

Title: **What Willingness to Pay on the French Market for An Ecolabelled Shrimp?**

Authors: Haja Razafimandimby, UNIVERSITE DE BRETAGNE OCCIDENTALE (France)
Olivier Thébaud, CSIRO Marine and Atmospheric Research (Australia)
Abdelhak Nassiri, UNIVERSITE DE BRETAGNE OCCIDENTALE (France)

Abstract: Shrimp is the most important commodity in the world seafood market (in value). Nevertheless shrimp fishing is also one of the most destructive. Its farming is also considered as having negative impacts on the environment. Ecolabelling is a tool used for more environmental responsibility of the industry. It is based on a win-win strategy for the farmer/fisherman, the consumers and the environment. The objective of this work is (i) to analyse the perception by consumers of the environmental problems associated with some productions in fisheries and aquaculture, including shrimps and (ii) to identify a possible premium for ecolabelled shrimps. A survey (302 people interviewed) showed that there is a market for ecolabelled shrimps in and around the city of Brest (France). Most of the people interviewed said they are concerned by environmental issues and that they know about the concept of ecolabels. They also declare that they buy ecolabelled products to act in favour of the environment protection. A payment card approach has been used to estimate the willingness to pay of the consumers to buy ecolabelled shrimps. A simple LOGIT model has been applied to identify what variables explain the consumers willingness to pay. This work showed that seafood ecolabelling debate is not without interest in a country with a high level of seafood consumption like France and that further development of the research in that area can contribute to raise awareness among consumers and within the industry.