Eco-labels – do they make a difference?

The case of the Euro-leaf for seafood

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Presentantion outline

- Objective
- Background
- Theoretical framework
- Methodology
- Results
- Conclusions

OrAqua= European Organic Aquaculture -Science-based recommendations for further development of the EU regulatory framework and to underpin future growth in the sector

European Commission

FP7-KBBE. 2013.1.2-11 Assessment of organic aquaculture for further development of European regulatory framework Coordinator: Åsa Maria Espmark. Funded by the EC (Grant No: 613547) www.oraqua.eu

Today’s objective

- Explore consumer familiarity with and usage of eco-labels

Background

Low consumption

- Price
- Availability
- Awareness of organic seafood

Confusion with other Eco-labels

Theoretical framework

Labels:

- Tools assisting consumers' decision making (Thøgersen et al., 2010)
  - In case of eco-labels: credence attributes into search attributes (Darby & Kauri, 1973)
- Create transparency
- Can increase trust

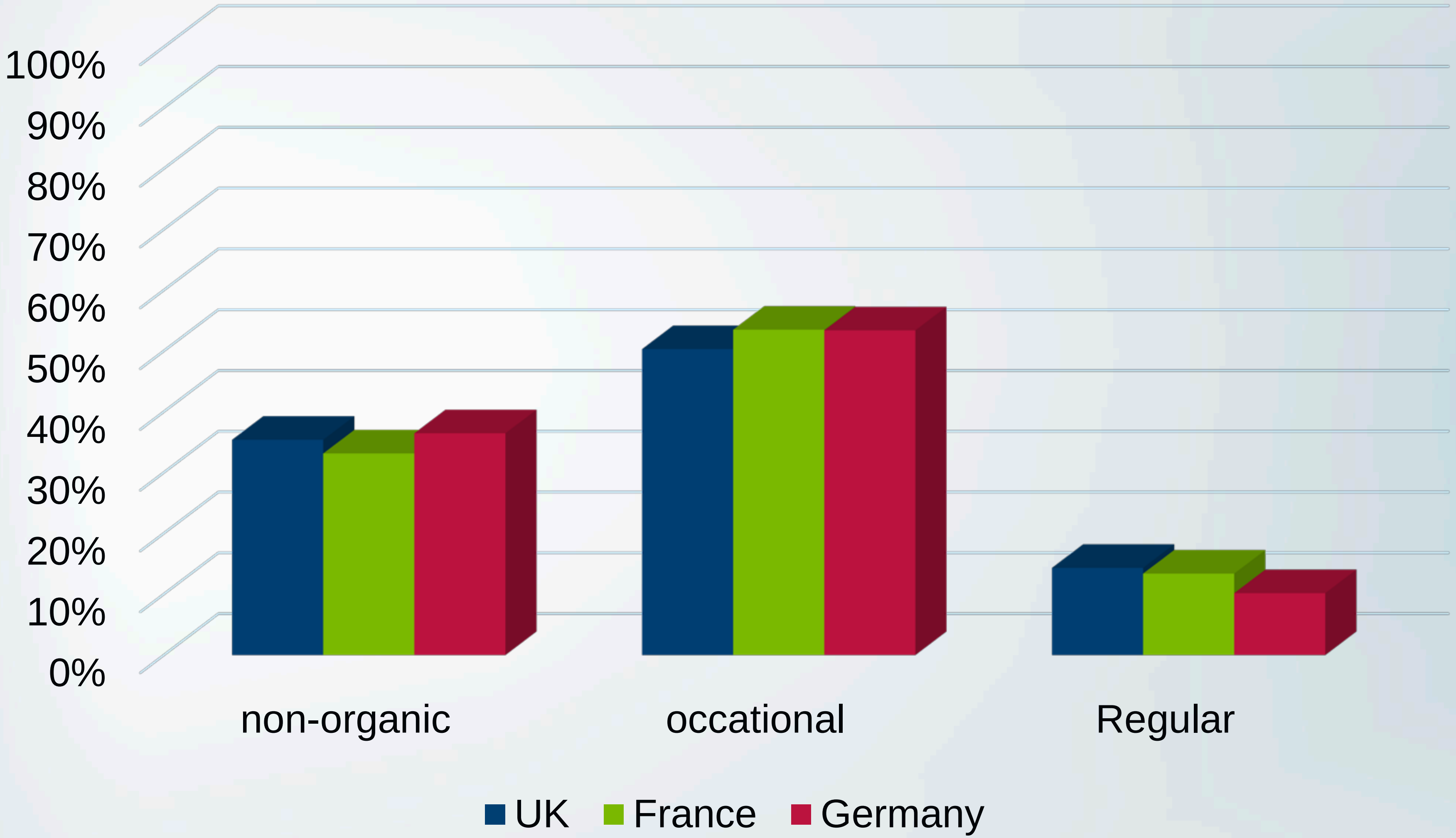
Need:

- Attention, awareness, knowledge

Methods

- Literature review
- On-line survey
  - 1500 respondents
  - Germany, UK, France
- Descriptive analysis
- ANOVA

Organic fish consumption

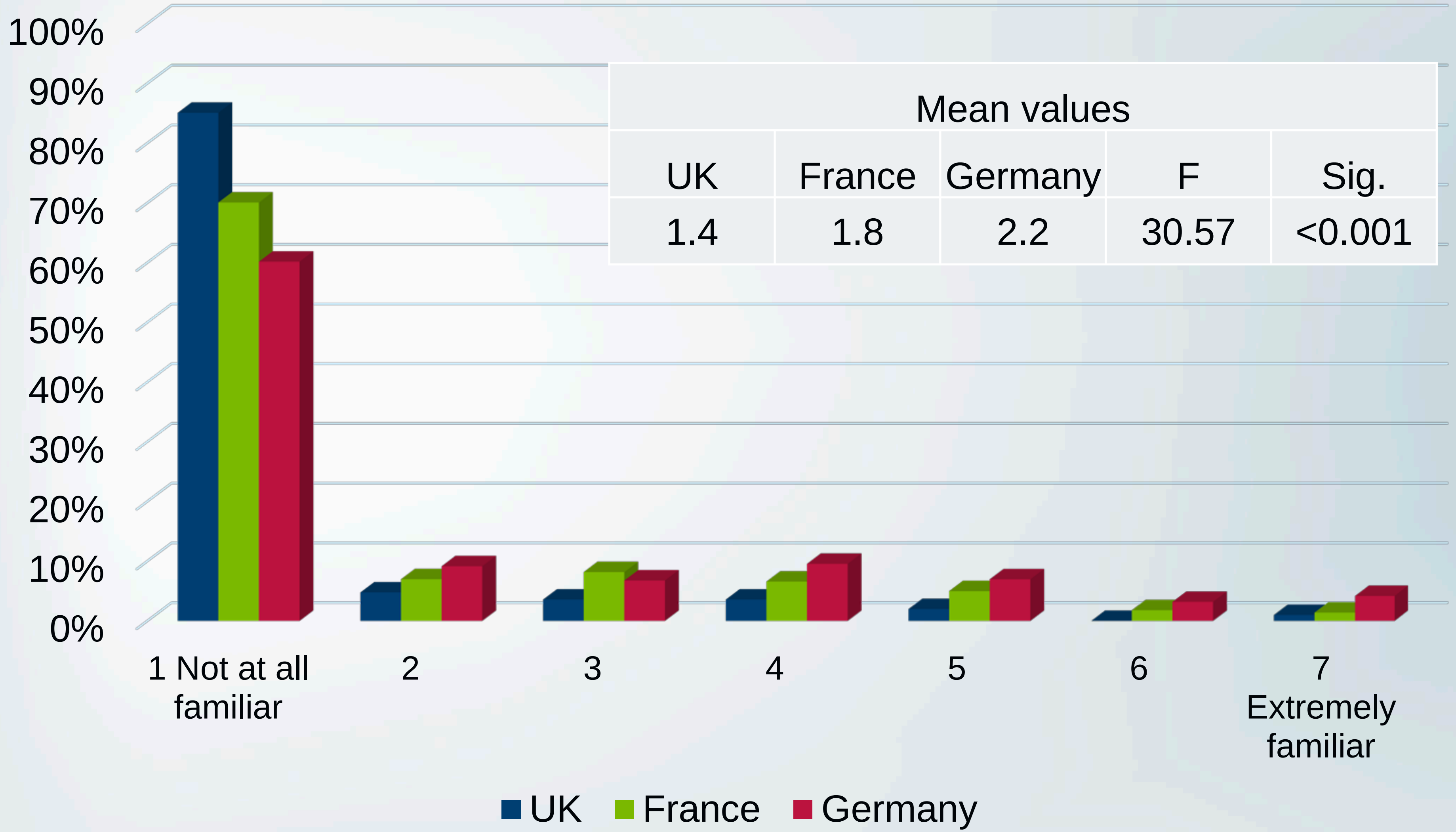


The Euro-leaf

“The main objective of the European logo is to make organic products easier to be identified by the consumers” (http://ec.europa.eu/agriculture/organic/downloads/logo/index_en.htm)

- **Does it work?**

Familiarity of the Euro-leaf logo



Mean values				
UK	France	Germany	F	Sig.
1.4	1.8	2.2	30.57	<0.001

Usage of the Euro-leaf logo

How often do you take the label into account when buying fish?

	Never	Sometimes	Always
UK	92%	8%	1%
France	78%	21%	0.4%
Germany	76%	22%	3%

UK

24% Familiar
65% Unfamiliar
(49% Totally unfamiliar)

24% Familiar
67% unfamiliar
(50% Totally unfamiliar)

10% Familiar
84% Unfamiliar
(69% Totally unfamiliar)

France

53% Familiar
24% Unfamiliar
(8% Totally unfamiliar)

19% Familiar
63% Unfamiliar
(37% Totally unfamiliar)

8% Familiar
85% Unfamiliar
(70% totally unfamiliar)

Germany

48% Familiar
34% Unfamiliar
(11% Totally unfamiliar)

25% Familiar
61% Unfamiliar
(41% Totally unfamiliar)

14% Familiar
76% Unfamiliar
(60% totally unfamiliar)

Conclusions

- Consumers are more familiar with the national organic labels than the Euro-leaf
- Co-labelling as an alternative:
  - More expensive for exporting companies. Costs are already higher in organic production
  - Consumer confusion over many labels

Conclusions cont.

- Need for communication strategy for the Euro-leaf
  - Confusion wild/farmed/organic
  - → Increase awareness and familiarity
- Need to differentiate the leaf from other Eco-labels
  - Confusion Organic vs. Eco-labels ASC, MSC
  - → Increase knowledge of organic aquaculture and the Leaf
- Increase availability in retail – product variety

Thank you for your attention!

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