in weight*

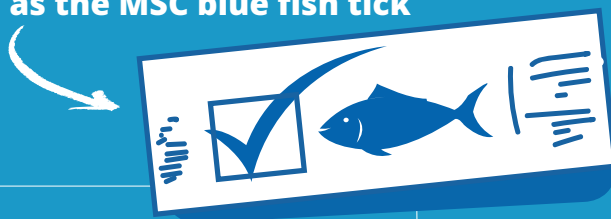
*Source: Simplot and MSC



The number 1 factor
influencing tuna
purchasing
decisions
is price.



3 in 5 would be more likely to purchase
canned tuna if it had a trusted ecolabel
such as the MSC blue fish tick



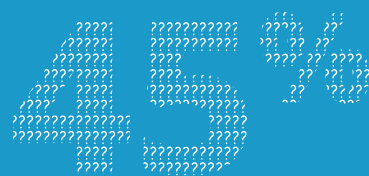
Of those purchasing tuna
without an ecolabel,
over **1/3**
admitted they felt
guilty about it



THE PRODUCT LABEL

is the first point of reference
for the majority of shoppers
when looking to find out
whether a brand is sustainable.

However, **83%** of those who have
seen the MSC logo
saying that they trust it.

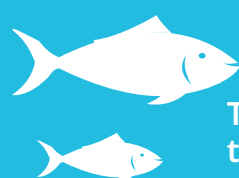


An independent third-party
assurance had a bigger influence
than brand claims

INDEPENDENT LABELS VS **BRAND CLAIMS!**

with 28% saying independent label
is one of the top deciding factors

While less than **1 in 5**
say so about a brand's
environmental message
or claim on the packaging



The MSC label is the most
trusted independent claim
on canned tuna packs, with

83% of those who have
seen the MSC logo
saying that they trust it.

