MSC forecast data for April 2023-March 2024 shows that a total of 7,887 tonnes of MSC-labelled tuna has been consumed in Belgium. These volumes are mainly consumed within five categories, being: canned (51.4%), chilled (26.4%), food to go (12.5%), ready meals (5.4%) and frozen (3.5%). The most popular species of tuna in Belgium is Skipjack (66.6%), followed by Yellowfin (17.7%). MSC-labelled Yellowfin tuna has seen a significant increase over the last year, growing 107%.

Additionally, the comparison in data shows that the penetration of MSC-labelled tuna in Belgium has never been higher. This is driven by 100% MSC certified tuna sourcing commitment by commercial partners like Aldi, Lidl, Fish Tales and Délio. Aside from these commitments, other partners have also taken important steps in their sustainable tuna sourcing, as we note an increase in volumes of MSC-labelled tuna at Colruyt Group, Albert Heijn and Rio Mare. These commitment and steps from Lidl, Aldi and Colruyt are especially important, since they represent the three biggest commercial brands when it comes to tuna volumes sold in Belgium. Most of the growth in MSC tuna is to be had at retailers like Carrefour and Delhaize.

As outlined earlier in the report, globally, there has never been more MSC certified tuna available for commercial partners to source. Belgian brands and retailers should therefore take this opportunity to take the last remaining steps to close the gap and only offer MSC certified sustainable tuna. From a consumer perspective, there is also an appetite for more third-party certified sustainable seafood. Figures from Globescan[1] (2022) show that 68% of Belgian fish consumers believe that only fish and seafood should be consumed from sustainable sources. In turn, 72% of Belgian fish consumers think it is important that sustainability claims are substantiated by independent organisations (not supermarkets or brands) and 81% say they trust the MSC label.

“It’s high time that every brand embraces MSC as a minimal standard for tuna products to make sure basic standards are being met in tuna fisheries.”
Tim Hendriks, Head of Operations, Fish Tales

“Our then new seafood sustainability policy (with a focus on MSC and ASC) and the favorable price of MSC certified tuna. In addition, we were still able to offer a market-based price, so there was also no (negative) feedback from our customers.
Lien Broothaers, Manager Corporate Responsibility, Aldi BE on Aldi BE changing their sourcing policy for tuna to 100% MSC in 2019