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Who cares about healthy seas?

We've asked European citizens

Caring about healthy seas

A recent survey shows that a large majority of EU citizens* support a reform of Europe's fisheries policy to ensure that fish products in the EU come from sources that are sustainable and not overfished. With Europe's Common Fisheries Policy (CFP) currently under review, now is the time for the EU to secure a future for European fisheries.



78%

Support CFP reform that aims to ensure all European fish products are from sustainable stocks that aren't overfished.



88%

Think that fish products on sale within the EU should come from sources that are sustainable and not overfished.



72%

Feel there isn't adequate information on whether fish products come from well-managed, sustainable sources.



THE FACTS



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88% Think that fish products on sale within the EU should come from sources that are sustainable and not overfished.

Fishing is a source of food, income and enjoyment for millions of people. Fish are part of the delicate marine ecosystems that help to regulate our climate. But overfishing is fast emptying our oceans and seas, spelling disaster for fish,

the fishing industry and the marine environment. Europeans have an affinity with the sea, so it's no surprise that an overwhelming majority of Europeans want the fish they buy and consume to come from sustainable sources.

72% Feel there isn't adequate information on whether fish products come from well-managed, sustainable sources.

Currently, consumers are responsible for supporting sustainable fisheries through the decisions they make when they shop. But a large majority do not feel adequately informed about where the fish they buy comes from.

An overwhelming majority of Europeans

want sustainably sourced fish. They rely on the CFP to ensure that fish products are from well-managed, sustainable fish stocks. Ambitious reform of the CFP could give consumers the confidence that *all* fish products covered by the CFP come from healthy stocks.



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78%

Support CFP reform that aims to ensure all European fish products are from sustainable stocks that aren't overfished.

For decades we've seen how overfishing and other human activities have been degrading the marine environment. It's made European waters an increasingly difficult place to run sustainable and profitable fisheries.

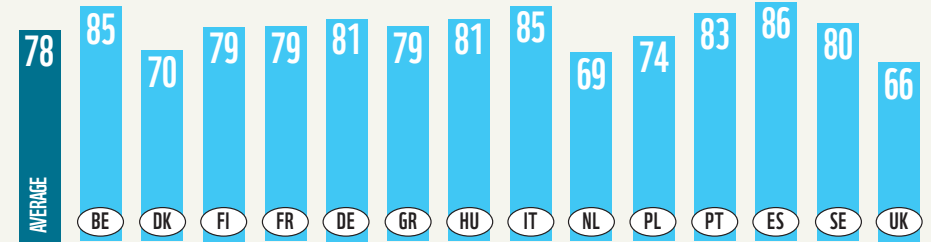
CFP reform offers an urgently-needed

opportunity to set things straight and improve the way fisheries are managed. And it would be popular: we've found that a large majority of citizens support reform that would ensure a sustainable future for European fisheries and the marine environment.

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Europeans want an ambitious reform of the CFP



Do you support CFP reform? Figures are expressed in percent

Over two-thirds of assessed fish stocks in European waters are fished at or beyond their maximum potential. This is bad news for the marine environment, and for the fishermen, businesses and communities who rely on seafood as a source of income. It's also bad news for European consumers who want to enjoy healthy, fresh, sustainable seafood.

The current Common Fisheries Policy (CFP) is unsustainable. It's failed to end overfishing and has supported the hugely wasteful practice of fishermen throwing dead fish back into the sea. Reform of the CFP offers an unmissable opportunity to tackle the fisheries crisis – to help deliver healthy seas and security for the people who depend on them for their livelihoods or for food.

An overwhelming 88% of those surveyed want sustainable fisheries. It's clear that Europe's citizens support the need for change.

100%
RECYCLED

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All figures, except for those from Greece, are from YouGov Plc. Figures for Greece are from Focus Bari Sa. Fieldwork was undertaken between 17 January and 15 February 2011. The survey was carried out online. The figures have been weighted and are representative of all adults aged 18+ (aged 18-54 in Greece).

* Countries surveyed: Belgium, Denmark, Finland, France, Germany, Greece, Hungary, Italy, the Netherlands, Poland, Portugal, Spain, Sweden and the UK. 14,635 adults surveyed in total.



Why we are here

To stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature.

www.wwf.eu

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