



**NOAA**  
**FISHERIES**

# Increasing Consumer Confidence in U.S. Produced Seafood

Laurel Bryant  
External Affairs and FishWatch,  
Office of Communications

June 20, 2018

“Explore a public education campaign focused on U.S. sustainable seafood and FishWatch – to better arm consumers with the facts about sustainable seafood.”

## NOAA Fisheries Priorities and Annual Guidance for 2018

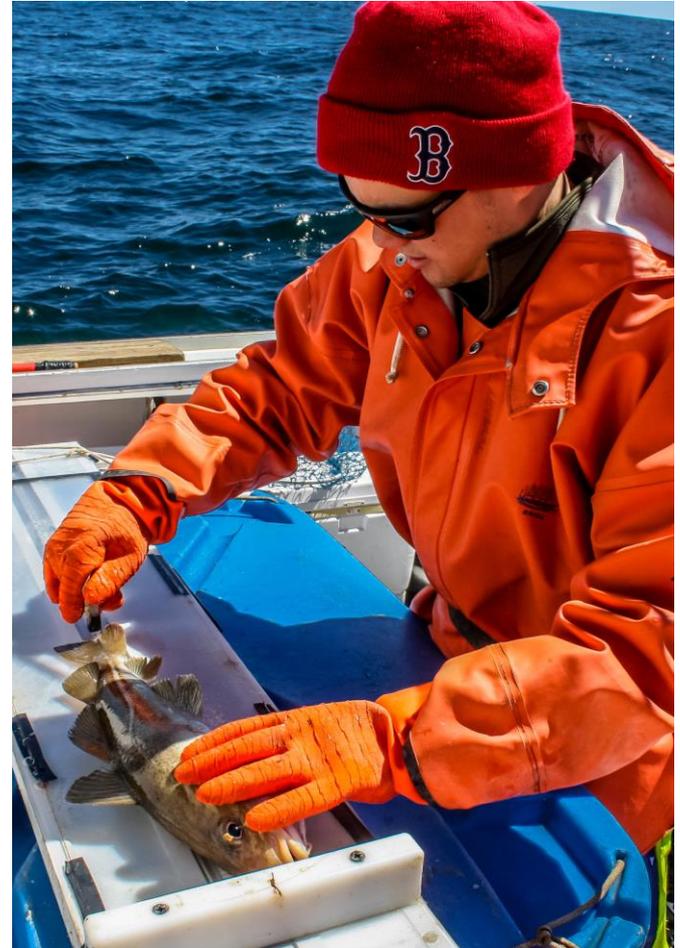


# Overview

- Exploring “the what” and where we are in the process
- Expanding marketability of FishWatch

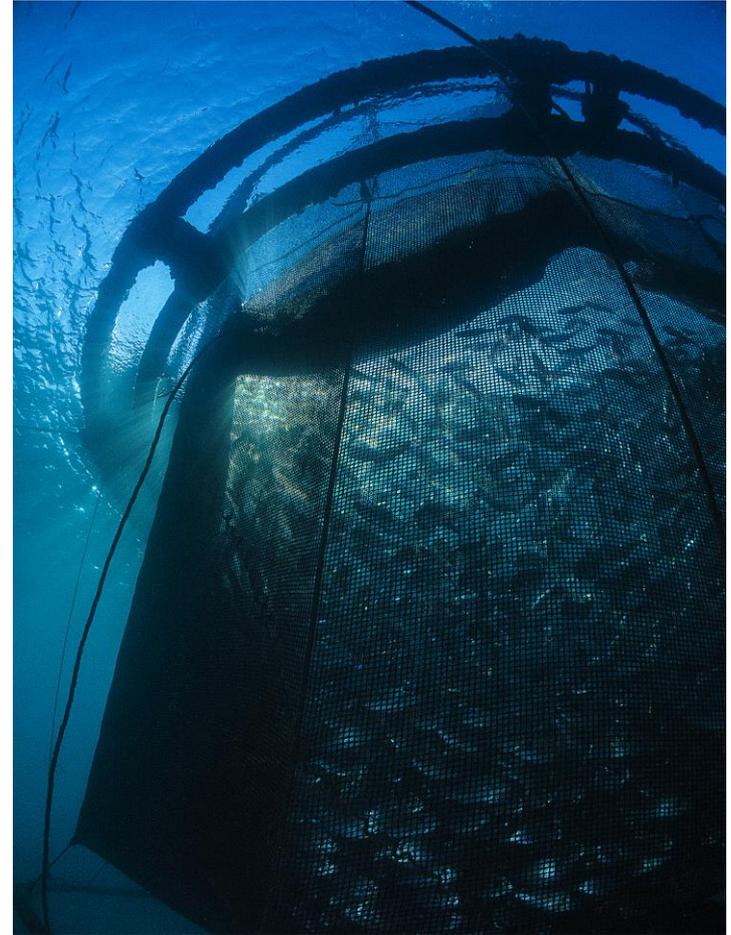


**FISHWATCH**  
**U.S. SEAFOOD FACTS**



# Opportunities and Drivers

- Administration interest in expanding U.S. seafood production
- U.S. is a recognized leader in sustainable fisheries
- Growing external partners— from diverse sectors
- Seafood is recognized as a healthy and environmentally sustainable protein
- Increased demand for domestic and local seafood



# Challenges

- Seafood is complicated
  - Consumer distrust
  - 3<sup>rd</sup> party ratings and certs
- Industry not coordinated
- NOAA Fisheries:
  - Not consumer facing
  - Not a marketing body
  - How do we enter the conversation?

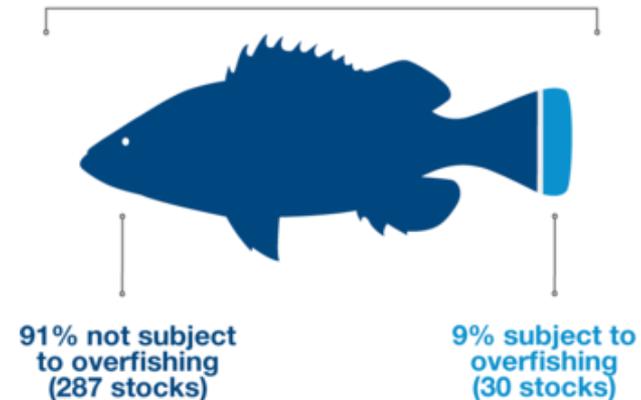


# NOAA Fisheries Assets

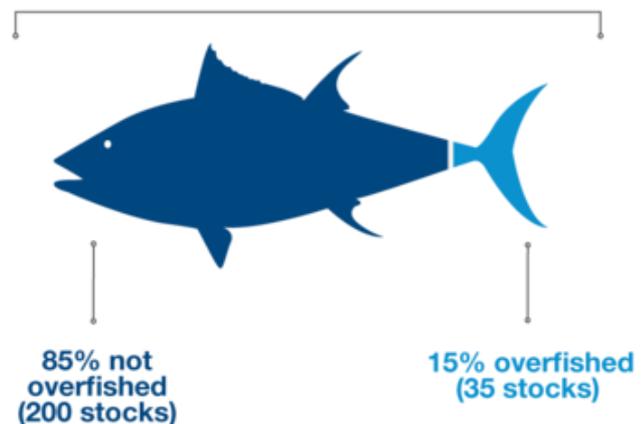
- Digital presence
- U.S. fisheries story and products – 3<sup>rd</sup> party amplification
- Increased responsibilities in seafood
- FishWatch.gov

## Status of Stocks Report 2017

317 stocks with known status

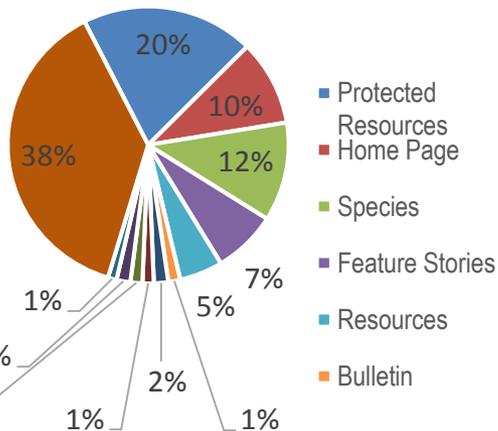


235 stocks with known status





### Most Popular Web Content



### Top 10 Feature Stories – May 2018

- [NOAA Fisheries Statement – Elliott Sudal](#)
- [Status of Stocks 2017](#)
- [Impacts of Invasive Lionfish](#)
- [Three Monk Seals Found Dead on Oahu](#)
- [10 Wonderful Whale Facts](#)
- [New Fisheries Stock Assessment Tool Goes Global](#)
- [Seafood Import Monitoring Program: Shrimp & Abalone](#)
- [California Sea Lion Population Rebounds to New High](#)
- [Faces of Right Whale Conservation: Barb Zoodmsa](#)
- [NOAA Warns Don't Shoot Seals and Sea Lions](#)

### Top 10 Videos – May 2018

- [Atlantic Recreational Shark Fishing: Handling and Release of Prohibited Species](#)
- [Reporting Entangled Whales in Hawai'i](#)
- [Steller Sea Lions: Citizen Science at Work](#)
- [Saildrones: Cutting Edge Technology for Ocean Research](#)
- [Species in the Spotlight: Pacific Leatherback Turtle](#)
- [False Killer Whales in the Hawaiian Islands](#)
- [Recovering the Southern Resident Killer Whale with Research and Conservation](#)
- [Habitat Restoration at NOAA: 25 Years](#)
- [Florida Sea Turtle Study](#)
- [North Atlantic Right Whale: Stay 500 Yards Away](#)

### Most Popular Social Media Content

**Instagram (65,843 Followers)**  
841 new followers



**Most Popular Post (4/5/18):**  
#EndangeredSpecies  
Day Steller sea lion pups.

**Facebook (65,773 Followers)**  
578 new followers



**Most Popular Post (4/5/18):** 2017 was another great year of progress rebuilding our nation's fish stocks.

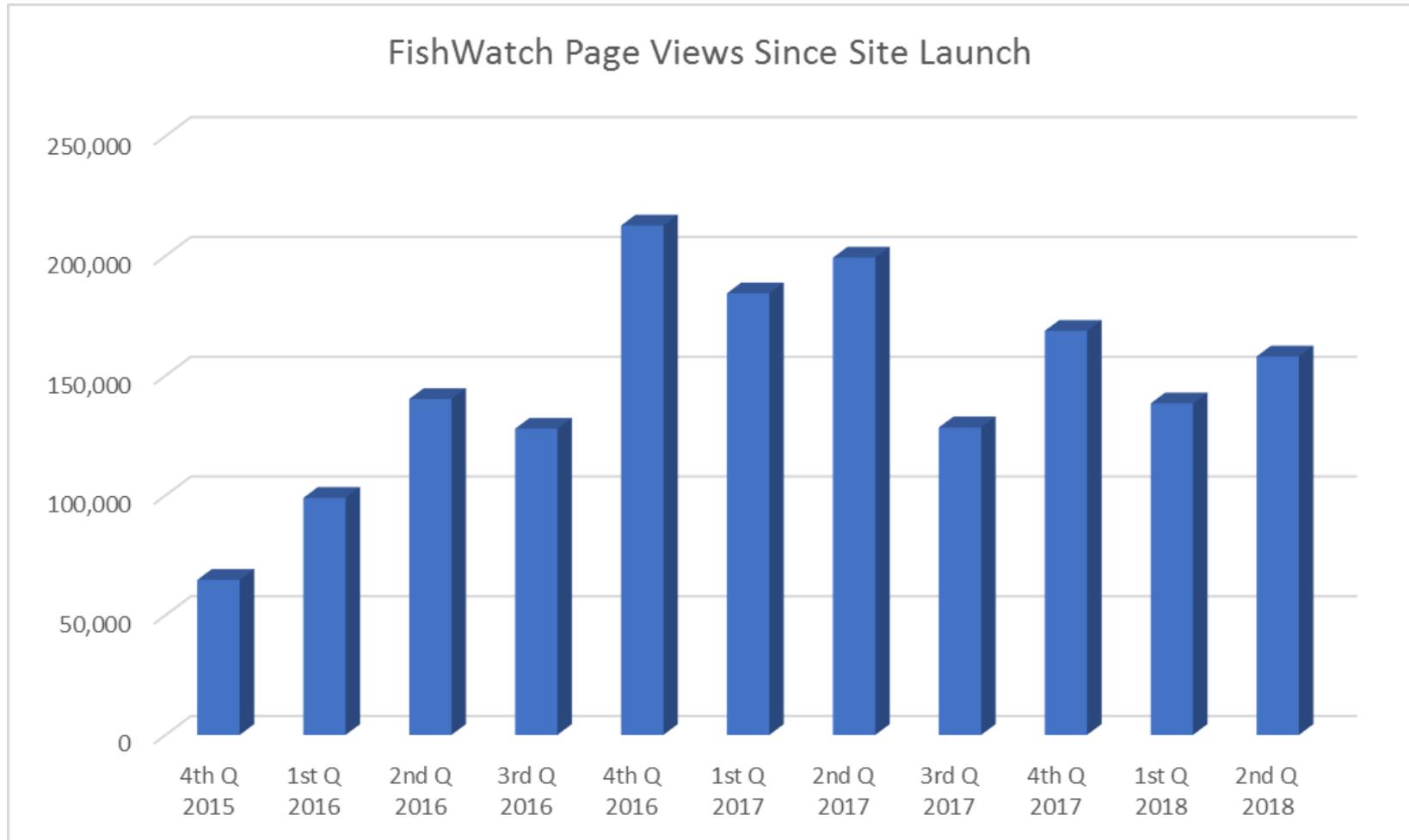
**Twitter (42,238 Followers)**  
250 new followers



**Most Popular Tweet (4/19/18):** We have rebuilt 44 stocks since 2000; 3 new stocks rebuilt in 2017.



# Assets – FishWatch Analytics



US fisheries report reveals all-time-low numbers of overfishing, overfished stocks

## **Chefs serve up support for sustainable U.S. seafood**

**The Magnuson-Stevens Act  
*A Bipartisan Legacy of Success***

## **Ocean Conservancy supports NOAA Fisheries' Strong Commitment to Comprehensive Fisheries Management**

NOAA: US a leader in long-term sustainable fisheries management

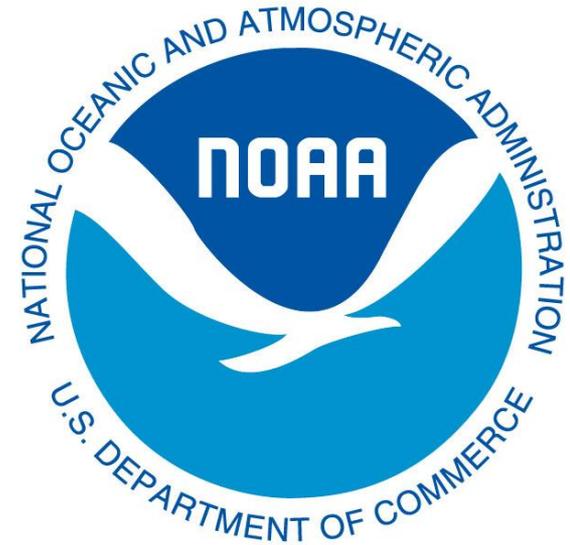
# Monterey Bay Aquarium's Seafood Watch program remains influential

AP report claims Sea To Table lied to customers about seafood origins

**NFI's Connelly: NOAA's silence giving rise in US to third-party certifiers**

# Campaign Development

- Develop a visual branding and slogan
- Re-package existing assets and programs onto branded webpage
- Quarterly or monthly e-publications for 3<sup>rd</sup>-party use
- Launch strategically
- Launch with third party validators and consumer-facing players (e.g. SNP, FMI, NFI...)



**NOAA**  
**FISHERIES**



# Campaign – FishWatch

- ✓ • FishWatch logo – third party user agreement
- ✓ • Letters of confirmation
- ✓ • Outreach materials

In consideration:

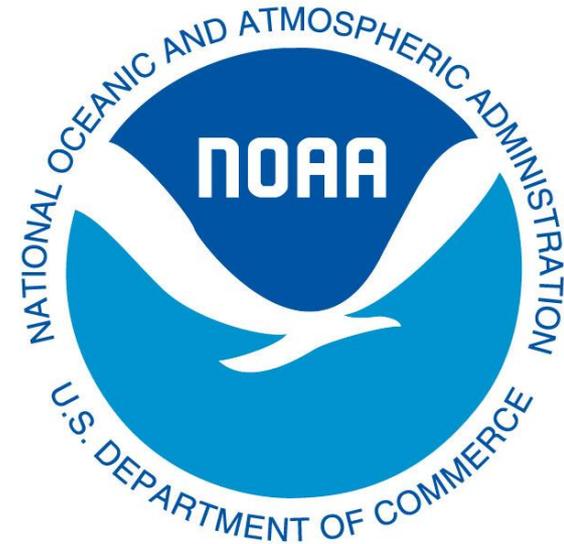
- Point-of-sales materials--*FMI*
- Quarterly/Mo. feature story—*FMI, SNP, others?*



A promotional banner for FishWatch. At the top, a dark blue bar contains the website address [www.fishwatch.gov](http://www.fishwatch.gov) in white text. Below this, the FishWatch logo is displayed, which is a circular emblem featuring a fish silhouette and the text "NOAA" and "www.FishWatch.gov". To the right of the logo, the words "FISHWATCH" are written in large, bold, blue capital letters, with "U.S. SEAFOOD FACTS" in smaller, bold, blue capital letters underneath. The background of the banner is a photograph of a large fish swimming in clear blue water, with several smaller fish visible in the background. At the bottom of the banner, a dark blue bar contains the text "The Nation's Database on Sustainable Seafood" in white.

# Marketing

- Ad Council
- Promotion Board
- Food Marketing Institute –  
*July/Oct*
- Seafood Nutrition Partnership –  
*Sept.*
- Culinary
- Final strategy – *aiming for Oct*



**NOAA**  
**FISHERIES**

# Future of FishWatch

- Addition of more U.S. aquaculture species profiles (2019)
- Possible Mobile app? (2021+)

What does MAFAC think?

- Awards program – would allow “limited” 2-way recognition
- Inclusion of non-federal species...but how?



# Thank you...

[Laurel.Bryant@noaa.gov](mailto:Laurel.Bryant@noaa.gov)

240-429-9408