

# THE COST OF SEAFOOD FRAUD

Example Price Differences for Commonly Swapped Species (8 oz filets)

## AT THE GROCERY STORE

IF YOU MEAN TO BUY:

**GROUPE** \$7.00



BUT YOU GET:

**TILAPIA** \$2.99



YOU LOSE: \$4.01

## IN A RESTAURANT

IF YOU MEAN TO BUY:

**GROUPE** \$27.00



BUT YOU GET:

**TILAPIA** \$15.00



YOU LOSE: \$12.00

IF YOU MEAN TO BUY:

**WILD CHINOOK SALMON** \$7.50



BUT YOU GET:

**ATLANTIC FARMED SALMON** \$3.99



YOU LOSE: \$3.51

IF YOU MEAN TO BUY:

**WILD CHINOOK SALMON** \$26.30



BUT YOU GET:

**ATLANTIC FARMED SALMON** \$20.70



YOU LOSE: \$5.60