

Changing behavior by communicating to seafood buyers

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SeaWeb Europe (www.seaweb-europe.org) has developed a Seafood Guide (*Guide des espèces à l'usage des professionnels*), which became a key instrument for its communication towards the seafood sector to help for sustainable supply.

The *Guide des espèces* is now seen as a reference among seafood buyers in France and in Belgium regarding sustainable issues. It is based on a compilation of scientific data on the main consumed species, which have been presented in a pedagogic way, with an important science communication effort. It helps seafood buyers to choose their products on the base of the 3 key criteria for sustainability: health of the stock, fishing technics, maturity size (and conditions of production for farmed products).

Launched for the first time in 2008, updated every year to integrate the very last scientific data available, the *Guide des espèces* is requested by all key professional actors among the seafood chain (from fishermen and fish farmers, to wholesalers, suppliers, retailers, fishmongers, chefs and restaurants) and has contributed to change supply practices.

This *Guide des espèces* is now the base of SeaWeb Europe seafood activities, such as the development of a network of chefs and fishmongers who commit themselves to buy sustainable seafood for their clients. A European culinary contest on sustainable seafood for young chefs (*Concours Olivier Roellinger*) is also a key project based on this approach.

The *Guide des espèces* has been also adopted in Belgium by the Flanders Marine Institute (VLIZ) and the Institute for Agricultural and Fisheries Research (ILVO), and is available in Dutch since 2014. A bilingual dedicated website is also available and is well used: www.guidedesespeces.org - www.zeevruchtengids.org.

The *Guide des espèces* receives every year the support of seafood stakeholders, which see the added value of this tool and wish to help for its publication.

This presentation will show how the *Guide des espèces* has helped the seafood buyers to change their practices and what other tools/activities SeaWeb Europe has developed to communicate towards specific players of the seafood chain.