

Press Release

For immediate publication

Brussels
3-November-2025

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 *seabass* for products that are not *European seabass* but seek to benefit from the latter's established reputation and market value.

Recent market observations (see picture) have revealed that barramundi (*Lates calcarifer*), a fish species captured and farmed in the Indo-Pacific region, is often marketed simply as *seabass* in several Asian and Middle East countries.



This practice risks misleading consumers and undermines the reputation of *European seabass* (*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 *Lates calcarifer* products, the terms *barramundi*, *giant seaperch*, or *Asian seabass* should be used, as informed by FAO ([read](#)), to distinguish them correctly from the *European seabass*.

Ensuring truthful labelling supports informed consumer choices, protects the integrity of international seafood markets, and helps sustain the positive image of European aquaculture globally.

About the Federation of European Aquaculture Producers

The Federation of European Aquaculture Producers is an organisation that represents the European fish farming profession and is based in Brussels. FEAP is composed of 24 national fish farming associations from 23 countries, both EU and non-EU. The combined yearly production of FEAP members surpasses 2,5 million tonnes of nutritious, safe, delicious, and environmentally sustainable fish.