



# A Year in Review of MAFAC's Seafood Promotion Task Group – is it time for a National Seafood Council?

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**Megan Davis**, on behalf of the Seafood Promotion Task Group:  
Sebastian Belle, Roger Berkowitz, Robert Gill,  
Donald McMahon, Stefanie Moreland, Mike Okoniewski, Jim Parsons,  
Harlon Pearce, Joe Schumacker, and Matthew Upton

**06/2018 Meeting:**

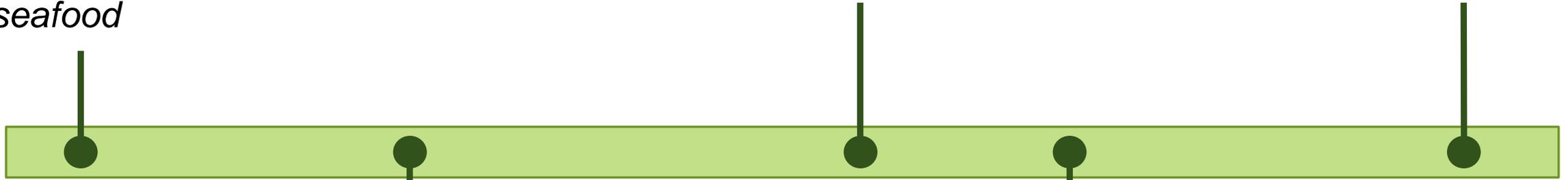
Presentation on FishWatch and *Building consumer confidence and support for U.S. seafood*



**03/2019**  **Seafood Expo**  
NORTH AMERICA

Floor interviews with Expo attendees on idea of a National Seafood Council

**Today:** Is it time for a National Seafood Council?



**11/2018 Meeting:**

FSPA Presentation

Panel: *Elevating Consumer Confidence in U.S. Seafood*



**05/2019 Meeting:**

Panel: *U.S. Seafood and the Fish and Seafood Promotion Act*



# Is it time for a National Seafood Council?

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- Seafood is a diverse and complicated industry
- Can a National Council provide a unified voice to:
  - Encourage more consumption of U.S. seafood,
  - Ensure the consumer has accurate info on the sustainability of U.S. wild caught and aquaculture seafood products,
  - Benefit the U.S. seafood industry, and
  - Complement existing initiatives

# Learning from USDA

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- The Commodity Act and Fish and Seafood Promotion Act offer similar marketing capabilities to industry
- The challenges we face in our discussions *are not all unique to the seafood industry*
- What can we learn from those who are successfully operating these USDA boards?

# Goals for today/this week:

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- Learn from our panelists about the inner workings, challenges, value, and frameworks of USDA overseen commodity boards
- Utilize takeaways from this panel to continue MAFAC's examination on the value of a National Seafood Council
- Determine whether the draft Concept Paper should be modified and/or finalized, and develop work plan to gather public feedback

# Introduction of our panelists:

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**Heather Pichelman**, Director, Promotion and Economics Division,  
Specialty Crops Program Agricultural Marketing Service, USDA

**Mary Anne Hansan**, President, Paper and Packaging Board

**Stephen Lovett**, former CEO, Softwood Lumber Board



Why a concept paper?

**06/2018 MAFAC Meeting:**

Presentation on FishWatch and  
*Building consumer confidence and  
support for U.S. seafood*



**03/2019 SENA**

Floor interviews with Expo attendees  
on idea of a National Seafood  
Council

**Today, 10/15/19:**  
USDA Panel  
Concept Paper  
Work Plan



**11/2018 MAFAC Meeting:**

FSPA Presentation  
Panel: *Elevating Consumer  
Confidence in U.S. Seafood*

**05/2019 Meeting:**

Panel: *U.S. Seafood and the  
Fish and Seafood Promotion  
Act*

**April 2020?**

Finalize MAFAC  
recommendations

**Thursday, 10/17/2019:**

Finalize Concept Paper

**12/19-02/20 Execute Work  
Plan to gather feedback**



**November 2019**

Develop Work Plan

**03/2020 SENA**

Panel: *How do we Increase Consumption in the U.S. --  
Is it Time to Revisit the Idea of a National Seafood  
Council?*

Listening session

# Is the message of the concept paper correct?

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- Objective/purpose
  - Do we have a unique mission?
  - US Seafood focus?
- Funding mechanisms, are there others?
- NMFS oversight or others?