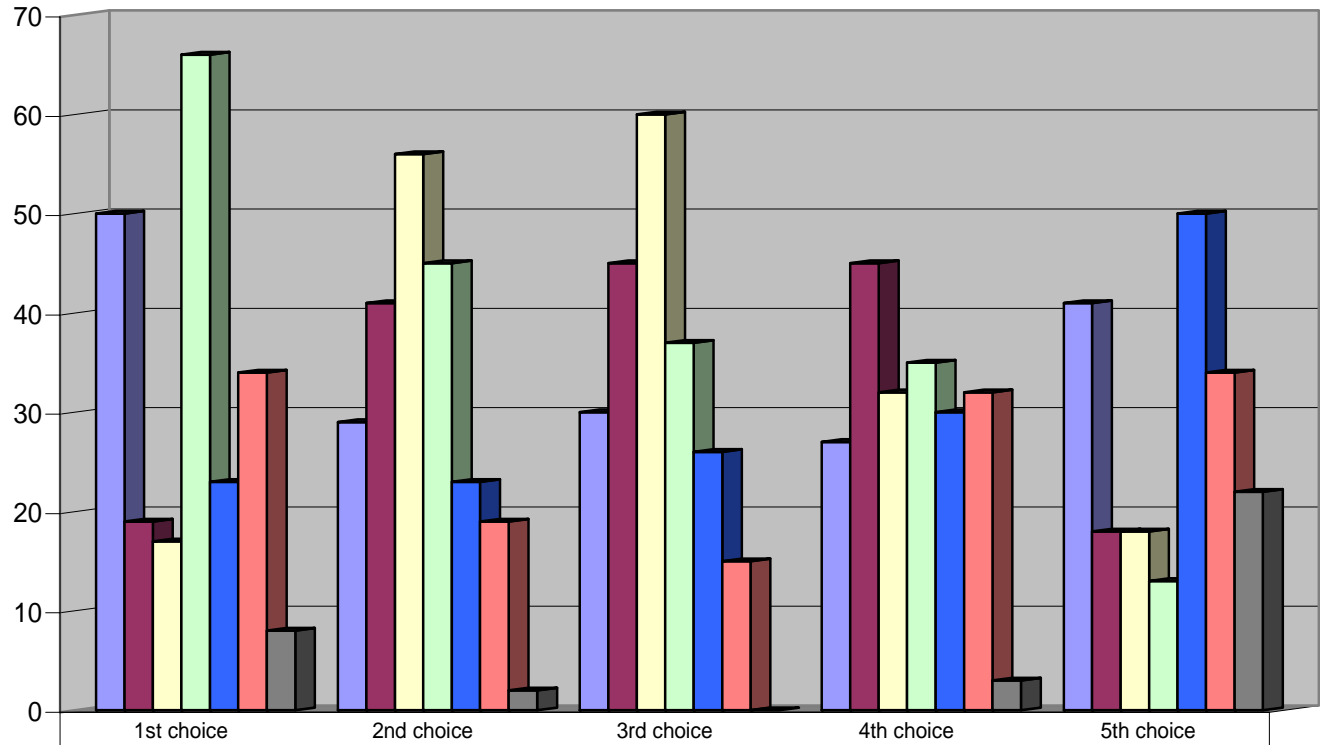


Figure 3.1 - You decide to invest in a quality certification procedure (or a quality label) for aquaculture, you choose in order of preference :



■ Organic aquaculture	50	29	30	27	41
■ Fair trade	19	41	45	45	18
■ Ecolabel, environmental quality only	17	56	60	32	18
■ Sustainable development (environmental + social + economic criteria)	66	45	37	35	13
■ PGI (protected geographical indication), geographical link	23	23	26	30	50
■ a combination of everything, making up a company-specific package	34	19	15	32	34
■ none	8	2	0	3	22