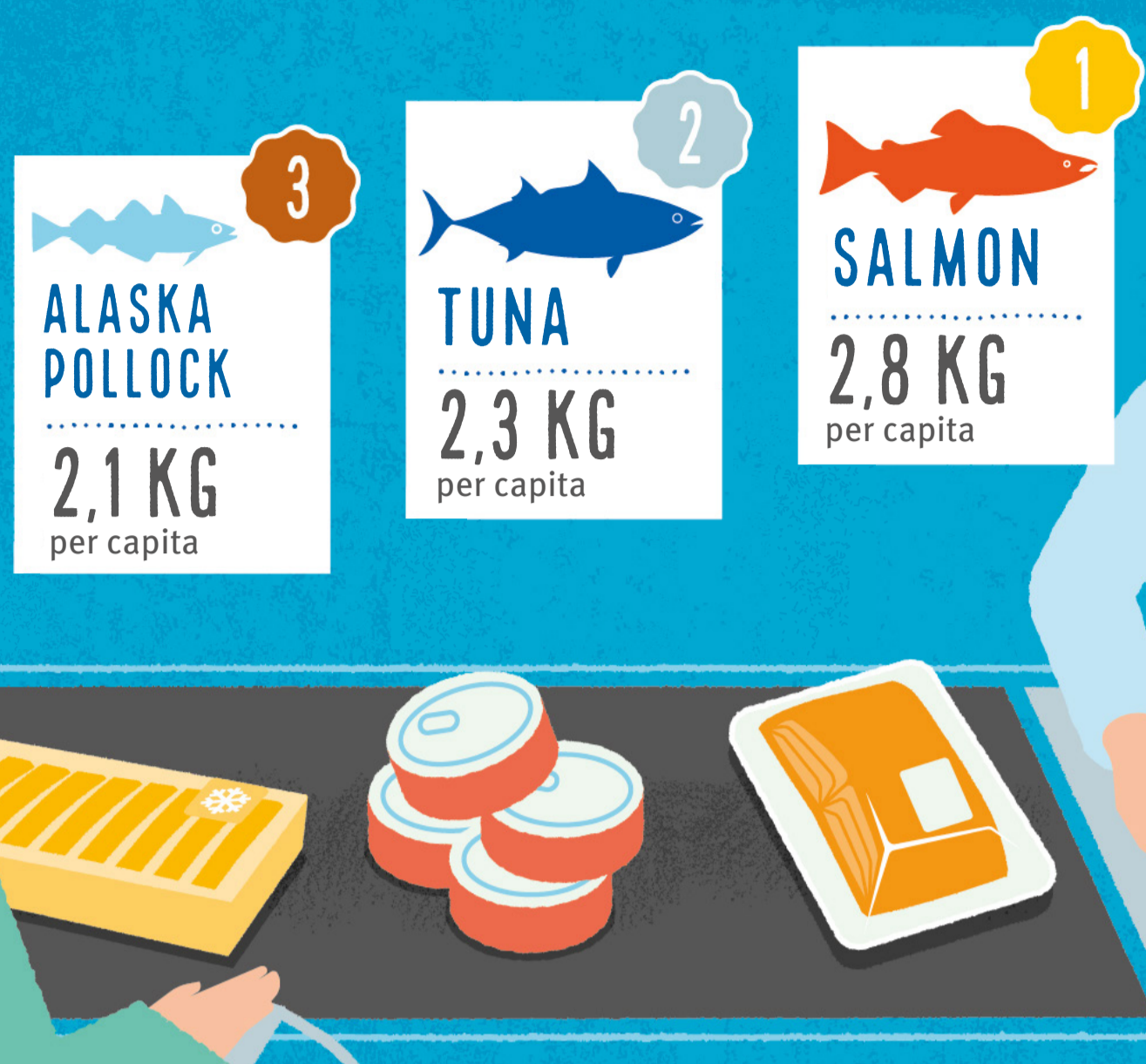


MARKET FOCUS: MSC CERTIFIED TUNA IN GERMANY

SEAFOOD CONSUMPTION IN GERMANY

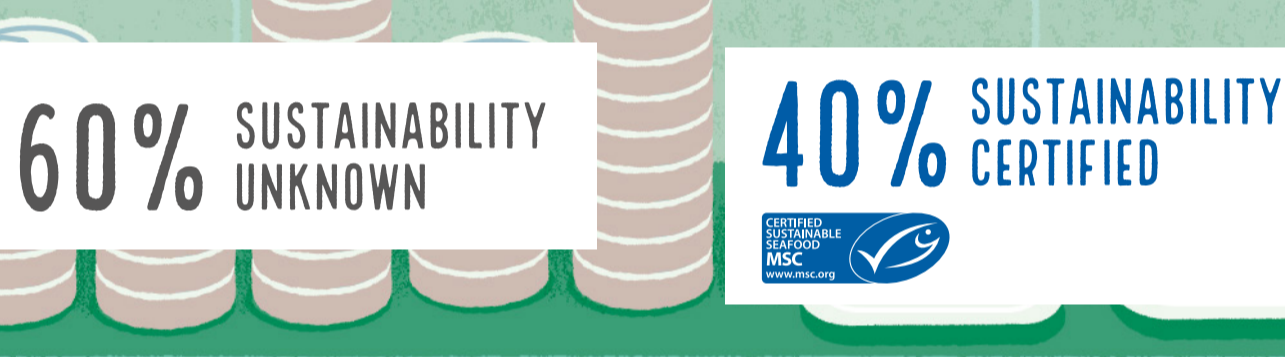


In the ranking of the most popular fish species in Germany, tuna has overtaken herring and Alaska pollock in the past two years and is now in second place behind salmon. As salmon consumed in Germany is mainly farmed, tuna is now the most frequently bought wild fish in the country, with an average tuna consumption of 2.3 kg tuna per capita.

Source: <https://www.fischinfo.de>; as of February 2022

© MSC

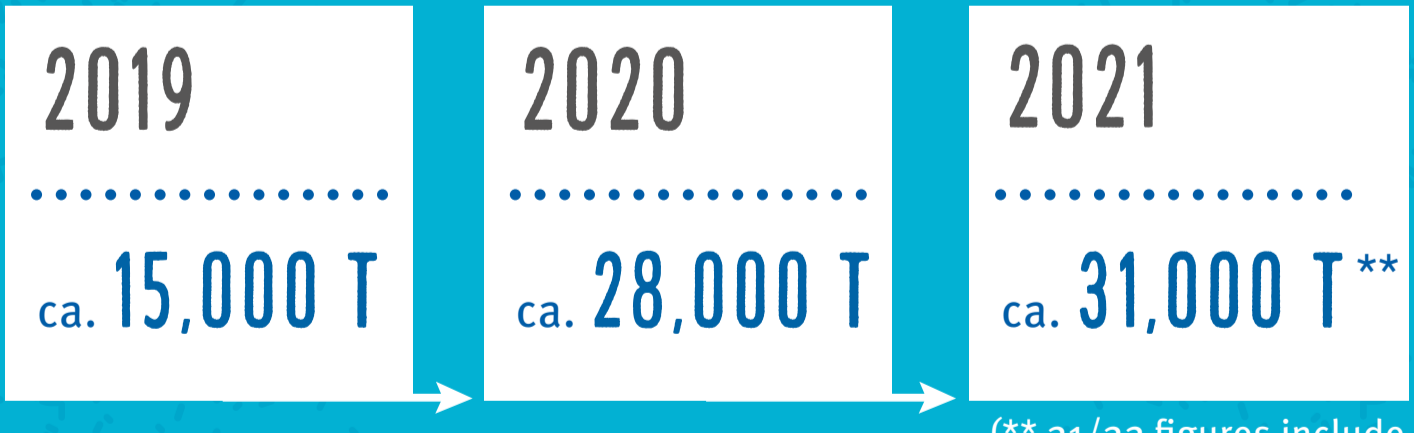
TUNA IN GERMAN SUPERMARKETS



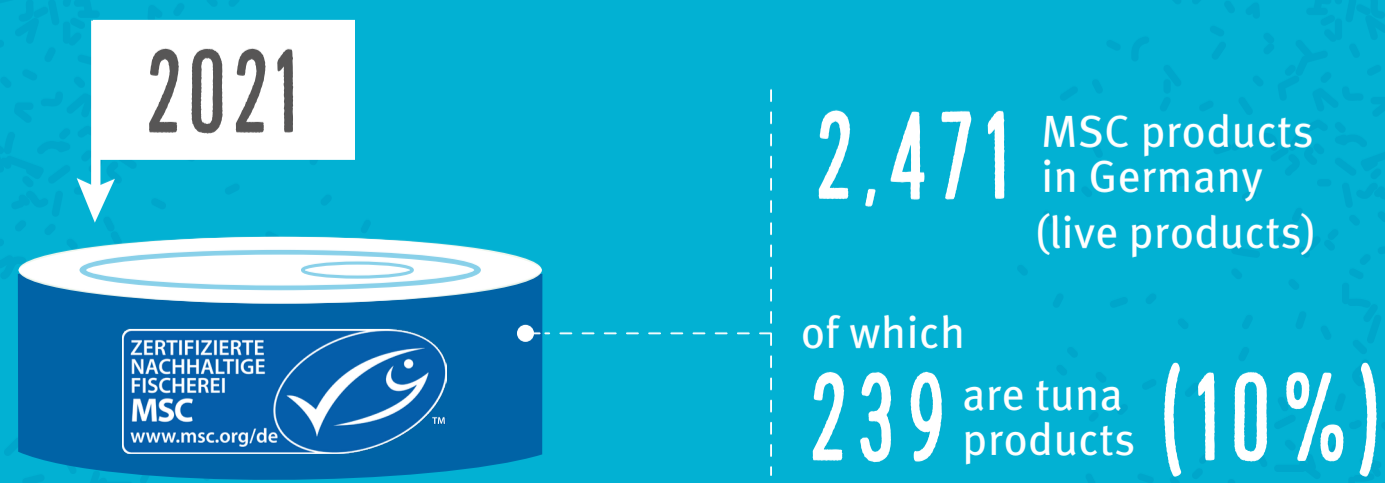
In 2021, the total volume of tuna sold in German supermarkets was about 76,000 tonnes; 70% of which was canned skipjack. While for 60% of the tuna sold in German retail there is still no independent sustainability record, 40% is now sourced from MSC certified sustainable fisheries – up from 8% in 2018. The growth was mainly achieved by all top 10 German retailers starting to switch, step by step, their private label tuna cans to MSC certified tuna – up from just 4 retailers in 2019.

Sources:
- IRI InfoScan; as of February 2022
- MSC data; as of April 2022

DEVELOPMENT OF MSC TUNA IN GERMANY



German market represents 25% of MSC global tuna sales in volume- leading market for MSC tuna



122 certified companies in Germany with tuna in their scope.