Title: Seafood Labelling and Consumers Choices

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Abstract: In recent years, there has been a growing interest of promoting and rewarding the sustainable management in fisheries and aquaculture using product differentiation through eco-labelling and organic labeling respectively. At the same time food safety concerns arise due to the often food crisis experienced worldwide in the past few years.

In this paper, we present a choice experiment addressing preferences for seafood products in Greece. Amongst other attributes, four different species (namely anchovy, cod, seabream and mussels) are included while two types of labels i.e. eco-label and organic label and a safety certification are introduced.

As expected, new labels for fisheries products have a positive impact in the market. Consumers are positive towards the prospect of labelling for fisheries products, as compared to unlabelled products.