



## AMERICANS LEERY OF POTENTIAL USDA ORGANIC LABEL FOR FARMED SEAFOOD

According to a recent survey by the Pure Salmon Campaign six in 10 respondents said that they would not expect farmed fish with the “USDA Organic” label to contain contaminants or be farmed in such a way that is harmful to marine wildlife and not allow fish to follow their natural behavior. Those with lower household incomes were more likely to be unsure than respondents with incomes of more than \$25K.

Slightly more than two thirds (67%) said it would reduce their trust in the “USDA Organic” label in general if “USDA” farmed fish were found to contain contaminants such as PCB’s and were farmed in such a way that harms marine wildlife and inhibits farmed fish’s natural behaviors. This attitude was significantly higher among females than males (72% vs. 61%), respectively, and those between the ages of 35-64.

The Pure Salmon Campaign poll was conducted by telephone with a nationally representative sample of 641 Americans from October 13-17, 2006. The margin of error was plus or minus 3.87 percentage points.

The Pure Salmon Campaign ([www.puresalmon.org](http://www.puresalmon.org)) is a global project of the National Environmental Trust. It has partners in the United States, Canada, the European Union and Chile all working to improve the way salmon is produced.

The poll was conducted using ICR’s telephone omnibus survey of adults age 18 and over. **ICR** is one of the nation's leading market and opinion research firms and is headquartered in Media, PA. For more information on this methodology, please go to: <http://www.icrsurvey.com>.

