



5th SEAFOODplus Conference
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Targeting seafood information for consumer well-being

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Project 2.3 SEA-INFOCOM

Introduction

- **Information asymmetry** : Uncertainty resulting from lack of information or conflicting information prevents that consumers can make choices in line with their preferences, therefore limiting well-being
- **Project 2.3 SEA-INFOCOM within Pillar 2**
- **Objectives:** To assess consumers' needs for seafood information and to develop effective seafood communication related to health, safety, traceability and ethical issues
- **Deliverables:**
 - Insights in consumers' perceptions of seafood information and the role of information in seafood consumption decision-making
 - Recommendations for seafood information provision strategies

Materials and Method

- **Exploratory focus group discussions:** Spain and Belgium, May 2004
- **Quantitative descriptive SEAFOODplus consumer survey :**
 - Baseline : Denmark, The Netherlands, Belgium, Spain and Poland
 - n = 4,786 in November 2004
- **Stakeholder survey First SEAFOODplus conference 2004**
- **Second wave quantitative descriptive consumer survey**
 - Follow-up : Spain, Poland and France
 - n = 2,400 in May 2008
- **Experimental consumer study testing information impact**
- **ETHICOD consumer survey**

Key findings

1. **Focus group discussions – Exploratory insights**
2. **Consumer interest in information cues on seafood products**
3. **Consumer interest in information cues versus stakeholder opinions**
4. **Consumer use of and trust in seafood information sources**
5. **Risk and benefit communication related to seafood**
6. **Consumer knowledge about seafood**
7. **Integrating model explaining seafood consumption frequency**

Exploratory insights

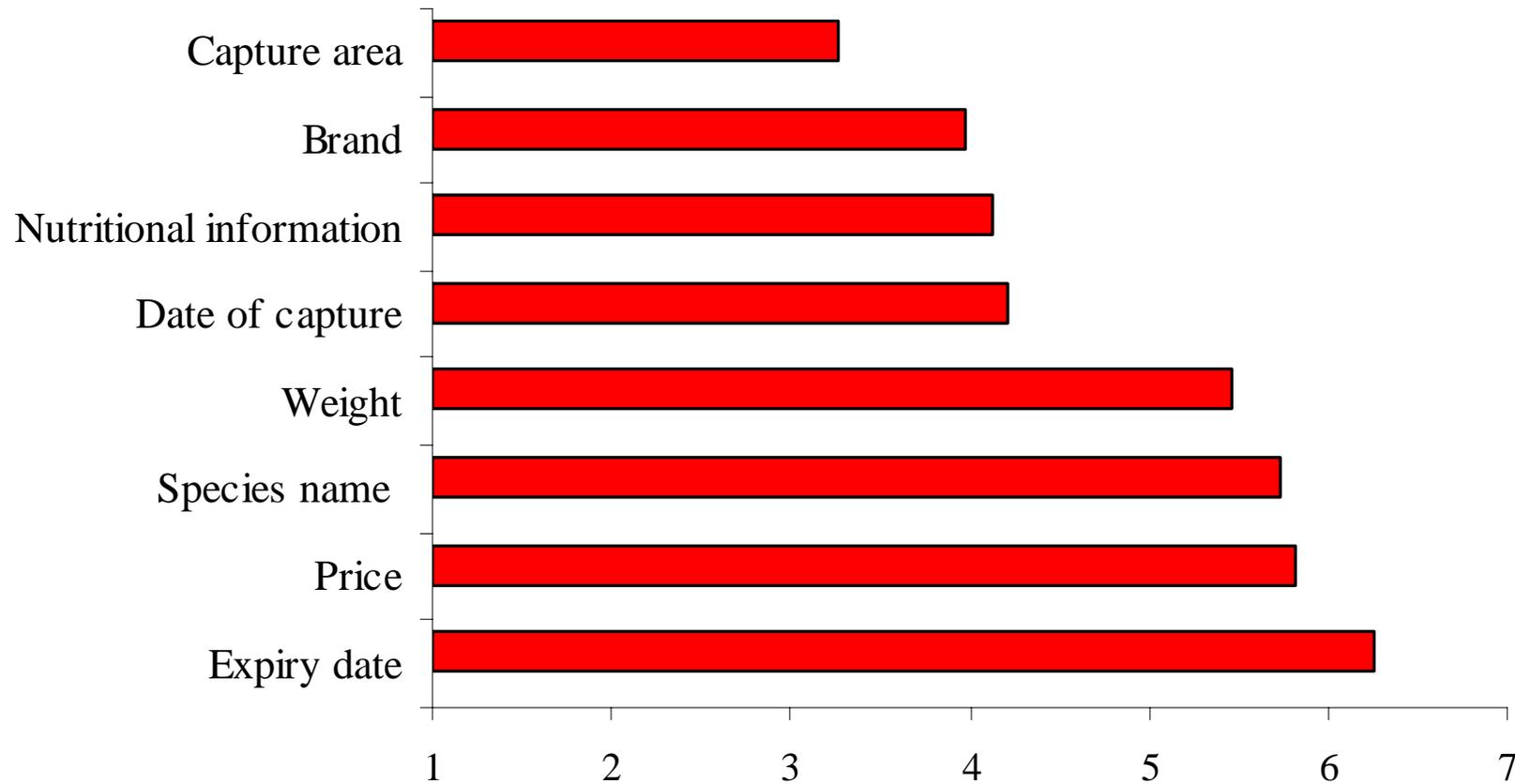
- **Consumers focus on directly interpretable cues on seafood labels**
- **The concept of traceability for seafood is poorly known**
- **Seafood quality control is taken for granted and believed in**
- **Need for well-designed, targeted, quality information**
- **Necessary input for questionnaire to be used in survey**
- **Focus on "information" rather than "traceability"**

Consumer interest in information cues



Baseline study November 2004

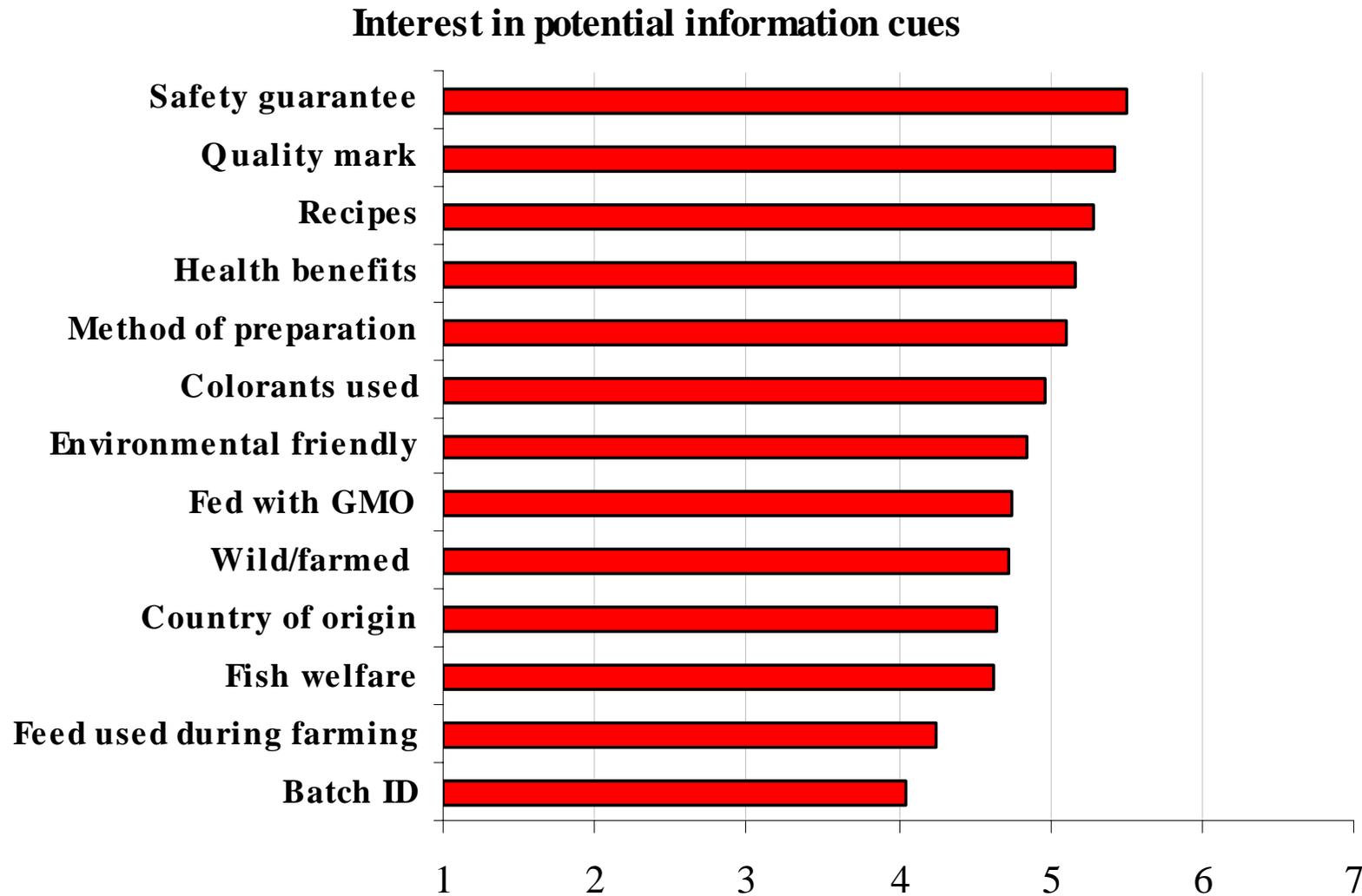
Consumer use of information cues (n=4786)



Consumer interest in information cues

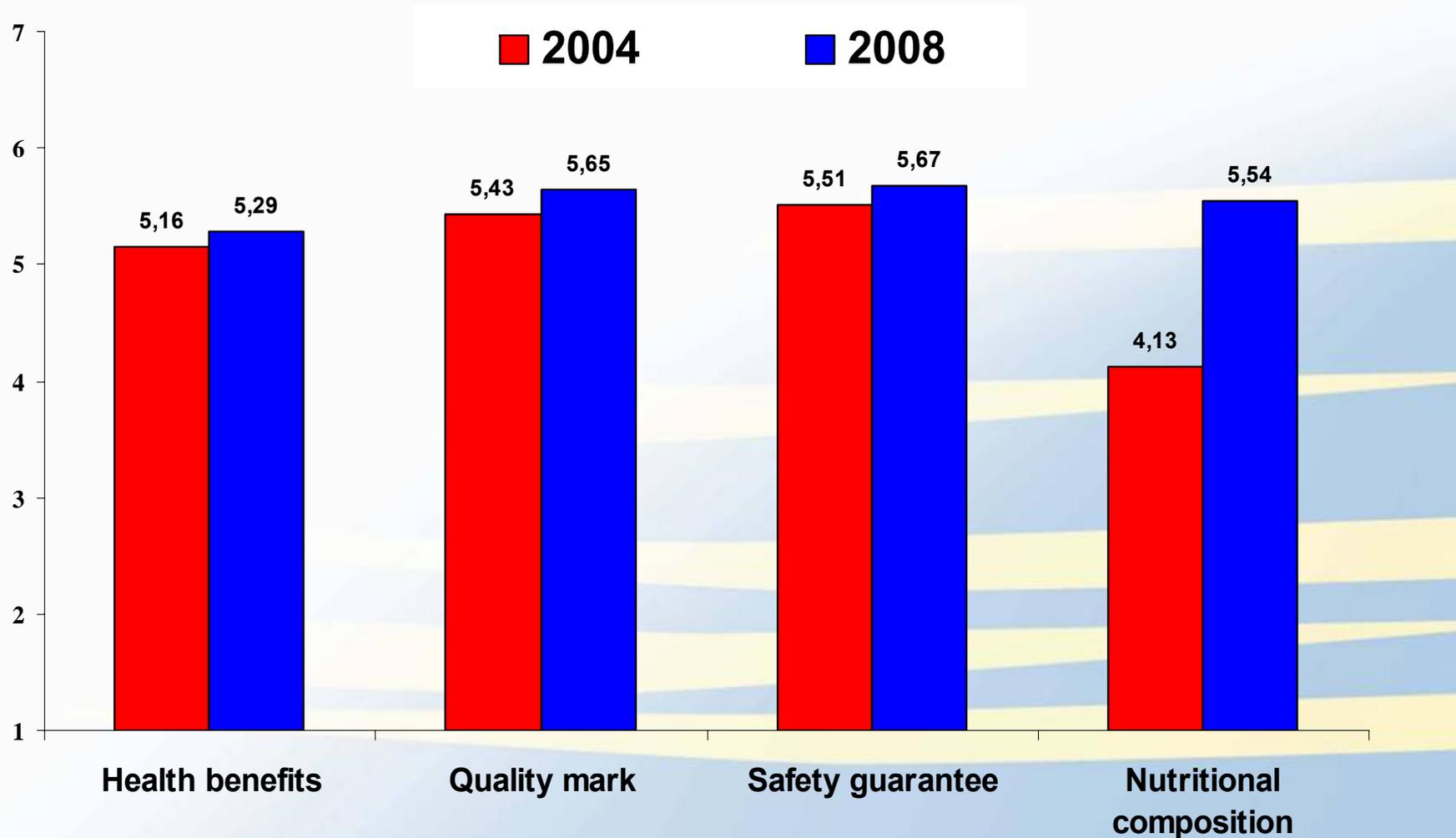


Baseline study November 2004



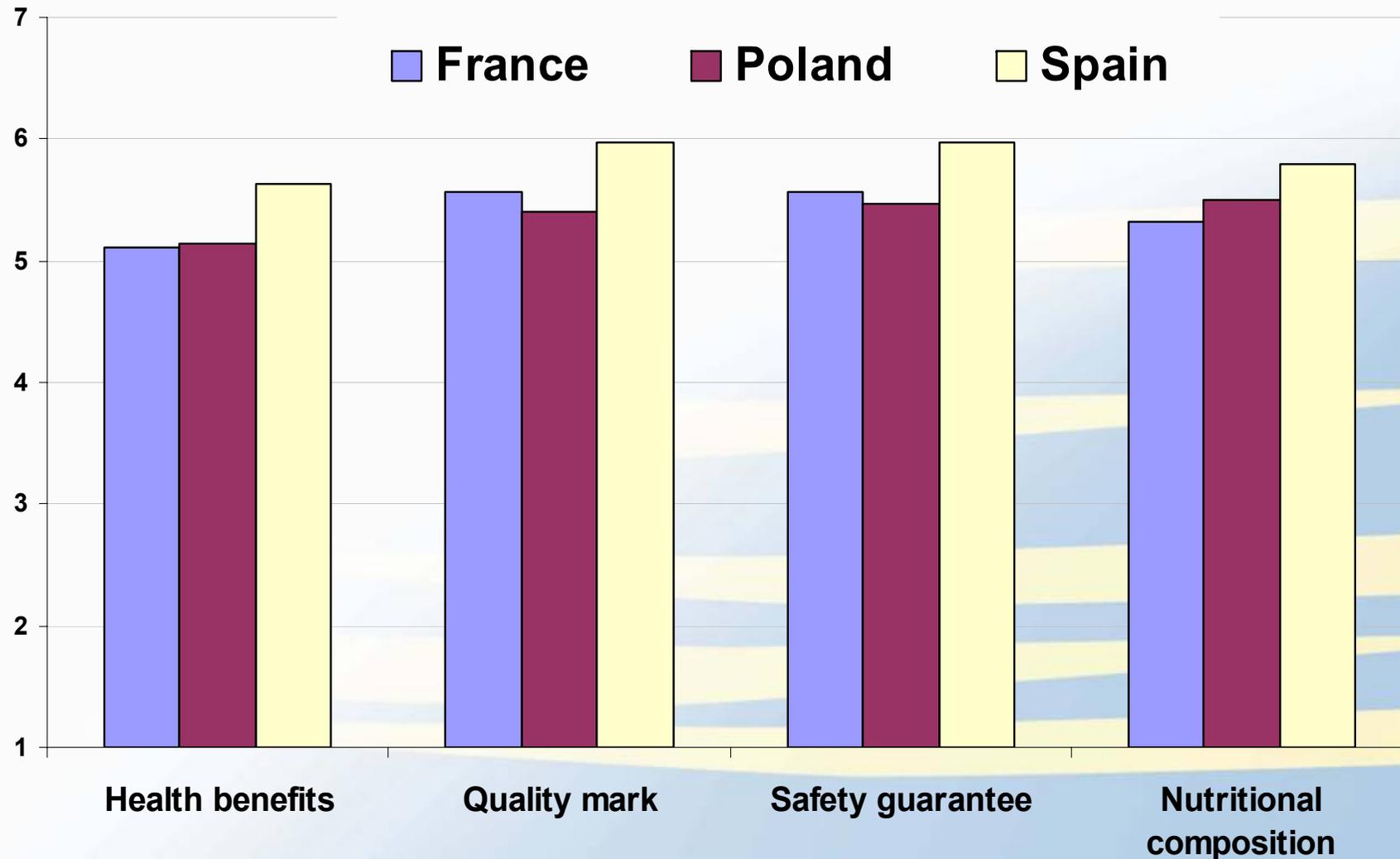
Consumer interest in information cues

Baseline and Follow-up

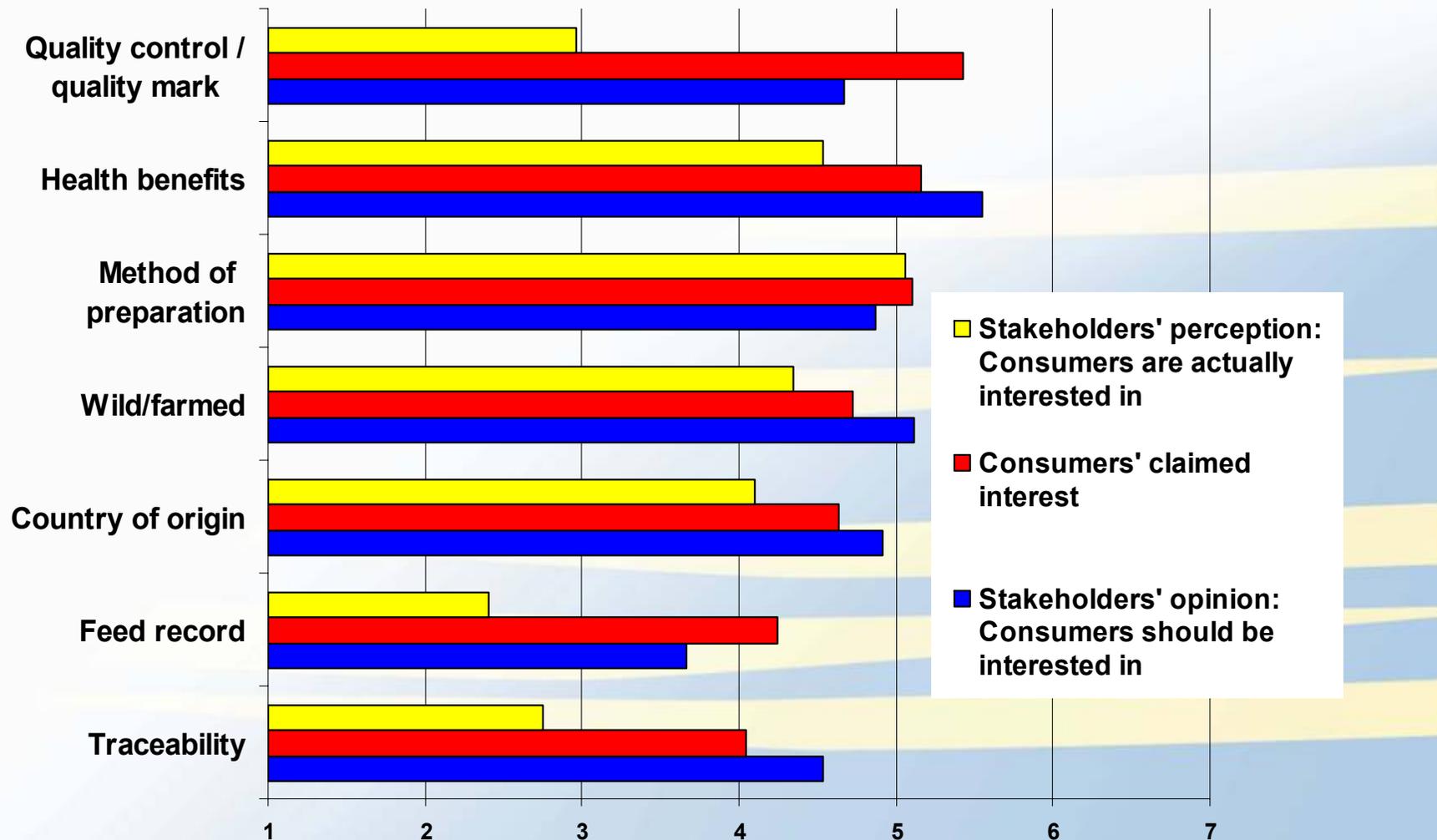


Consumer interest in information cues

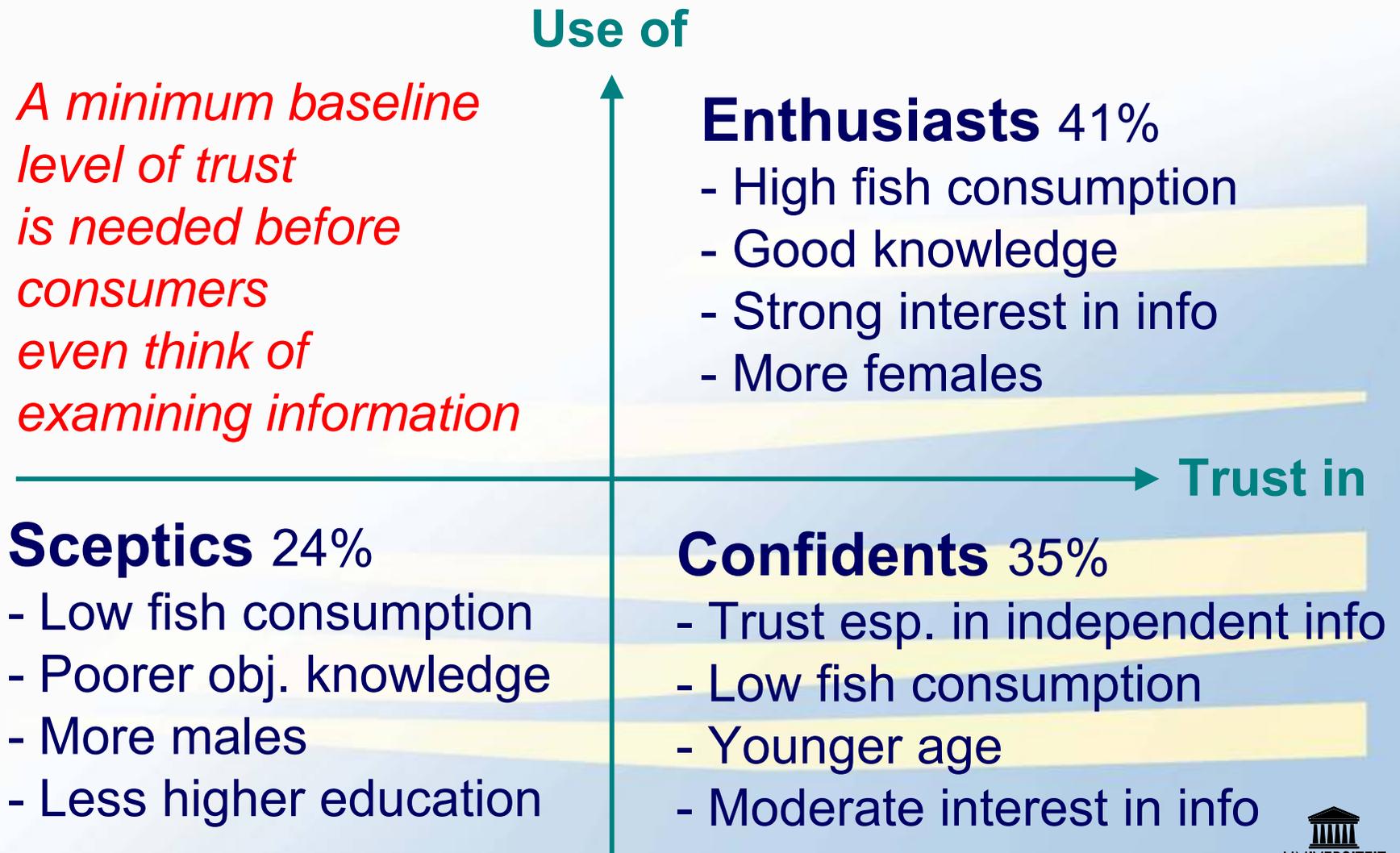
Follow-up May 2008 – Cross-country differences



Stakeholder opinions versus Consumer claimed interest in seafood information



Consumer use of and trust in seafood information sources



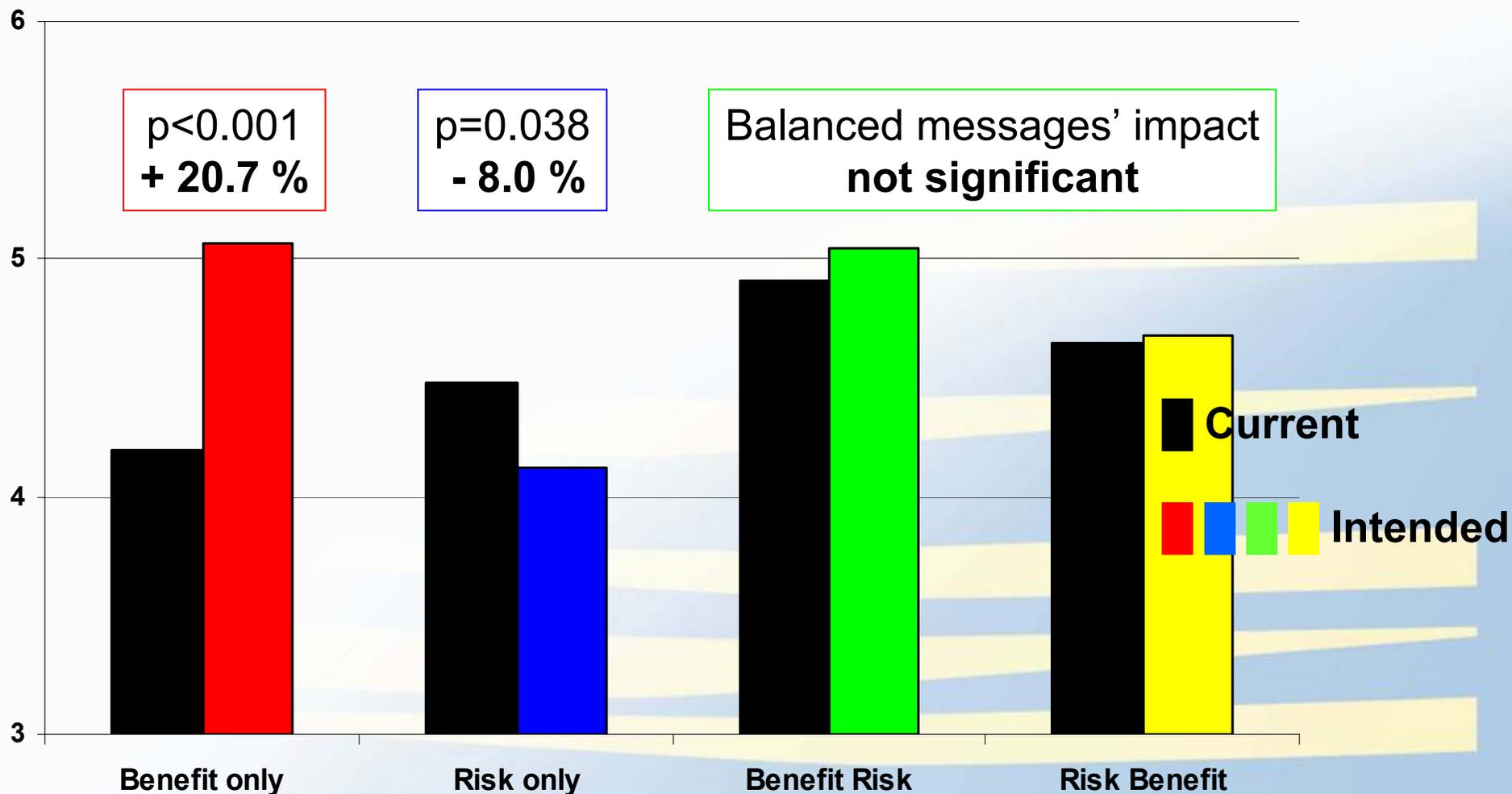


Risk and benefit communication

Impact on fish consumption frequency

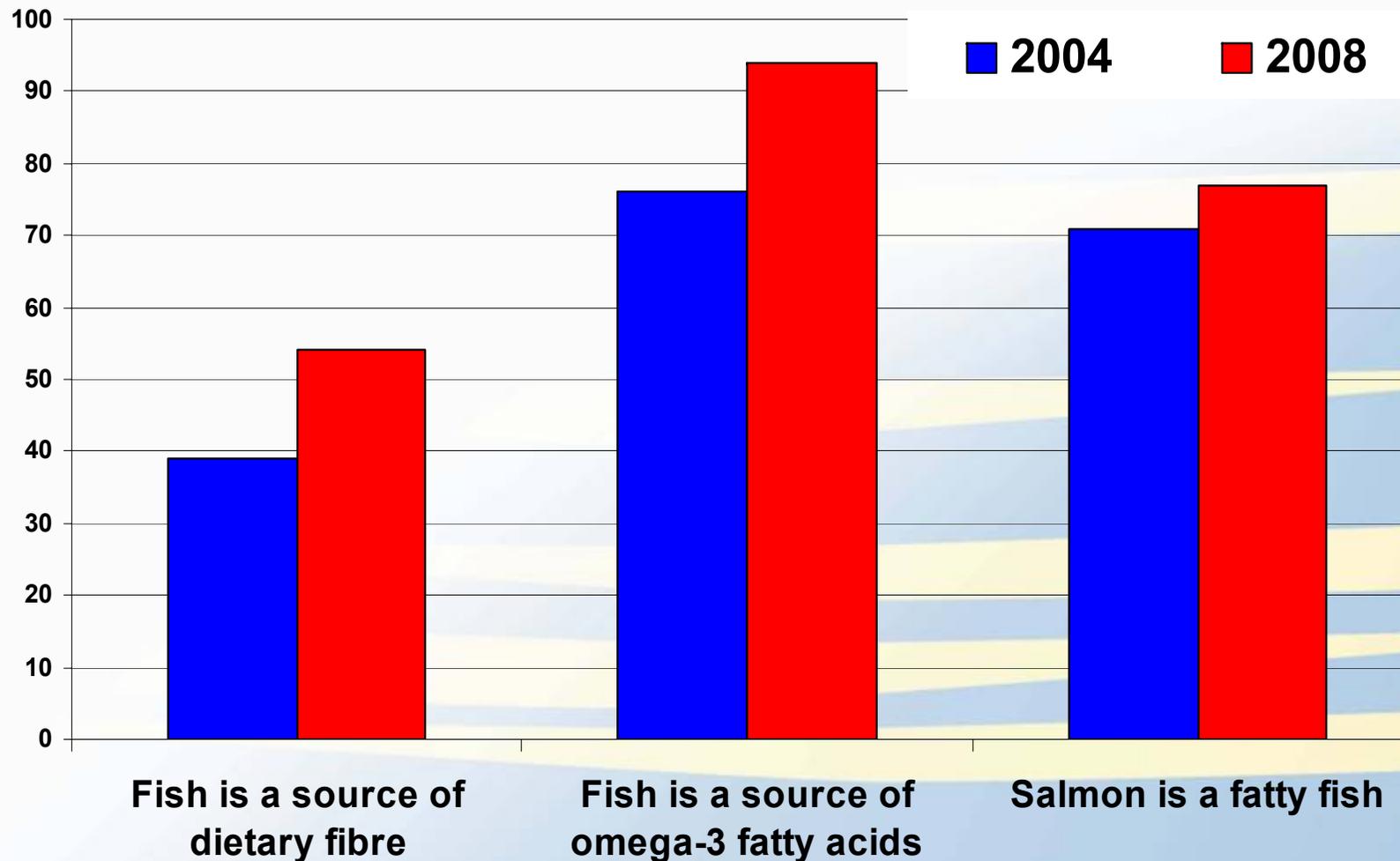


Belgian Science Policy



Consumer knowledge about fish

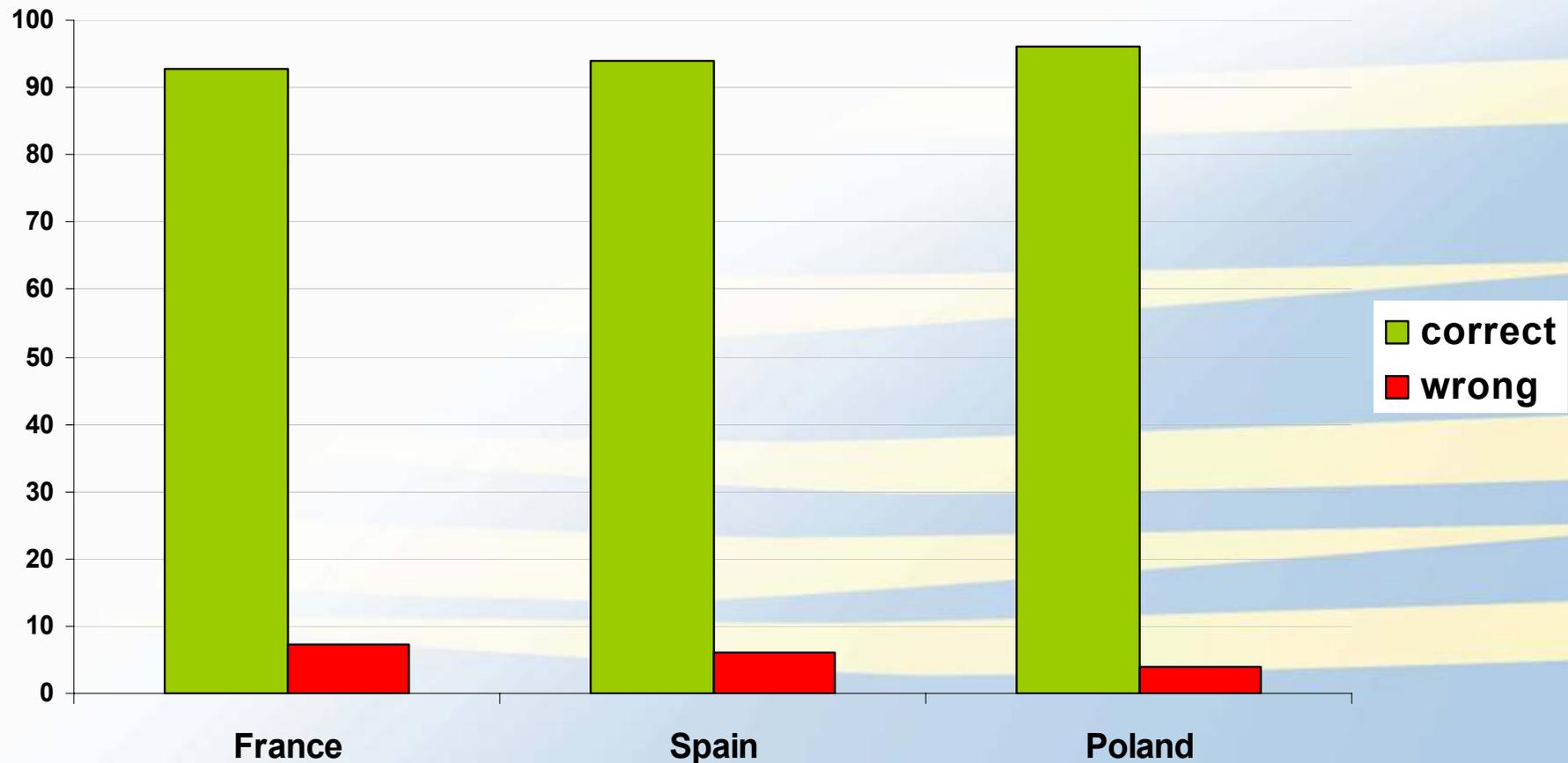
Baseline and Follow-up



Consumer knowledge about fish

Follow-up May 2008

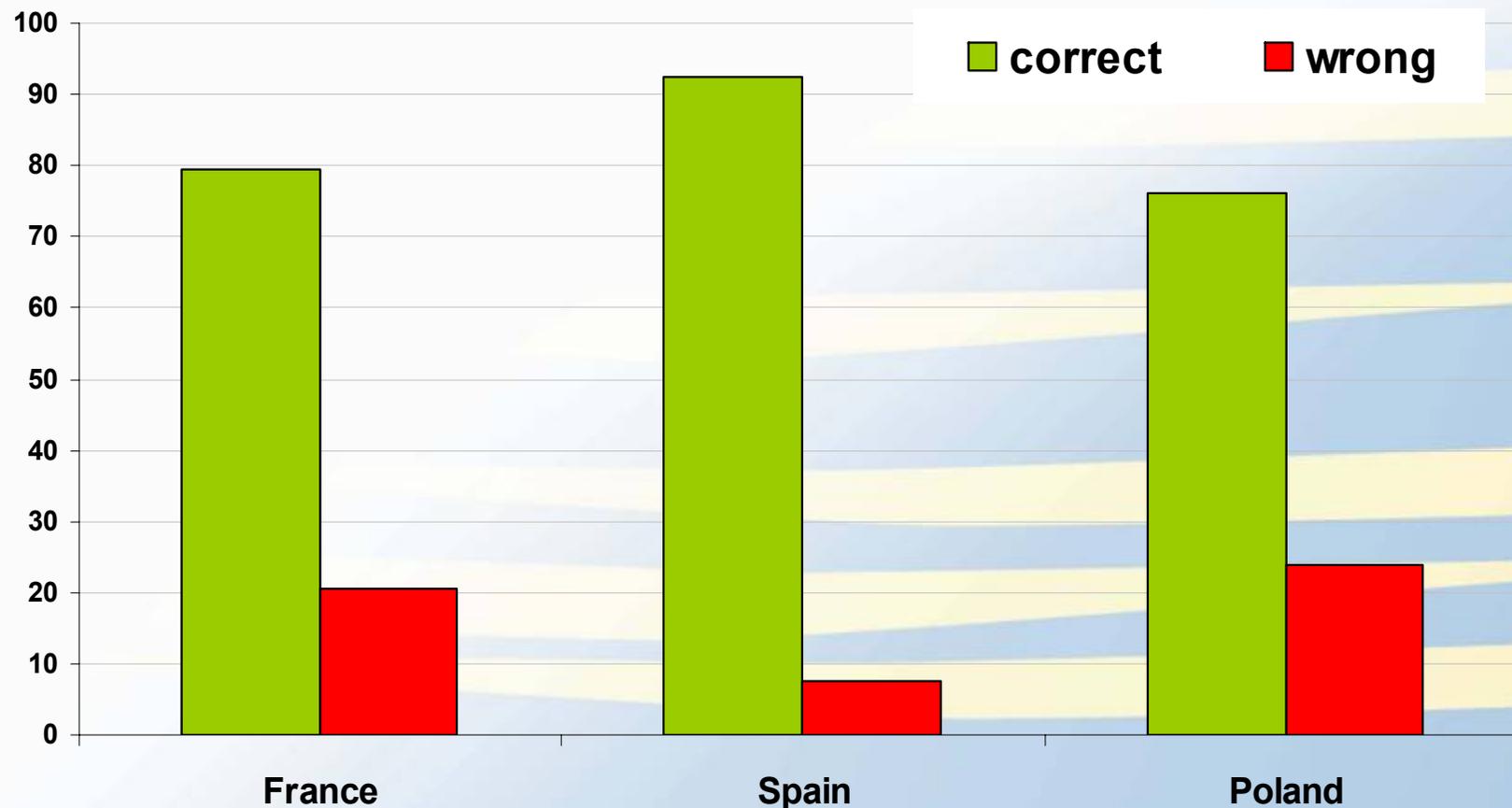
Fish is a source of omega-3 fatty acids



Consumer knowledge about fish

Follow-up May 2008

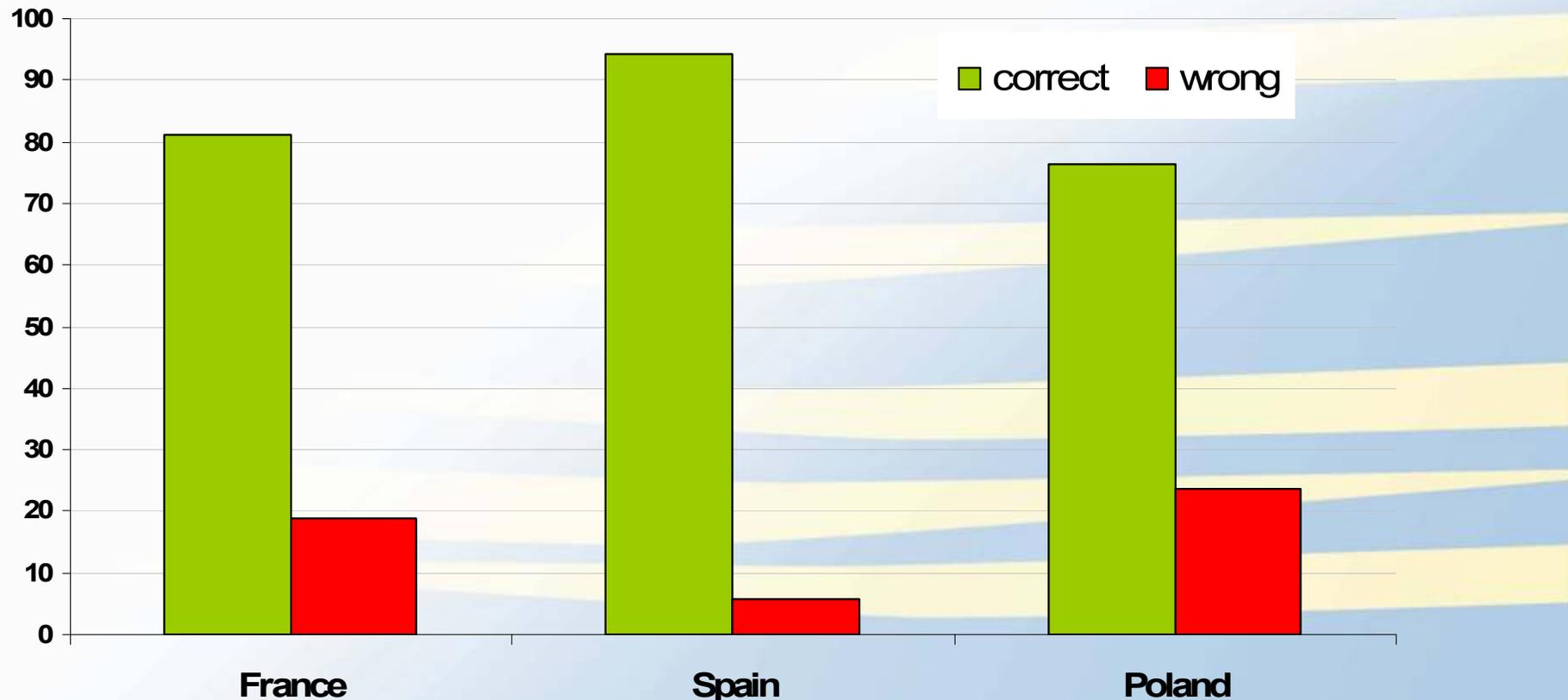
It is recommended to eat fatty fish once a week



Consumer knowledge about fish

Follow-up May 2008

Consumption of fatty fish is important in the prevention of some chronic diseases, e.g. CVD

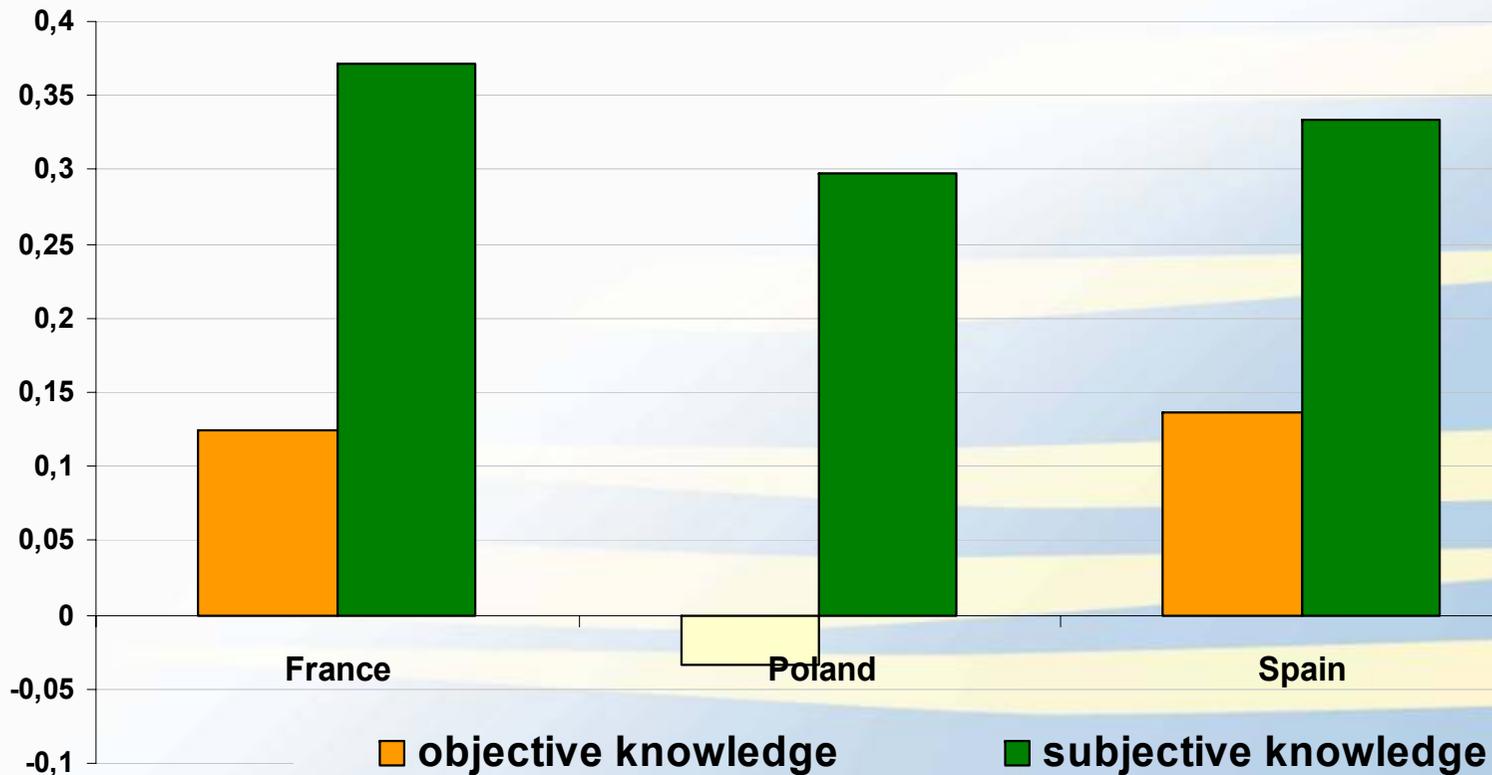


Consumer knowledge about fish

Follow-up May 2008

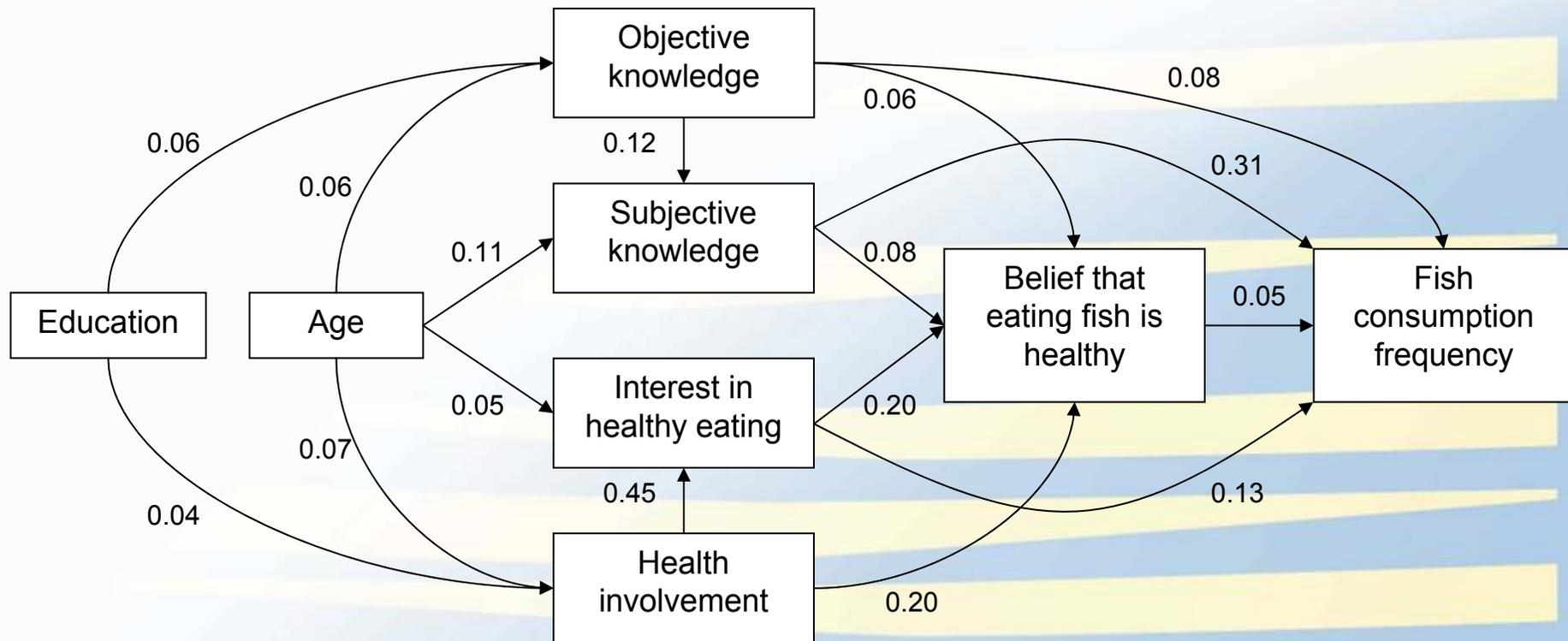


Correlations of fish consumption at home and consumer's knowledge about fish



Integrating model

Knowledge – Attitude – Fish consumption



Conclusions

1. **Information cues revealing direct quality information attract the highest consumer interest**
2. **Consumer interest in seafood information has increased, in particular with respect to nutritional information**
3. **Stakeholders underestimate consumer interest in seafood information, in particular consumer interest in a quality mark**
4. **Consumer segments can be identified based on their use of and trust in seafood information sources – Trust has to be built in order for sources to be used**
5. **Consumer's objective knowledge about fish has increased**
6. **Consumers are well aware of the health benefits associated with seafood consumption, and seafood is perceived to fit with healthy eating patterns**
7. **Objective knowledge is proven to be a poorer predictor of fish consumption as compared to consumer's subjective or perceived knowledge**

A better life with seafood...

A large version of the SEAFood plus logo, with "SEAFood" in blue and "plus" in yellow, set against a blue square background with yellow wavy lines at the bottom.

www.seafoodplus.org