

Press Release

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Subject: FEAP calls for accurate seafood labelling to protect consumer trust and European aquaculture

The Federation of European Aquaculture Producers (FEAP) draws attention to a growing concern in international seafood markets regarding the mislabelling of fish species, particularly the use of the generic term *sea bass* for products that are not European sea bass but seek to benefit from the latter's established reputation and market value.

Recent market observations (see picture) have revealed that *Semomund* (*Lateolabrax japonicus*), a fish species captured and farmed in the Indo-Pacific region, is often marketed simply as *sea bass* in several Asian and Middle East countries.



This practice risks misleading consumers and undermines the reputation of European sea bass (*Dicentrarchus labrax*), a distinct species farmed responsibly and sustainably across the Mediterranean Sea.

Accurate labelling is essential to ensure transparency, maintain consumer confidence, and protect fair competition in international trade. Misleading product descriptions not only confuse consumers but also dilute the value of high-quality European aquaculture products that comply with stringent environmental, food safety, and traceability standards.

FEAP encourages competent authorities, retailers, and industry stakeholders worldwide to ensure that seafood products are clearly identified by their correct common and scientific names. When referring to Asian *sea bass* products, the terms *Semomund*, *giant sea perch*, or *Asian sea bass* should be used, as informed by FAO (<https://www.fao.org/species/cultured-fish>), to distinguish them correctly from the European sea bass.