

FROM OCEAN TO PLATE: WORKSHEET

Read: The Marine Stewardship Council's [From Ocean to Plate](#) story and answer the following questions:

1. What is seafood fraud?
2. What is traceability?
3. What motivates people to mislabel their fish?
4. What are the consequences of mislabelled seafood?
5. What does the MSC traceability standard do?





6. How many companies worldwide are MSC certified to the MSC traceability standard?

7. Why is DNA testing necessary?

8. What were the results of the MSC's latest DNA testing?



FOR TEACHERS

ANSWERS

1. What is seafood fraud? *The selling of seafood products with a misleading label, description or promise.*
2. What is traceability? *Traceability is the ability to track any food through all stages of production, processing and distribution.*
3. What motivates people to mislabel their fish? *Profit!*
4. What are the consequences of mislabelled seafood? *Impacts on the reliability of fishery management models; can lead to inaccurate targets; can cause collapse of fish stocks; consumers can end up eating seafood that isn't what they thought they were eating; can fuel decline of endangered species.*
5. What does the MSC traceability standard do? *The MSC developed its Chain of Custody Standard to ensure that every distributor, processor, and retailer trading in MSC certified sustainable seafood has effective traceability systems in place. It assures consumers that the MSC labelled seafood they buy has been sourced legally from a sustainably managed source, has not been mixed with uncertified seafood, and can be traced along the supply chain from ocean to plate.*
6. How many companies worldwide are MSC certified to the MSC traceability standard? *More than 4500.*
7. Why is DNA testing necessary? Why not just look at the fish to see what species it is? *The colour, shape and texture of fish and other marine species can often be altered beyond recognition during the manufacture of seafood products. Scientists can sometimes also tell in what part of the world or from which population the fish was caught!*
8. What were the results of the MSC's latest DNA testing? *The latest tests have revealed that 99.1% of MSC labelled seafood is correctly labelled. In the most recent round of MSC's DNA testing program, only thirteen out of 1402 (0.92%) of products were found to be mislabelled.*