The latest research from the Marine Stewardship Council (MSC) shows a rise in consumer trust in the claims of ecolabels on fish and seafood products.

Eco-anxiety as Americans' concern for the environment is growing. However, they're more likely to eat food from a more sustainable source.

The MSC blue fish label means the seafood is:
- Wild-caught
- Sustainably fished
- Traceable
- Managed and certified
- Sourced from where pollution and overfishing are less

The study was conducted in early 2022 by GlobeScan, an independent research and strategy consultancy on behalf of the MSC.

**Support for sustainable seafood is growing**

- 29% of consumers have increased their seafood consumption in the last two years.
- 46% say ecolabeled seafood raises their trust and confidence in the brand.
- 47% say their seafood choices can make a difference to the health of our ocean.
- 47% say their seafood choices can make a difference to the environment.
- 58% say they are more likely to buy seafood that is sustainably fished.
- 62% say they are more likely to buy seafood that is sustainably fished and habitat.
- 65% say they are more likely to buy seafood that is sustainably fished and pollution.
- 69% say they are more likely to buy seafood that is sustainably fished and environment.
- 69% say they are more likely to buy seafood that is sustainably fished and protecting the oceans.
- 79% say they are more likely to buy seafood that is sustainably fished and supporting local food producers.
- 84% say they are more likely to buy seafood that is sustainably fished and protecting animal welfare.
- 94% say they are more likely to buy seafood that is sustainably fished and protecting the environment.

**How the MSC blue fish label compares**

<table>
<thead>
<tr>
<th>Label</th>
<th>Neutral</th>
<th>Low</th>
<th>Medium</th>
<th>High</th>
</tr>
</thead>
<tbody>
<tr>
<td>MSC</td>
<td>16%</td>
<td>10%</td>
<td>25%</td>
<td>46%</td>
</tr>
<tr>
<td>Common Seafood Sustainability Label</td>
<td>18 – 19%</td>
<td>11 – 12%</td>
<td>35 – 42%</td>
<td>41%</td>
</tr>
</tbody>
</table>

**To eat better quality food**

- 25% of people in total have changed their diet to have less impact on the environment, although most are changing their diets to be healthier.
- 26% of those that identify as parents are more likely to take actions that support ocean health.
- 24% of those that identify as parents are more likely to support the ocean.
- 17% of younger generations are much more likely to take action to help protect the ocean.
- 9% of people in total have changed their diet in the last two years.
- 17% of people in total have changed their diet for environmental reasons.
- 22% of Americans (22%) are adding more seafood to their diet as a healthy and sustainable protein option.
- 25% of consumers have increased their seafood consumption in the last two years.
- Americans (22%) are adding more seafood to their diet as a healthy and sustainable protein option.
- Younger generations are much more likely to take action to help protect the ocean.
- Shoppers need reassurance that there are healthy options for them and the planet too.

**To protect the oceans**

- 59% of the population have already made this change in the last year.
- Americans are likely to recommend brands' claims about sustainability and protection of the oceans.
- 47% say their seafood choices can make a difference to the health of our ocean.
- 47% say their seafood choices can make a difference to the environment.
- 58% say they are more likely to buy seafood that is sustainably fished.
- 62% say they are more likely to buy seafood that is sustainably fished and habitat.
- 65% say they are more likely to buy seafood that is sustainably fished and pollution.
- 69% say they are more likely to buy seafood that is sustainably fished and environment.
- 69% say they are more likely to buy seafood that is sustainably fished and supporting local food producers.
- 79% say they are more likely to buy seafood that is sustainably fished and protecting animal welfare.
- 94% say they are more likely to buy seafood that is sustainably fished and protecting the environment.

**To reduce climate change impact**

- 58% of the population have already made this change in the last year.
- Americans (22%) are adding more seafood to their diet as a healthy and sustainable protein option.
- Younger generations are much more likely to take action to help protect the ocean.
- Shoppers need reassurance that there are healthy options for them and the planet too.

**To protect animal welfare**

- 59% of the population have already made this change in the last year.
- Americans (22%) are adding more seafood to their diet as a healthy and sustainable protein option.
- Younger generations are much more likely to take action to help protect the ocean.
- Shoppers need reassurance that there are healthy options for them and the planet too.

**To support local food producers**

- 59% of the population have already made this change in the last year.
- Americans (22%) are adding more seafood to their diet as a healthy and sustainable protein option.
- Younger generations are much more likely to take action to help protect the ocean.
- Shoppers need reassurance that there are healthy options for them and the planet too.

**To take action to help protect the ocean**

- 59% of the population have already made this change in the last year.
- Americans (22%) are adding more seafood to their diet as a healthy and sustainable protein option.
- Younger generations are much more likely to take action to help protect the ocean.
- Shoppers need reassurance that there are healthy options for them and the planet too.

**To eat food from a more sustainable source**

- 59% of the population have already made this change in the last year.
- Americans (22%) are adding more seafood to their diet as a healthy and sustainable protein option.
- Younger generations are much more likely to take action to help protect the ocean.
- Shoppers need reassurance that there are healthy options for them and the planet too.