

FISH WELFARE

and the social acceptability challenge

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Fish are SENTIENT

sentient (*adj.* sen-tient / sen(t)-sh(ē-)-ənt , / sen-tē-ənt) : able to experience pleasure and **pain**

Fish have rich SENSORY WORLDS

Fish are SOCIAL and have EMOTIONS

Fish are AWARE of themselves and others, and of their environment





FUNDAMENTAL research



APPLIED research



INDUSTRY implementation

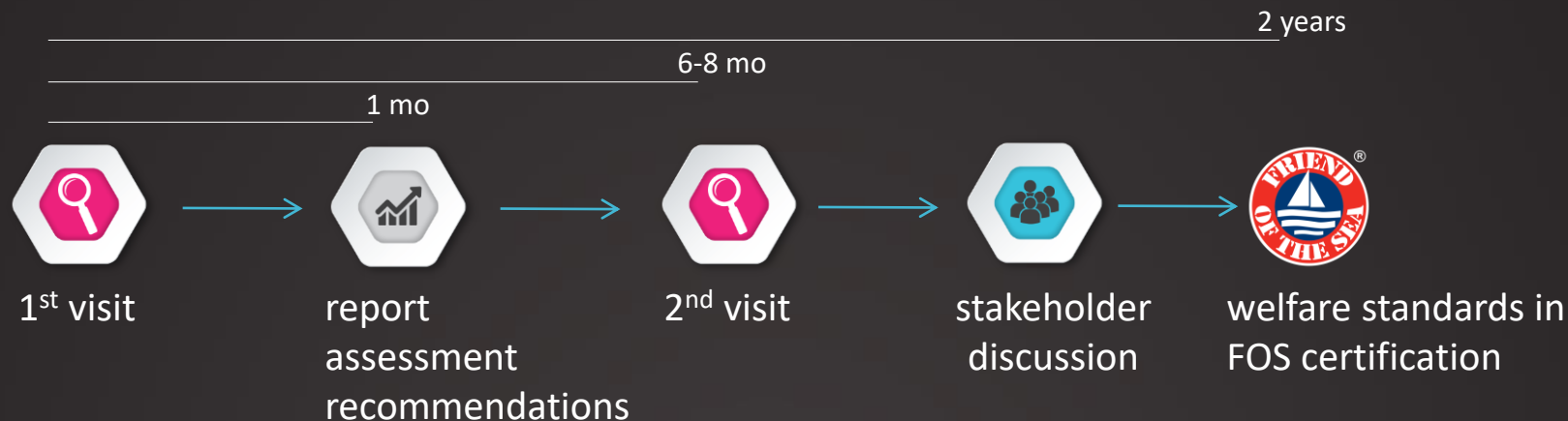
KNOWLEDGE IS KEY

for the social acceptability of animal welfare



WELFARE STANDARDS in aquaculture

CAREFISH project : 10 countries, 50 fish farms, 30 species



Public perception of FISH WELFARE

(Eurogroup for animals/CIWF survey: 9000 adults in 9 EU countries)

To what extent should fish welfare be protected?

	%
The welfare of fish should be protected to a <u>greater</u> extent than the welfare of other animals we eat	11%
The welfare of fish should be protected to the <u>same</u> extent as the welfare of other animals we eat	79%
The welfare of fish should be protected to a <u>lesser</u> extent than the welfare of other animals we eat	5%
Don't know	6%



Public perception of FISH WELFARE

(Eurogroup for animals/CIWF survey: 9000 adults in 9 EU countries)

To what extent does these variables matter when buying fish?

	NET: At least some impact	Has a great impact	Has some impact	Has little impact	Has no impact	NET: Little/ no impact	Don't know
The quality of the fish	85%	61%	24%	5%	2%	6%	4%
The freshness of the fish	85%	66%	19%	5%	2%	7%	3%
The cost	75%	36%	39%	12%	4%	16%	4%
The welfare of the fish	61%	27%	35%	17%	8%	25%	9%



Public perception of FISH WELFARE

(Eurogroup for animals/CIWF survey: 9000 adults in 9 EU countries)

How much would you be willing to pay for a 'higher welfare' version of the same fish product?

	%
10.1% or less	6%
0.1% – 10.0% less	2%
The same (0%)	7%
0.1% – 10.0% more	27%
10.1% – 20.0% more	18%
20.1% – 30.0% more	16%
30.1% – 40.0% more	6%
40.1% – 50.0% more	8%
50.1% – 60.0% more	2%
60.1% – 70.0% more	1%
70.1% – 80.0% more	2%
80.1% – 90.0% more	2%
90.1% – 100.0% more	1%
100.1% or more	3%





What social challenges lie ahead?

