



The Untapped Potential of Story to Sell Seafood





About Future Of Fish

Future of Fish is a nonprofit that provides research, design, and business services to organizations and entrepreneurs accelerating sustainability and traceability in seafood supply chains. www.futureoffish.org

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Purpose

As part of its overall effort to bring greater transparency and traceability to seafood supply chains, Future of Fish set out to explore the power of story to sell more fish and to determine what elements of that story most influence consumer purchasing behavior. This study is part of a series of investigations to identify the business benefits of data-rich supply chains and ignite market incentives for more responsibly harvested and traded seafood.

Citation

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The Untapped Potential of Story to Sell Seafood

Today, the prevalence of IUU fish, fraud, and human rights abuse pose increasing reputational and regulatory risks for seafood companies. At the same time, entrepreneurs across the industry have found that providing more information with product can lead to improved seafood sales and prove responsible practices. Storied Fish explores the potential for better information to drive consumer purchasing of seafood and provide business benefits to increased traceability and transparency in seafood supply chains.

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Executive Summary

Introduction

In the quest to boost seafood sales, price has always been King. And for good reason: market studies have shown that for a majority of consumers, price is one of the primary considerations when it comes to buying seafood. Yet, consumers bring other values to the table when it comes to their purchasing decisions, especially around food. The rise of organic and of “locally sourced” products are but two examples. In an increasingly competitive marketplace, seafood companies that promote these values might gain competitive advantage. That possibility leads to the question: Besides price, what factors are most important to consumers when it comes to decision-making around seafood?

This question becomes especially interesting given that the seafood supply chain tends to transfer only the minimal amount of information. A lack of detailed data also masks harmful practices, including illegal, unregulated and unreported fish (IUU), fraud, and human rights abuse, which currently pose regulatory and reputational risks to seafood companies and undermine sustainable fisheries.

But what if there were a stronger business case for capturing the information needed to drive increased consumer purchasing and root out environmental and social ills?

As part of an on-going effort to identify the business benefits of data-rich supply chains, Future of Fish set out to explore the power of story to sell more fish and to determine what elements of that story most influence consumer purchasing behavior. Working in collaboration with marketing firm i4 Partners, Future of Fish conducted a quantitative online consumer research study in 2015 with 1,300 US adult consumers who reported having purchased seafood within the previous six months.

Key Findings

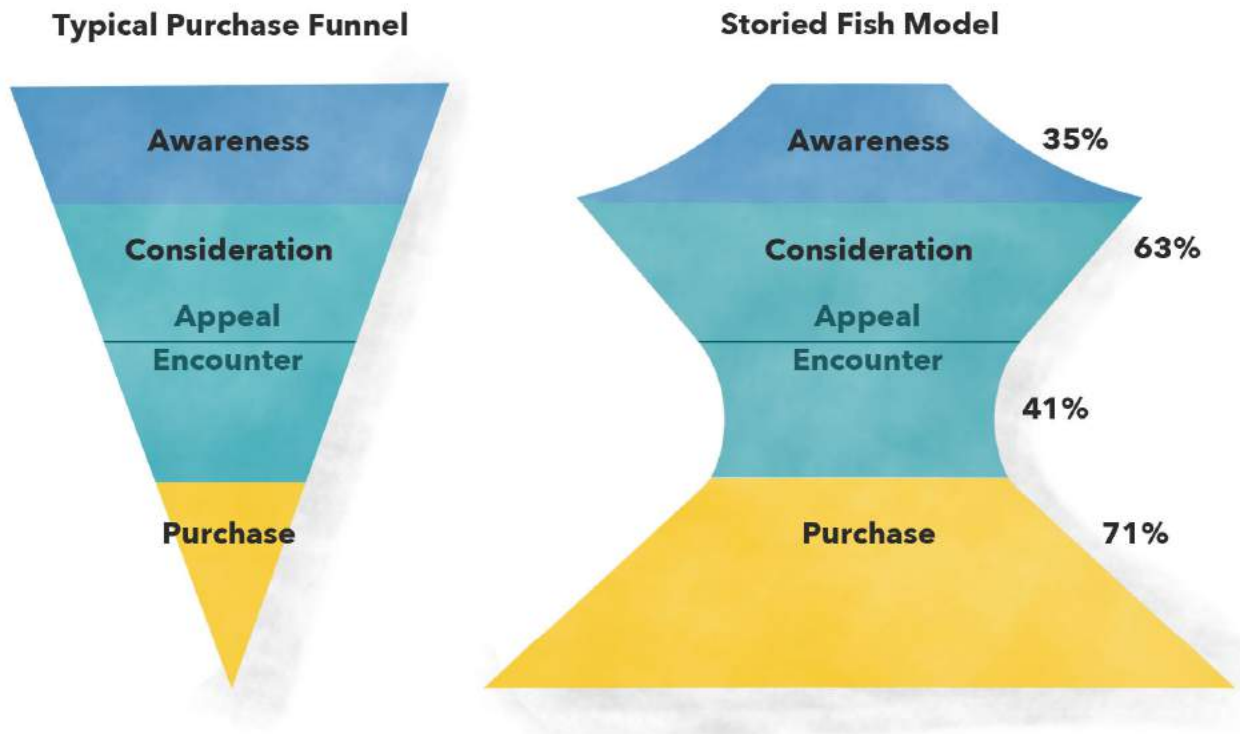
Consumers find Storied Fish appealing

Consumers find Storied Fish appealing (63 percent), but cannot readily find it for purchase. After being given the definition, only one-third reported ever encountering Storied seafood in retail or restaurant settings. When they do find storied fish, a large percentage of respondents reported that they bought it (71 percent).

The data can be represented in a marketing model known as a “purchase funnel,” which illustrates the typical consumer’s journey toward purchasing a product. The purchase funnel for Storied Fish indicates that increasing opportunities for *encountering* Storied Fish in the marketplace (as opposed to increasing awareness through mass marketing campaigns) could increase sales of Storied Fish products.

Fish sellers who invest in gathering, preserving, and sharing story could tap into the larger, appealing, and potentially more lucrative category of “Storied Fish” to gain market traction and increase sales.

FIGURE 1. Illustrations depicting the three stages of a typical purchase funnel and the data for the Storied Fish model.



Not all stories are created equal

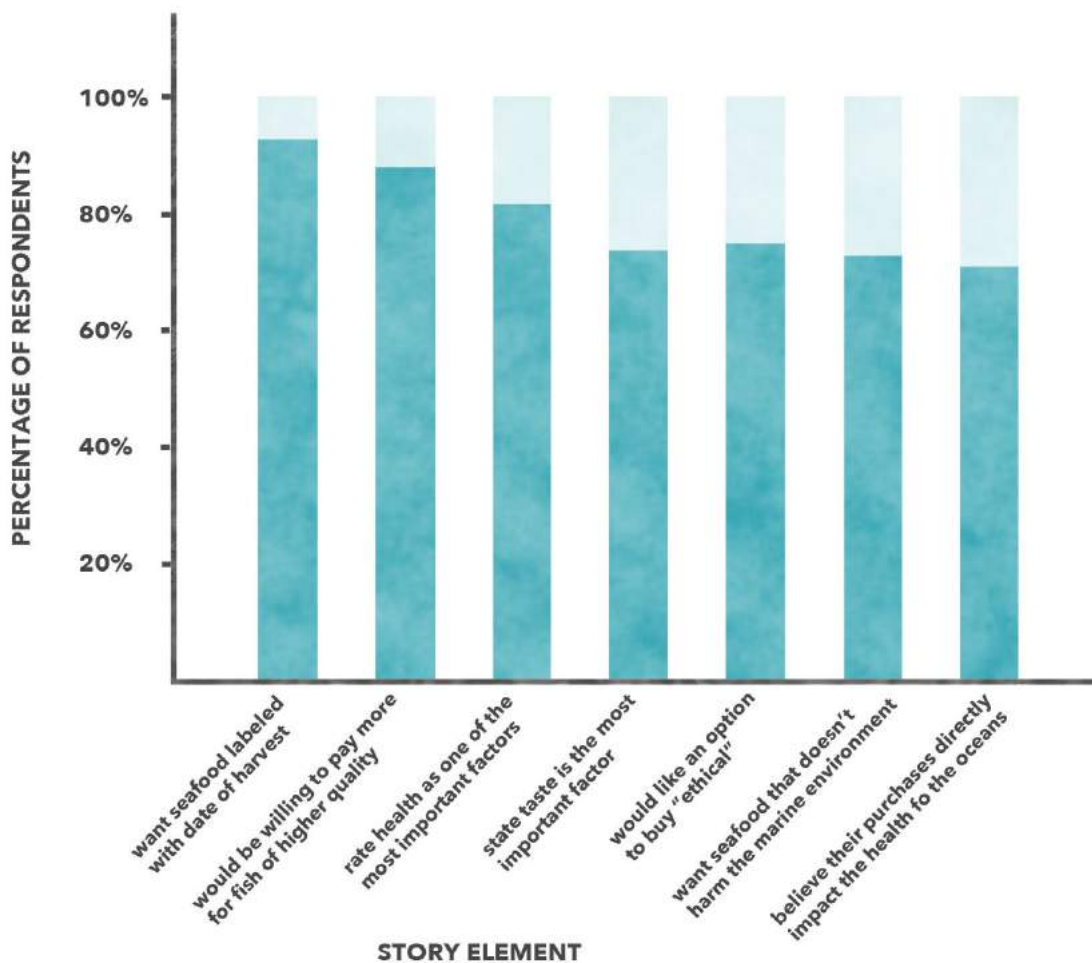
Just as some seafood products are more broadly appealing than others, some elements of story resonate more with consumers than others. Consumers preferred those stories that implied fresher, more local, healthier, and higher quality fish. Not surprisingly, they care more about how a meal affects them personally than they do about more global or abstract issues.

Elements of story that resonated with personal values also ranked as highly important.

More abstract concepts, such as “information about the journey of my seafood” or very specific information provided without context, such as gear type, did not resonate much at all.

The survey also compared preferences between retail and restaurant shoppers. One key difference emerged: Diners care much less about health information when they sit down to order than do shoppers in the grocery store.

FIGURE 2. The different elements of story that resonate more or less with consumers. Results based on percentage of consumers who find storied fish appealing and “agreed” or “strongly agreed” with statements.



Consumers trust friends and family... and retailers

Surprisingly, consumers say that they trust and rely on information from the grocery store environment almost as much as they value information from family and friends when it comes to their seafood selections. This reliance on retailers for information reinforces the promise of the opportunity to increase sales through increasing access to Storied fish. Together, the findings suggest a significant opportunity for stores to influence purchasing patterns by packaging stories that matter to consumers, either at point of sale or locations throughout the store.

A pattern that predicts profit

While price will no doubt remain a critical factor, 21st Century seafood sales will likely depend on more than just dollars per pound. Companies that leverage the other values that consumers bring to the table or fish counter stand to gain a significant competitive advantage. Storied Fish provides an intriguing pathway for realizing this potential.

However, concepts tested in an online survey can only be interpreted so far—what people state as preferences may not always translate into how they behave and act in the purchasing environment. Future of Fish is actively pursuing additional market research that examines: 1) how consumers react to story within the retail and restaurant environment; and 2) the manner with which story can most successfully be conveyed, including design of packaging, labels, menus, and point-of-purchase displays is needed. This information will provide valuable insights to seafood companies looking to harness the power of story to drive more sustainable seafood through global supply chains. Please contact us at contact@futureoffish.org for further details.



Photo courtesy of Unsplash.



Photo by Nguyen Linh, courtesy of Unsplash.

If Price is King, What is Queen?

1. A worldwide survey of 15,000 people conducted in 2015 by New Zealand's Stormline showed that shoppers care about price and taste over all other factors that might influence their seafood purchases.

2. A 2010 report (pdf) on ethical food by Context Marketing found that consumers are drawn to ethical brand claims because they assure food quality and safety. In fact, 69 percent of the 600-person US sample reported a willingness to pay higher prices for "ethical" food brands, because of perceptions that those brands adhered to standards related to production and processing practices, including environmental impact, quality, and safety.

For decades, the seafood industry has pointed to price as the key driver behind consumer seafood purchasing decisions.

And for good reason. Market studies have shown that for a majority of consumers, price is one of the primary considerations in weighing what—if any—seafood product to buy.¹

Yet, consumers bring other values to the table when it comes to their purchasing decisions, especially around food. The rise in popularity of "locally" sourced products, and the growth of the organic industry, are but two examples. Just this year, an article in Seafood Source identified Millennials as helping to drive increased sales of high-end frozen seafood products—a decision of conscience (to reduce food miles) and convenience.² This raises the question: besides price, what factors are most important to consumers when it comes to decision-making around seafood?

This question becomes especially interesting given that the vast majority of seafood in the market today is "mystery fish"—product that comes with little to no identifying information. Such opacity obscures many of the harmful

practices, including IUU fish, fraud, and human rights abuse, which currently pose regulatory and reputational risks to seafood companies and undermine sustainable fisheries. Implementing supply chain traceability systems can help solve this “black box” effect but those solutions can pose logistical and financial challenges for some companies. Thus, despite advances in technology, the adoption of traceability systems in seafood supply chains has been slow.

But what if this lack of information is a missed opportunity? Is the absence of information preventing consumers from acting on potentially powerful drivers of seafood purchasing? What if there were a stronger business case for capturing the information needed to root out environmental and social ills?

During several years investigating how seafood is bought and sold around the globe, Future of Fish has found evidence of cases where more information attached to seafood product drove greater sales. From chefs educating their wait staff about the catch of the day to government officials using social media to promote and protect local fisheries, these innovators harness the power of story to increase sales of product. The amount of product information provided varies, from a simple species name and harvest location to a lengthy narrative that includes the fisherman’s name and the gear used to land the catch. By providing elements of the story behind the seafood, these entrepreneurs have been able to create connection with consumers. In return, they have boosted sales, increased price, and gained customer loyalty.

Such findings aren’t surprising: Humans are hard-wired for story, and research has proven the power of story to drive consumer purchases in other sectors.³ Why not seafood?

In an effort to bring greater transparency and traceability into the seafood industry, Future of Fish set out to explore the power of story to sell more fish and to determine what elements of that story most influence consumer purchasing behavior.



3. See J. Glenn and R. Walker, 2009. *Significant Object's project*. significantobjects.com

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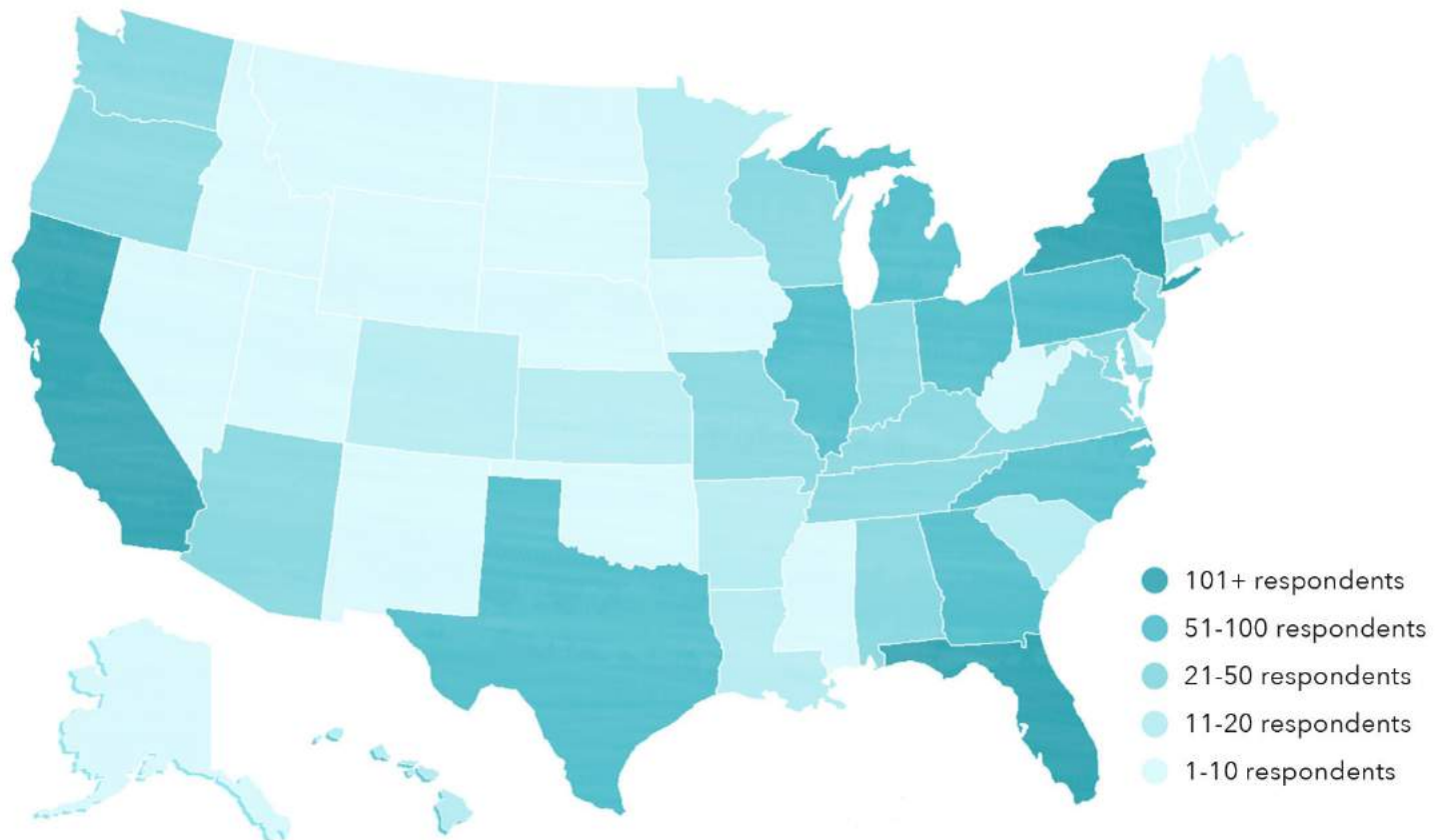
Testing the Market for Storied Fish

Online Survey

4. The survey, which took approximately 18 minutes to complete, asked respondents about the importance of specific product labels, their agreement with statements related to particular values and preferences that may drive their seafood purchases, and the appeal of seafood accompanied by story. Specific preferences among those adults who found Storied Fish appealing were analyzed for respondents that purchased seafood in retail environments (70 percent) and compared with those that typically purchased seafood in restaurants (30 percent).

Working in collaboration with i4 Partners LLC, Future of Fish conducted a quantitative online consumer research study in March of 2015. Respondents were over 1300 US adult consumers who were responsible for at least half of the grocery shopping for their households. All respondents reported having purchased seafood within the previous six months. The sample represented a wide demography across age groups, ethnicity, education, household income levels, and geography (measured by ZIP code).⁴

FIGURE 1. Map of USA showing number of participants in survey from each state as reported by zip code.



Defining Storied Fish

The concept of buying seafood with a story was defined as “Storied Fish” using the following language:

Storied Fish refers to seafood that tells a story about its journey from water to table. That story may include facts about the fisherman or fishing community that caught it, information about how the fish was harvested or processed, details about the fishery or region of the world where it originated, or a description of its health or sustainability-related qualities. The details included in storied fish may be part of a product label, included in a food brand or tagline, listed on a menu, or highlighted by a server in a restaurant.

Survey respondents stated the degree to which this concept was appealing, indicated whether they had encountered Storied Fish in a restaurant, retail establishment, or both, and stated whether they had purchased Storied Fish in the previous six months. The survey then explored which elements of story resonated most with consumers who were drawn to the concept of Storied Fish.



Photo courtesy of ThisFish.

Research Findings

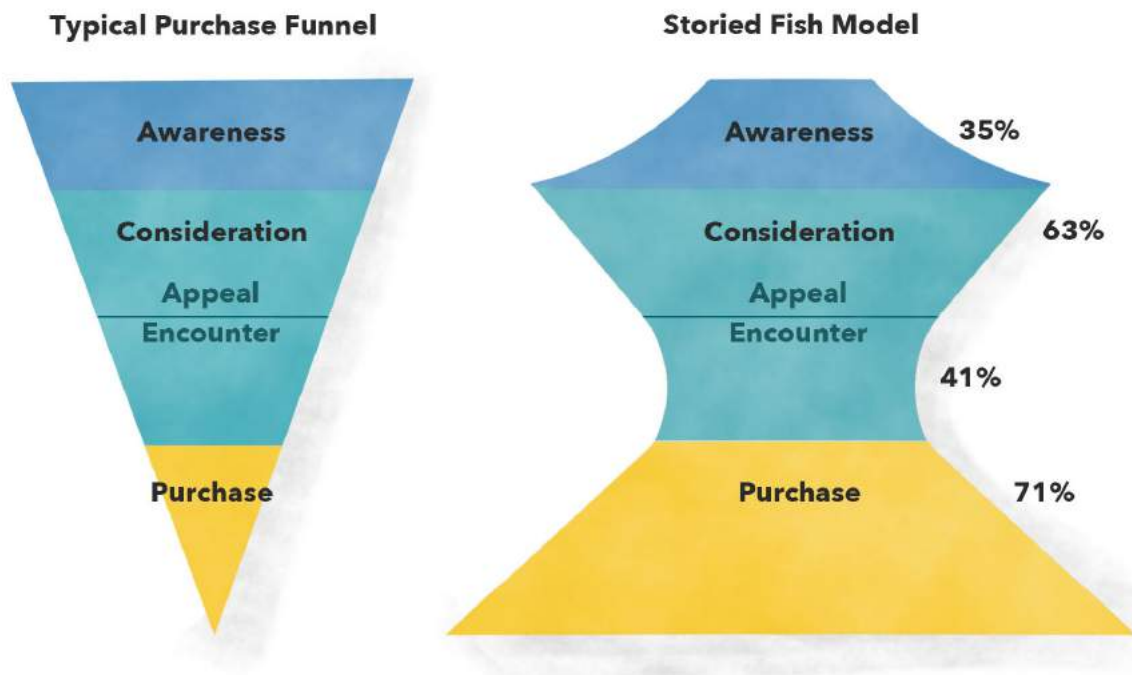
FINDINGS

Consumers Find Storied Fish Appealing

The message from the data is clear: consumers find Storied Fish appealing, but cannot readily find it for purchase. When they do find storied fish, a large percentage of respondents do buy it.

Even though over two-thirds of respondents had never heard of the concept of Storied Fish, the majority found the concept appealing (63 percent). Most consumers, however, had never encountered such product in the marketplace. After being given the definition, only one-third reported ever seeing “Storied” seafood in retail or restaurant environments. For those respondents that found the concept of Storied Fish appealing AND had encountered it, a vast majority (71 percent) reported purchasing that product.

FIGURE 2. Illustrations depicting the three stages of a typical purchase funnel and the data for the Storied Fish model.



The data can be represented in a marketing model known as a “purchase funnel,” which illustrates the typical consumer’s journey toward purchasing a product. There are three basic stages of the funnel: Awareness, Consideration, and Purchase. A purchase funnel can be useful in understanding where opportunities exist to expand the number of consumers

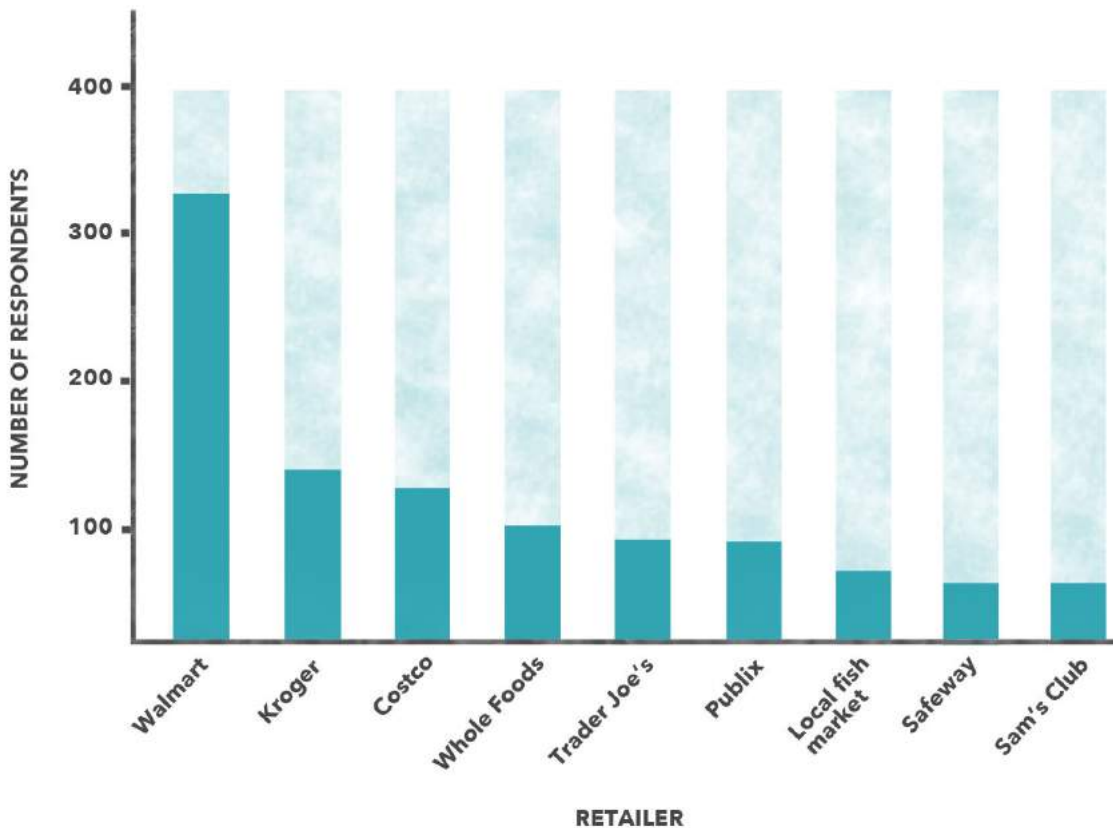
who are purchasing a specific product. Almost all purchase funnels are wider at the top and narrow through the funnel. Increasing the top of the funnel (Awareness) usually requires some type of mass media or wide communications plan. The “Consideration” category includes expanding how appealing the product is, and how readily it is encountered. Purchase is the final step and indicates the percentage of consumers reaching that stage that actually purchase the product.

The model for Storied Fish indicates that, although increasing awareness of Storied Fish may be useful, there is an even more ripe opportunity that builds off the already high appeal of the Storied Fish concept: increase the encounter rate. Developing more opportunities for encountering Storied Fish (as opposed to increasing awareness through mass marketing campaigns) could lead to significant expansion of purchasing Storied Fish products.

This strategy, to increase encounter rates with Storied Fish, could work for a large variety of retail environments, given where consumers who find Storied Fish appealing tend to shop for seafood.

Although increasing awareness of Storied Fish may be useful, there is an even more ripe opportunity that builds off the already high appeal of the Storied Fish concept: increase the encounter rate.

FIGURE 3. Top-three most-commonly shopped retail environments for seafood purchases by respondents who found Storied Fish appealing.



The widespread appeal of Storied Fish and its apparent scarcity in the marketplace suggests an opportunity to realize both business and conservation wins: Fish sellers who invest in gathering, preserving, and sharing story could tap into the larger, appealing, and potentially more lucrative category of “Storied Fish” to gain market traction and increase sales. To maximize the probability of success, the elements of story provided should reflect existing values and preferences, especially for those consumers that are drawn to the Storied Fish concept.

FINDINGS

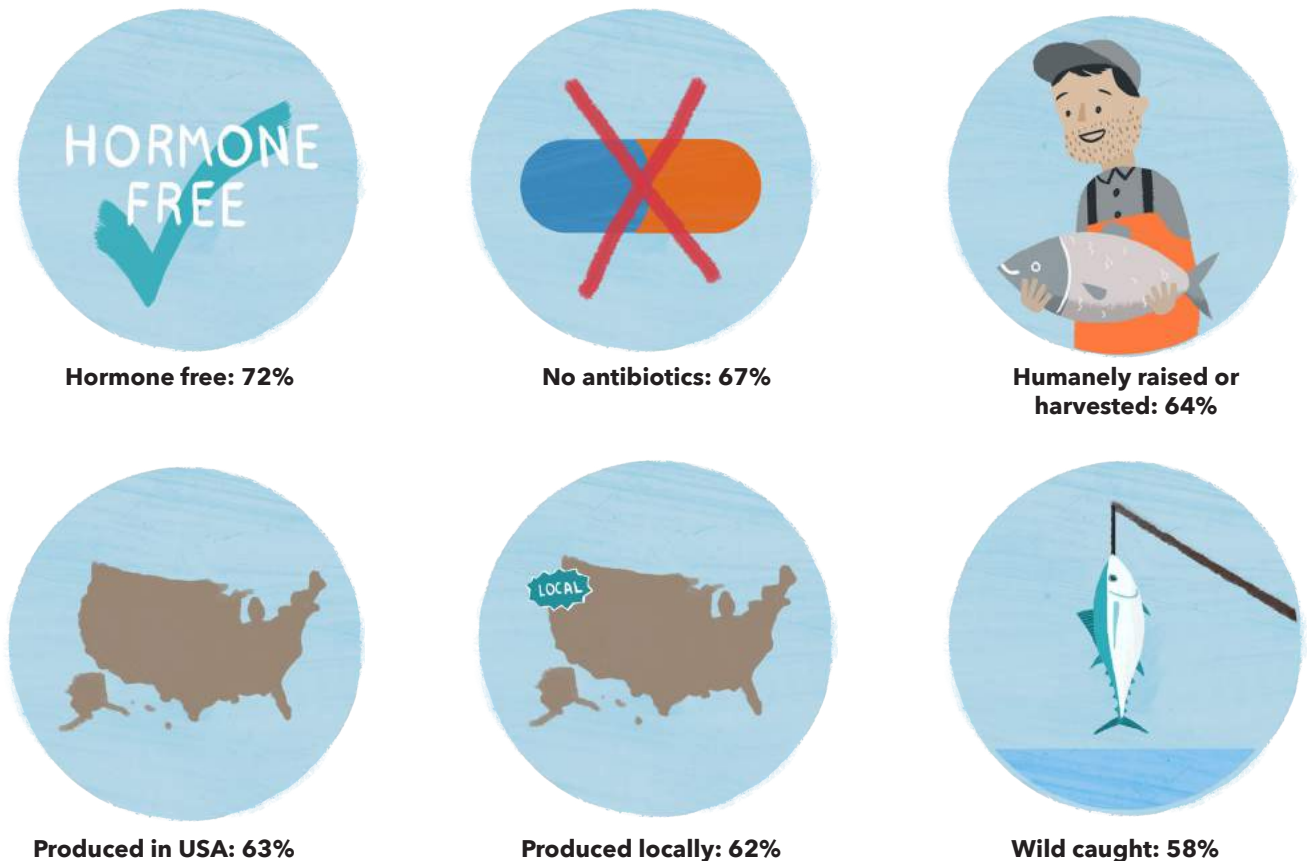
Not All Stories Are Created Equal

Just as consumers prefer certain types of seafood, certain aspects of story resonate more than others.

Labels should be simple yet clearly linked to values

Consumers who found Storied Fish appealing considered as important product labels for all their food (not just seafood) such as raised/produced without chemical additives (e.g., hormone-free, antibiotic-free, all natural), produced locally or in the US, and raised/harvested with methods that are not harmful to humans, other animals, or the environment.

FIGURE 4. General food product labels consumers selected as “important to me”



Interest in environmentally- and socially-friendly product labels also resonated as important with a majority of consumers that found Storied Fish appealing. Specifically, 60 percent of respondents noted “sustainably produced” as an important food label, 61 percent of consumers rated “fair labor practices” as important, and 64 percent stated “humanely raised or harvested” was important. We also tested the invented term, “ethical seafood,” as a label—a concept that currently has no standards or certification. This value-tethered phrase scored as an important product label with 58 percent of respondents.

Interestingly, more specific eco-and socially-responsible labels did not always garner as high support as the values those labels represent. For example, compared to 60 percent of respondents noting “sustainably produced” as an important product label, only 33 percent said the sustainable seafood certification label, Marine Stewardship Council (MSC), was important.⁵ Similarly, 51 percent ranked “Fair Trade Certified” as important, 10 percent less than those who noted “fair labor practices” as important. The results indicate that eco-and socially-responsible certification and standard bodies may have an opportunity to more effectively take advantage of consumer values by telling a story that more explicitly links the label with the value set—whether through increased marketing efforts, improved branding, or other means.

FINDINGS

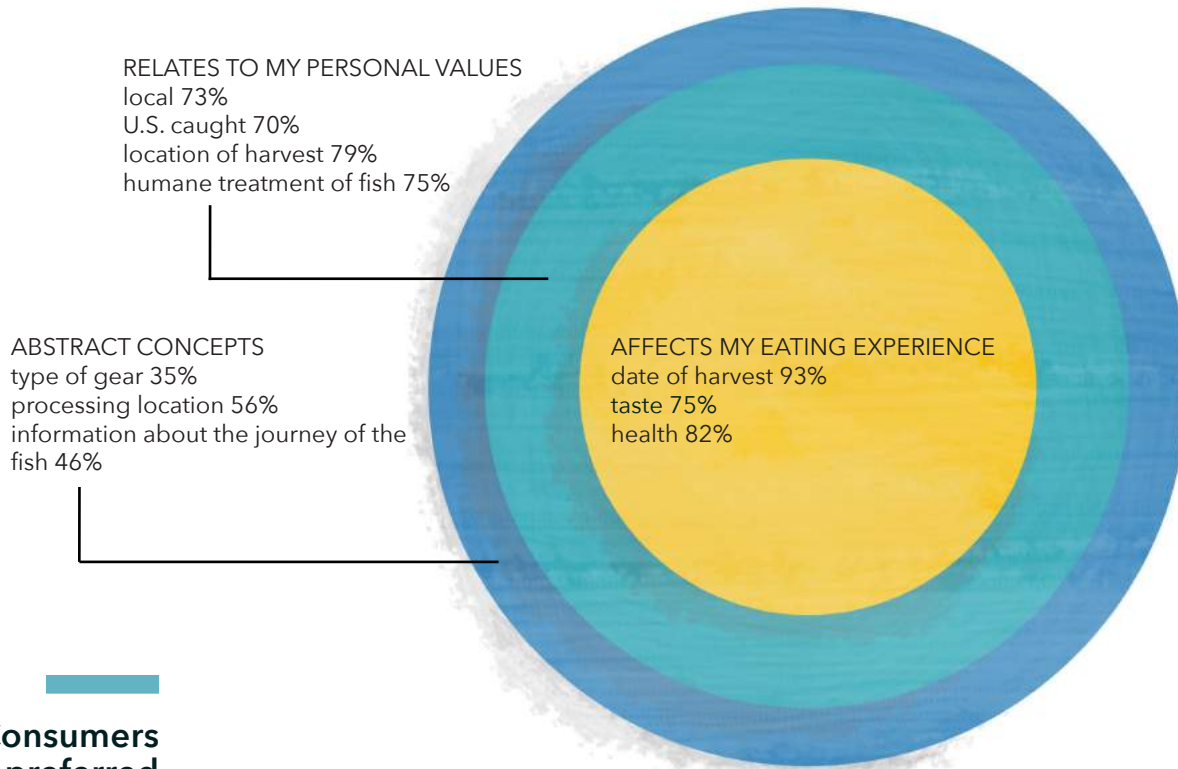
Make it Personal

Not surprisingly, consumers care more about how a seafood meal affects them personally than they do about more global or abstract issues. For example, personal concerns related to health or to the quality of the experience consuming the fish tended to rank highest in importance, followed by product attributes related to personal values, such as ethics and the environment. Eighty-two percent said health is one of the most important factors they consider when purchasing seafood. When asked if they would like an option to buy ethical seafood, with ethical defined as “accounting for human rights, animal welfare, health, and environmental factors,” a full 77 percent of respondents stated that they would like this option. Similarly, 74 percent said they look to buy seafood that is harvested in a way that doesn’t harm the marine environment, and 72 percent believe their purchases directly impact the health of the oceans.

More abstract concepts, such as “information about the journey of my seafood” or very specific information provided without context, such as gear type, did not resonate much at all. For the majority of folks who don’t know why a certain gear would be better or worse, or the consequences of one type of fishing method over another, these details lack impact. On the other hand, information presented in clear and value-laden ways, such as “dolphin-safe” or the idea of knowing your fisher, strongly resonated with those who found Storied Fish appealing. Indeed, 86 percent of respondents said they liked the idea of buying directly from a fisherman.

Interest in environmentally- and socially-friendly product labels also resonated as important with a majority of consumers that found Storied Fish appealing.

FIGURE 5. The different elements of story that resonate more or less with consumers as shown from personal to more abstract concepts. Results based on percentage of consumers who find storied fish appealing and “agreed” or “strongly agreed” with statements. See Appendix Table 4 on page 22 for complete data.



Consumers preferred those “stories” that implied fresher, more local, healthier, and higher quality fish.

Consumers preferred those “stories” that implied fresher, more local, healthier, and higher quality fish. Not surprisingly, the statement that elicited the most agreement from respondents had to do with a date-of-harvest label, which is typically an indicator of freshness and quality for perishable goods that consumers already recognize. Similarly, respondents stated a desire to know about the origin of their fish—whether it was wild-caught or farmed, where it was harvested, and whether it was local or imported—likely because such information is often associated with health, freshness, or quality of the product.

FINDINGS

Taste Trumps Health in Restaurants

The survey explored consumer preferences in retail and restaurant environments. While the results in retail environments mostly translate to the restaurant environment, there are a few important distinctions.

Like shoppers, restaurant diners who find Storied Fish appealing are interested in qualities around taste, freshness, as well as ethical and local sourcing. They like to know about fish bought directly from fisherman, they care about ethical catch, and they prefer local or US-caught seafood. But diners care much less about health information when they sit down to order.

FIGURE 6. Elements of story that resonate most in restaurant vs. retail environments. Health stands out as more important for retail.



This difference in importance of health attributes between restaurants and retail outlets makes sense. In stores, consumers are accustomed to looking at labels—nutritional information, ingredient lists, certification logos, expiration dates—and, thus, are more primed to digest product information and weigh that against their preferences. Thus we see consumers making purchasing decisions based on perceived health benefits (e.g., organic), according to personal values related to animal welfare (e.g., cage-free eggs), or simply on whether the label implies a better quality product.

In restaurants, consumers likely have less appetite for sifting through objective information. They're looking for good-tasting food, good value, good ambiance, good service or a combination of those. Personal values still matter to restaurant goers, but they're not the strong drivers we see for retail customers. For restaurants, elements of story may resonate most if there's an easy connection to consumers' perception of higher taste and quality. That might mean using certain words on a menu (e.g., wild, farmed, general catch location), or incorporating those values into the purchasing ethos of the restaurant itself (e.g. buying local or direct from fishermen). The role of wait staff in telling the story also cannot be overemphasized, as they can provide background narratives that not only inform, but that also entertain.

FINDINGS

Consumers Trust Friends and Family... and Grocery Stores

Surprisingly, consumers say that they trust and rely on information from the grocery store environment almost as much as they value information from family and friends when it comes to their seafood selections. This reliance on retailers for information reinforces the findings from the purchase funnel, which indicate expansion of encounter rates with Storied Fish as a promising way to increase consumer sales. Together, the finding suggest a significant opportunity for stores to influence purchasing patterns by packaging stories

For restaurants, elements of story may resonate most if there's an easy connection to consumers' perception of higher taste and quality.

that matter to consumers, either at point of sale or locations throughout the store.

A large segment of respondents also rely on chefs and online sources for information. Our data suggests that seafood brands might benefit from improved online marketing, while chefs might consider sharing stories of their seafood through their wait staff and menus. The following breaks down the influence of various information sources on respondents' seafood purchasing decisions:⁶

FIGURE 7. Information sources that most influence consumer purchasing decisions.



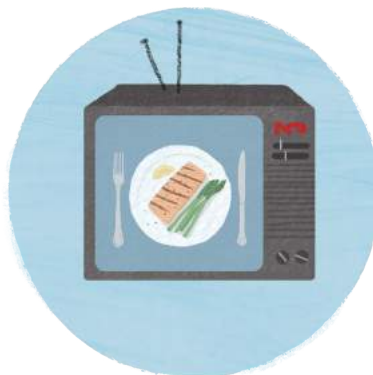
Friends and Family: 50%



Internet: 41%



Education, Aquariums, NGOs: 15%



Media: 69%



Grocery Store: 47%



Farmers Market: 39%



Chefs and Restaurants: 39%

⁶ Response represents the percentage of respondents to select each category, multiple responses were accepted.

Conclusion: A Pattern that Predicts Profit

While price will no doubt remain a critical factor, 21st Century seafood sales will likely depend on more than just dollars per pound. Companies that leverage the other values that consumers bring to the table or fish counter stand to gain a significant competitive advantage. Storied Fish provides an intriguing pathway for realizing this potential.

One of the most striking aspects of this research was the enthusiasm respondents showed in the comments section about the survey topic. Many of them admitted that the poll was the first time they had heard of the concept of Storied Fish, yet they embraced it eagerly. Here are some of those comments:

- *I like the storied fish concept, but have only found it in very upscale restaurants. I would welcome seeing this idea and better and more truthful labeling on seafood.*
- *I have the luxury of living in the Pacific Northwest and can buy locally harvested seafood, and I do that whenever possible.*
- *I hope to see "storied seafood" more in my future grocery shopping. I will be asking more questions of my local seafood retailers about the fish I purchase.*
- *When storied seafood becomes available locally I will buy it.*
- *Seafood is my primary protein source. I am intrigued by the concept of storied fish, as I never purchase anything that was caught or processed in China.*
- *I love the storied fish concept, I wish I could afford to eat it more often but it is worth the treat.*

While there's no quantitative conclusion to draw from those comments, a clear pattern of interest and receptivity is evident, one that we urge businesses to heed. First mover advantage is not something to overlook; waiting too long to see where this trend leads can open the door to competitors who more readily figure out how to meet this latent interest. How to take advantage of Storied Fish will depend on the goals, mission, and resources of each company or fisher—and additional research insights.

"I hope to see "storied seafood" more in my future grocery shopping. I will be asking more questions of my local seafood retailers about the fish I purchase."

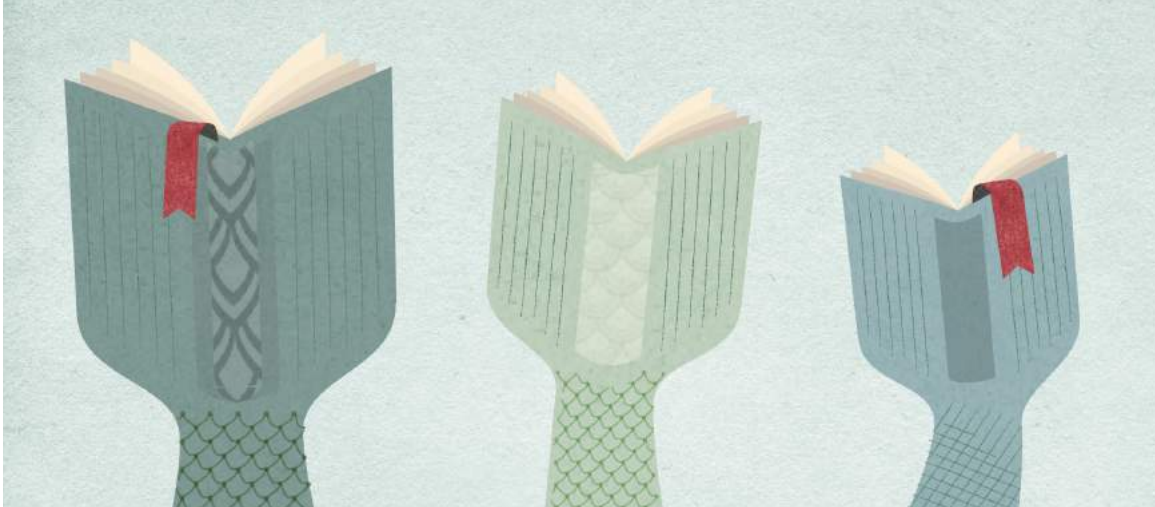


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Next Steps: From Saying to Doing

Story appears to be a powerful driver of consumer seafood purchases, and one that is currently underexploited by the seafood industry—especially those businesses committed to more environmentally friendly and socially responsible practices. However, concepts tested in an online survey can only be interpreted so far—what people state as preferences may not always translate into how they behave and act in the purchasing environment.

Additional market research that examines: 1) how consumers react to story within the retail and restaurant environment; and 2) the manner with which story can most successfully be conveyed, including design of packaging, labels, menus, and point-of-purchase displays is needed. This information will provide valuable insights to seafood companies looking to harness the power of story to drive more sustainable seafood through global supply chains. In addition, research to ensure that story is effectively passed up the supply chain and linked with robust traceability systems in order to prevent “story fraud” is also a critical component of this work. Future of Fish is actively pursuing support for a two-part research project to address these needs and inform design of effective Storied Fish initiatives. Please contact us at contact@futureoffish.org for further details.

Appendix

The following tables include more detailed results from the survey, and are the basis of the figures and summaries provided in the main body of the report. Additional survey data can be provided upon request.

Storied Fish Response Breakdown

Table 1: Most seafood consumers find the concept of Storied Fish appealing

Question: how much does the concept of Storied Fish appeal to you?

Response	Percentage
A great deal	21%
Somewhat	41%
Neither appealing nor unappealing	20%
Not very much	10%
Not at all	7%

Table 2: Despite the fact that Storied Fish is appealing to most seafood customers, it is still encountered fairly rarely in the marketplace

Question: For which types of seafood have you encountered the concept of Storied Fish?

Response	Percentage
Frozen fish or seafood, including frozen dinners	11%
Ready-to-eat fish or seafood, including sushi rolls in a retailer's refrigerator case	6%
Smoked or dried fish	7%
Live seafood, such as live lobster, crab, or shellfish	14%
Fresh fish or seafood (not frozen or prepared)	16%
Seafood item on a restaurant menu	17%
Canned or pouch seafood, such as tuna or salmon	6%
I have never heard of the storied fish concept	66%

Note: Multiple responses allowed

Table 3: Of those who found Storied Fish appealing and had encountered it at either a retail outlet or restaurant, 71 percent reported purchasing it.

Question: Have you purchased any Storied Fish in the last 6 months either from a retail outlet (e.g., grocery store, farmers market, fish market, specialty shop, etc.) or at a restaurant?

Response	Percentage
Yes, at a retail outlet	35%
Yes, at a restaurant	22%
At both a retail outlet and restaurant	14%
No, or I don't know	29%

Table 4: Top-three most-commonly shopped retail environments for food purchases by respondents who found Storied Fish appealing.

Response	Percentage
Conventional supermarket (e.g. Safeway, Kroger)	81%
Supercenter (Walmart, Target)	64%
Specialty grocery chain (e.g., Trader Joe's, Whole Foods, Sprouts)	45%
Club store (e.g., Costco, Sam's, BJ's)	37%
Local farmers market	28%
Local independent or ethnic food market	24%
Online food retailer	9%

Note: Multiple responses allowed

Storied Fish Response Breakdown

Question: Which of the following food product labels are important to you?
Results are percentage of respondents who marked "important to me."

Table 5:

Health-Related Information

Response	Percentage
Hormone free	72%
No antibiotics	67%
All natural	64%
Contains Omega-3 fatty acids	57%
USDA Organic	57%
GMO-free	51%

Origin of Product

Produced in USA	63%
Produced locally	62%
Wild caught (e.g., seafood)	58%
From small family producers	39%
Dolphin-safe (e.g., tuna)	65%
Humanely raised or harvested (e.g., beef, chicken, eggs, fish)	64%
Fair labor practices	61%
Sustainably produced	60%
Produced under "best practices"	59%
Ethical seafood	58%
Free-range (e.g., eggs, chicken)	58%
Pasture-raised (e.g., beef, eggs, chicken)	56%
Cage-free	54%
Grass fed	52%

Fair Trade certified	51%
Turtle-safe (e.g., shrimp)	50%
Low carbon footprint	42%
Marine Stewardship Council (MSC) certified seafood	33%
USDA Organic	57%
GMO-free	51%

Importance of Various Story Elements and Product Attributes

Answers reflect percentage of consumers that find Storied Fish appealing, and agreed or strongly agreed with the following statements:

Table 6:
Comparative Data between Retail and Restaurant Environments

Response	Percentage Retail	Percentage Restaurant
I think seafood should be labeled with the date of harvest/restaurants should provide information about the date of harvest	93%	75%
I want to know if my seafood was farmed or wild-caught	79%	66%
I want to know where my seafood was harvested	79%	65%
I tend to buy local fish or seafood if it is available	73%	70%
I tend to buy seafood caught in the U.S. over imported seafood	70%	73%
I want my seafood to be processed exclusively in the U.S.	56%	52%
I find the idea of buying fish directly from the fishermen/from a restaurant that buys directly from fishermen appealing	86%	79%
I would like an option to buy "ethical seafood," defined as accounting for human rights, animal welfare, health, and environmental factors	77%	
Humane treatment of fish is important	75%	60%
I look to buy seafood that is harvested in a way that doesn't harm the marine environment.	74%	67%
I believe my purchases directly impact the health of the oceans	72%	53%
Health is one of the most important factors to consider when purchasing seafood.	82%	58%

Taste is the most important factor when buying seafood.	75%	76%
I am not comfortable buying a type of fish or seafood that I've never tried before.	38%	

Information Sources

Question: Which of the following information sources would you say have most influenced your seafood purchasing decisions? (Please select all that apply).

Table 7:

Response	Percentage
Friends or family	49%
Information at a grocery store	47%
Information from the Internet	41%
Restaurant/Chef	39%
Farmers market	29%
Television program	21%
Magazine or newspaper article	20%
TV or radio news	14%
Advertisement seen on television, in a magazine or newspaper, or online	10%
Nonprofits	9%
Email or social networking	9%
Visiting a museum or aquarium	6%
Teacher, professor, educational course	5%
None	5%
Radio program	4%
Posters, billboards, outdoor ads	3%
Mail	1%



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