Thanks for having accepted to become a sample collector for our campaign of fraud detection in fish !

FishLabel
Sampling procedure

Vous trouverez dans ce document tous les renseignements nécessaires pour effectuer correctement l'échantillonnage.

Why this study ?

This study is a joint initiative of the NGOs Bloom and Paris-Montagne, together with scientists at INSERM and the National Museum of Natural History.

It seeks to detect and measure the labelling fraud on commercially available fish species. Fraud may have important consequences, not only on economy and trust we have in restaurants and supermarkets but also on our health and on fish resources.

Indeed, the temptations to fraud are bigger when cheap species can be substituted to highly demanded, expensive species, but also when they can be replaced by others, caught illegally or not presenting enough sanitary garanties (some exotic species being toxic).

Detecting and measuring fraud is a necessary tool in understanding the food markets.

In this kind of studies, the sampling part is crucial. It will determine the final quality of the data and the results. The more useful samples we have, the more convincing our study. That is why we are asking you to give special care to the informations you will give us.

What to do

We want to check whether the fish you bought corresponds to the species that was indicated. To do this, we need a sample of the fish flesh and the information on the label. **These two parts are equally important.**

What to sample

There are dozens of species sold in France. We have chosen to focus on only a small part of them. We ask you to sample only fish sold under the following names :

1. Bar ou Loup
2. Lieu noir
3. Cabillaud
4. Merlu ou Colin
5. Baudroie ou Lotte
6. Merlan
7. Sole
8. Pangas
9. Raie
10. Thon

So, if the menu indicates « fish », it is of no interest. Dishes containing different fish species are neither useful (« bouillabaisse » for instance, even if one of the species in in the dish is part if the species of this study). If there is a mix of fish and seafood (for instance is the sauce contains both shells and crabs), then the sample is useful.

What type of fish to sample ?

We focus on four types of fish commercial products :

- *fresh fillets in supermarket fishmongers*

  It is important that what you buy are fillets, and that the fish are not readily recognisable. We are interested only in supermarkets.

- *ready-made meals*

  They are ready-made meals available deep-frozen (type Picard) or vacuum-packed and refrigerated. Preserved cans are excluded from this study for technical reasons. In case of deep-frozen meals, it is recommended to sample the meal before heating it up, i.e. melt it down at room temperature or in the fridge, sample it and then cook it.

- *Restaurant meals*

  It can be raw fish (like sushis) or cooked. The DNA of deep cooked fishs, or fried fish is very degraded so we prefer that you prevent this type of cooking as much as possible.

- *Deep-frozen fish*

  They are fillets or fish steacks available deep-frozen in supermarkets. Fish available in entirety are not included.

How to sample ?

For each sample, we need you to fill 2 alcohol tubes that you will find in the kit with a piece of flesh of about the size of a pea.

If the pieces are too big, they will not be well kept and at risk of not being useful. So a pea, not more. Our detection methods are very powerful and a single little piece can be used several times.

We need two tubes because one of them will be kept for further checkings en case of doubts, or if the first one is not useful.

The two tubes of a single specimen must carry the same number !

What type of data to record ?

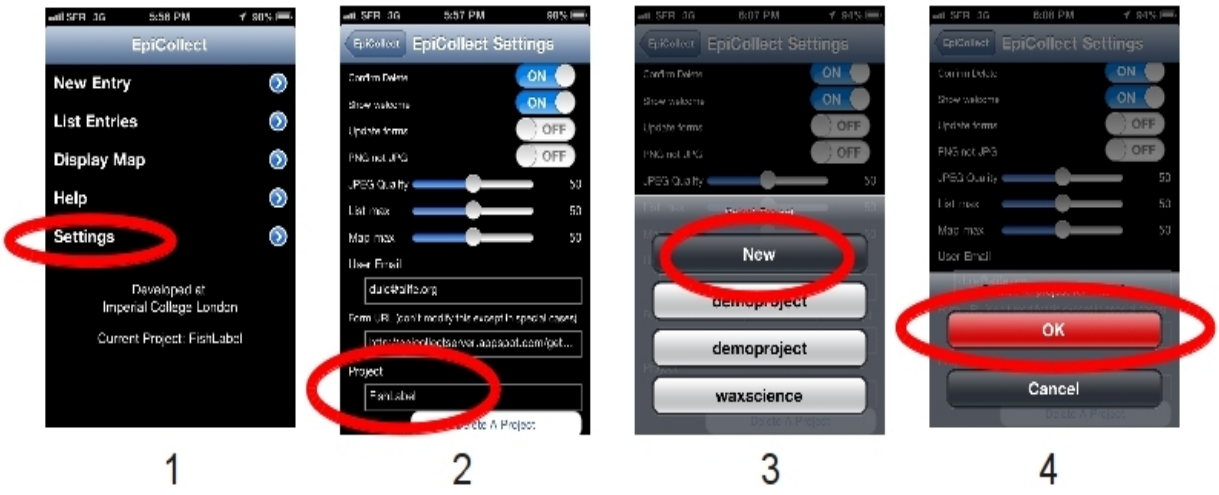
We ask you yo also gather some date on your sample. They are very important : **do not neglect any information.** They will allow us to check for mislabelling, to try to identify the its origin of the problem is something is wrong

and alos to analyse the data in details (for instance to know if the cheaper meals are more or less substituted). You have two possibilities to record the informations : online using your smartphone and an app called Epicollect, or by filling paper forms.

How to use Epicollect ?

You need an iPhone or any smartphone equiped with Android. You must install the app called **Epicollect**. It is an open-source, free and reliable tool written by british scientists and made available to all. Once the app installed on your phone, open it. You get a new screen and :

1. choose "settings" by clincking on the arrow on the right
2. click on the field "project"
3. validate by clicking on "new" and type in "FishLabel". Respect upper and lower cases.
4. validate by "OK".



You can know use Epicollect on your device.

Then, for each new sample, you must create a new form by choosing "New entry" in the main menu. Choose among the different possibilities to fill the field.

How to fill the forms ?

For each new form, you must fill all the fields you can. Some have already been described earlier. Here are some others.

- *sample number*

  It must strictly correspond to the one on the tube. Each mistake will make us check in details all the information that you gave us, to do the identification of the sample again... a lot of work. But the worse would be that we could not see it and that we would consider this as a case of

substitution.

- *Place of purchase*

It must be in France.

- *Commercial name / name of the meal*

This is the name indicated on the menu or the box. If there is a more detailled description, add it in the field "Meal description"

- *Scientific name*

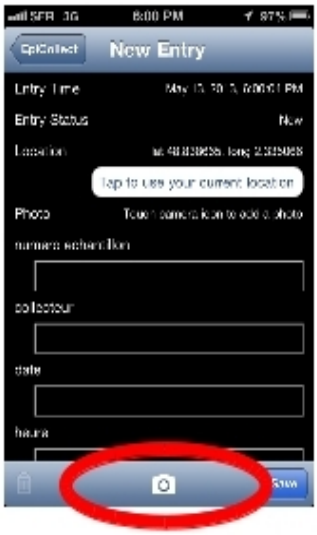
It is the latin species name. Any other definition should be entered in the field "Species name".

- *Geographic origin*

If it is not indicated, you can ask it to the waiter or the seller. Of course, we are interested in the area the fish has been caught, not the place to supplier got it.

- *Additional data*

It might be a label guaranteeing quality, an additional information about the fish or the way it has been prepared. Or any other useful information.



How to add a picture ?

You can a a single picture with Epicollect by clicking on the camara icon at the bottom of the screen when you fill a new form.

Take the most significant picture possible : if it is a deep-frozen fish or a ready-made meal, take a picture of the label and try to get as much details as possible. They usually contain a lot of information.

At the restaurant, take a picture of the piece of fish, with its skin, if appropried.

At the fishmonger shop, take a picture of the flesh on the stall, with all the surronding fillets of the same species.

If you are using the paper forms, or if you add complementary pictures, you can send them us by email. For this :

- put as file name the number of the sample, followed by a letter. For instance, if you send us two pictures of the sample #623, rename your files as 623A.jpg and 623B.jpg.
- Send the files to fishlabel@gmail.com

Can I fill the form online when I do not have access to the web?

Yes. When you will be connected again to the web, you can synchronise the

app with the online database.

What if I forget my smartphone or its battery is empty ?

You can fill the form online on the Epicollect website, and you can even add a picture. For this, go to the homepage of the project and click on "fill or modifiy a form" and then "add a new entry".

How to send us the samples

You just have to put them into the returning pre-stamped envelop and deposit it in a mailbox. That's it !

When shall I return the samples ?

- As soon as you collected 10 of them

or

- at the end of the sampling, when we will ask you to do so over email or phone, and whatever the number of samples (even one will be very helpful).

What's next ?

Once the sampling will be done, we will undertake the biologic and statistic analyses, whcih should take between 3 and 6 months. Then, we will write a report. We will keep you informed by email. However, depending on what we will find (or not), it is possible that our results will not please some people. That is why we will not communicate our preliminary results to anyone. But we will send you the complete analysis together with explanations as soon as it will be made public. For the same reason, we ask you not to publicly tell you are participating to this study (for instance on social webs). **Please keep also this document confidential.**

If you have any question, please contact us at :

fishlabel@gmail.com

or through the person who gave you this sampling kit