

# Certification and quality labels in the aquaculture sector: what action should be taken?

## Useful links

Aquaculture - DG Fish activities

Food Quality Systems - Joint Research Center

Conference: "Food Quality Certification - Adding Value to Farm Produce"

The purpose of this survey is to obtain the views of the aquaculture sector on the value of quality certification procedures ("red label" salmon and shrimps, "truites filière qualité Carrefour" [Carrefour premium range trout], "organic" salmon, "Galician mussels") and their marketing role. The replies to this questionnaire will enable us to judge if and when Community action would be appropriate. The results will be published on the Europa website.

## 1 - Your activity

1.1 - In which of the following fields of activity do you work?  (compulsory)

*Aquaculture and fishing indicate primary production activities*

*Processing means any activity where integrity of the product is modified*

*Transport and preservation includes refrigerated storage*

- |   |  |
|---|--|
| <input type="checkbox"/> Fish farming-shellfish farming | <input type="checkbox"/> Import-Export                               |
| <input type="checkbox"/> Fishing                        | <input type="checkbox"/> Research-Education                          |
| <input type="checkbox"/> Processing                     | <input type="checkbox"/> Certification-Control                       |
| <input type="checkbox"/> Transport-Storage              | <input type="checkbox"/> Administration-Public or trade organisation |
| <input type="checkbox"/> Retail                         | <input type="checkbox"/> Non-governmental organisation               |
| <input type="checkbox"/> Mass retail                    | <input type="checkbox"/> Other                                       |
| <input type="checkbox"/> Catering                       |  |

1.2 - In which EU country is your establishment or main office located? (compulsory)

If you are outside the European Union, please indicate the country where you are established (optional)

Please give the name of your company or organisation : (optional)

## 2 - Your use of existing labels

### 2.1 - Which of the labels listed below do you know? Do you know what it stands for?

	don't know it	have heard of it, have seen it	know it and know what it stands for
Max Havelaar, Oxfam, Fair Trade  (compulsory) or other Fair Trade label	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ISO9001, HACCP, BRC (British Retail Consortium) (compulsory)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Red Label  (compulsory) Scottish salmon, Madagascar shrimps, Oysters, Bass farmed in the Mediterranean	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Protected geographical indication "Farmed mussels", "Galician mussels" (compulsory)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Guaranteed traditional speciality (compulsory)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bio, AB, Krav, Öko, Naturland (compulsory)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Filière Qualité Carrefour, or other mass retail premium range  (compulsory) Auchan, Tesco, Sainsbury, Delhaize, Migros...	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Loch Duart Salmon (compulsory)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Marine Stewardship Council, Krav, Seafish Responsible Scheme (compulsory)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## 2.2 - You are in front of a display of aquaculture products bearing quality symbols. If prices and presentation are similar, what type of information is going to influence your choice most?

quality symbol means a logo, statement or mark on the product, the packaging, a label attached to the product/packaging or a poster

	Very interested	Interested	Not very interested	No opinion
Authenticity/Tradition  (compulsory) <i>without GSP, IPG or similar certification ; with or without Red Label</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Animal welfare (compulsory)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fair trade  (compulsory) <i>interested in producer income and social conditions</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Integrated production under a brand name  (compulsory) <i>examples: Sustainable Seafood Initiative d'Unilever/Iglo, or Loch Duart Sustainable Salmon Company</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mass retail premium range  (compulsory) <i>Carrefour, Auchan, Tesco, Sainsbury, Marks &amp; Spencer, Migros and others.</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quality assurance system (ISO9000, HACCP, BRC) (compulsory)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Protected designation of origin (PDO), Protected geographical indication (PGI), geographical link  (compulsory) <i>In France there is also appelation d'origine contrôlée (controlled designation of origin)</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Method of production (organic, eco-friendly, ...) (compulsory)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Region of origin  (compulsory) <i>without PDO, PGI example: Poisson de Normandie, Peix Blau de Tarragona, Dunmore East Fisherman Co-op)</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Environment friendliness (compulsory)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

### 3 - Your approach to quality certification, as a professional

#### 3.1 - You decide to invest in a quality certification procedure (or a quality label) for aquaculture, you choose in order of preference :

What is important here is to identify the type of approach professionals are interested in (producers, processors and distributors)

Please classify these quality labels from 1 (first choice) to 5 (last choice)

	1	2	3	4	5	
Organic aquaculture (optional)	<input type="checkbox"/>	<input checked="" type="checkbox"/>				
Fair trade (optional)	<input type="checkbox"/>					
Ecolabel, environmental quality only (optional)	<input type="checkbox"/>					
Sustainable development (environmental + social + economic criteria) (optional)	<input type="checkbox"/>					
PGI (protected geographical indication), geographical link (optional)	<input type="checkbox"/>					
a combination of everything, making up a company-specific package (optional)	<input type="checkbox"/>					
none (optional)	<input type="checkbox"/>					

#### 3.2 - What type of control would you choose for this quality label/certification?

Please classify these options from 1 (first choice) to 5 (last choice)

	1	2	3	4	5	
No control (compulsory)	<input type="checkbox"/>					
Internal control by the producer (compulsory)	<input type="checkbox"/>					
Control by the distributor or processor (business to business) (compulsory)	<input type="checkbox"/>					
Control by the sector  (compulsory) or producer organisation, or interprofessional organisation or other producer group	<input type="checkbox"/>					
Certification by an independent certification body (SGS, Véritas, FCS...) (compulsory)	<input type="checkbox"/>	<input checked="" type="checkbox"/>				

### 3.3 - You have opted for one type of control. What were the reasons for your choice?

	yes	no	don't know
the cost (compulsory)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
the flexibility of this type of control and/or certification (compulsory)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
the independence of the certifier (compulsory)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
business strategy (compulsory)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
control reliability and strictness (compulsory)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## 4 - Your opinion as a professional on these approaches to quality

### 4.1 - As a professional, what do you think about the fact that quality certification and quality labels are becoming increasingly common? Would you say that:

	yes	no	no opinion
It has stimulated the sector (compulsory)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
It is a good trade promotion tool (compulsory)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The information associated with the labels is clear and verifiable (compulsory)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The labels reassure and attract the consumer (compulsory)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The consumer has the information required to understand the difference between labels (compulsory)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The labels help support activities which promote sustainable development (compulsory)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
There should be some kind of public intervention to guard against adverse effects (compulsory)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
There are too many labels and this has a negative impact on the market (compulsory)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sector labels bring the trade closer together (compulsory)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## 4.2 - If action was taken at European level, what should it cover?

	yes	no	no opinion
No action needed at European level, the sector should remain free to act (compulsory)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Action at European level should be limited to proposing guidelines (compulsory)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Europe must harmonise control procedures and prevent their proliferation (compulsory)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Europe must help promote the labels to consumers (compulsory)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A single European logo should be created (compulsory)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Europe should provide financial support for the creation of quality labels and brands (compulsory)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Europe should encourage the creation of mass retail quality labels, such as premium range (compulsory)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Europe should encourage action at sector level (compulsory)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
National labels should be maintained (compulsory)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

If you would like to say something that has not been covered by the questions above, please add your comments here, so that they may be included in the survey. (optional)