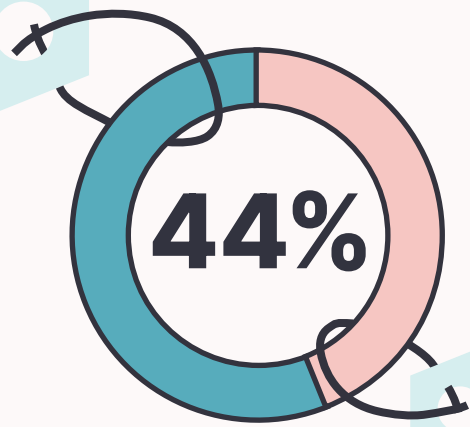


MISLABELING SEAFOOD

The Costly Fishy Situation

What is seafood mislabeling?

Seafood mislabeling is the false or incorrect labeling of a seafood product.



of seafood labeling in Canada were mislabeled

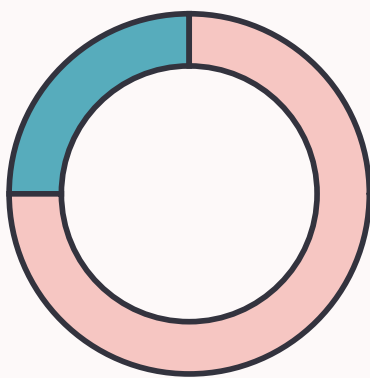
The product is labeled as one type of seafood when it is actually another.

How does this affect us?

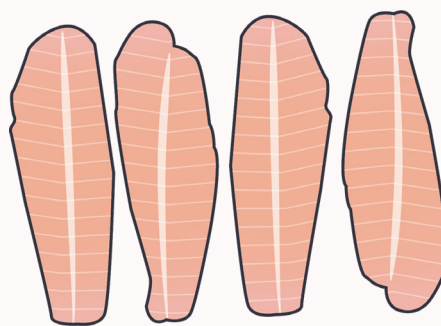
Customers are paying more for seafood that might be mislabeled as something worth less than its substitution.



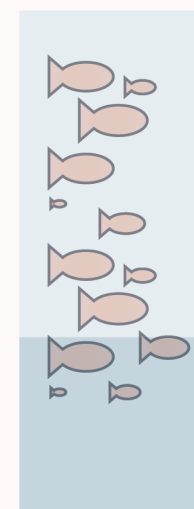
Seafood fraud, committed knowingly or not, is costing Americans up to **\$25 billion annually**.



75% of the time cheaper fish were mislabeled as something expensive.



Catfish can be sold as grouper, for example, for as much as **four times** its typical price.



New Yorkers who paid **35%** for "wild" caught fish is often farm raised substitutes. The fish substitutes were often cheaper.

How DNA Barcoding helps

DNA barcoding is a fast, accurate method of identifying species or products made from them. DNA barcoding itself is a DNA sequence that uniquely ID's each species of living things.

For decades, DNA sequencing has been the only tool that can make sense of anonymous fish parts.



8,200
varieties of fish identified

By the FDA and scientists from the University of Guelph's Consortium for the Barcode of Life project.

With DNA barcoding seafood can be identified via DNA sequence - allowing researchers and consumers to identify substituted seafood. This can cause businesses to pay fines and face bad publicity.