

# TABLE OF CONTENTS

<b>1. Why and how to differentiate?</b> .....	<b>7</b>
<b>2. The context</b> .....	<b>9</b>
New Labelling EU Regulations.....	9
Overview of the European Market.....	9
Consumer expectations .....	11
Special case of ecolabels for fisheries products.....	13
<b>3. Immaterial differentiation</b> .....	<b>15</b>
Specific attributes of aquatic products.....	15
Labelling: different procedures.....	18
From selling fish to offering a « service » .....	21
<b>4. Questions to ask</b> .....	<b>23</b>
The market, your enterprise, your products.....	24
Creating a difference is good but not Enough, communicating is essential .....	26
What are your resources?.....	28
Is it worth it? .....	28
<b>5. Labels, brands and other differentiating signals</b> .....	<b>30</b>
Label Rouge .....	31
Saveur de l'Année / Sabor del anno.....	34
Protected Designation of Origin (PDO) .....	36
Protected Geographical Indication (PGI).....	40
Traditional Specialty Guaranteed (TSG) .....	44
Collective brands (fisheries and aquaculture).....	46
Regional multiproduct brands .....	50
National brands.....	51
Organic labels.....	55
Marine Stewardship Council (MSC) .....	59
Friend of the Sea (FOS).....	63
The Sustainable Seafood Coalition (SSC) .....	67
The French Ecolabel.....	68
Aquaculture Stewardship Council (ASC).....	69
Global Gap .....	71
Fair Trade .....	73
Animal welfare .....	75
Industry brands (producer or processor) .....	77
Private Labels (PL) .....	79
Halal and Kosher certifications.....	82
<b>Table summarising the main appellations/labels applied to aquatic products</b> .....	<b>83</b>