



Establishing a National Seafood Council: Draft Recommendations from the Marine Fisheries Advisory Committee

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*Virtual MAFAC Meeting,
June 29, 2020*

MAFAC'S EVALUATION OF A NATIONAL SEAFOOD COUNCIL

- Evaluate what NOAA Fisheries can do in its federal role to help **increase consumer confidence and consumption of U.S. seafood**
- Gathering information and advice from U.S. seafood community on the establishment of an industry led National Seafood Council under the Fish and Seafood Promotion Act as a mechanism to increase U.S. consumption of U.S. seafood
- Taking into account the COVID-19 crisis, which has amplified the need for direct-to-consumer education and marketing

June 2018
Presentation on *FishWatch* and *Building consumer confidence and support for U.S. seafood*



March 2019: SENA 
Floor interviews with Expo attendees on idea of a National Seafood Council

October 2019
USDA Agricultural Marketing Services Panel 



November 2018
Fish and Seafood Promotion Act Presentation
Panel: *Elevating Consumer Confidence in U.S. Seafood*

May 2019
Panel: *U.S. Seafood and the Fish and Seafood Promotion Act*



November 2019
Develop Work Plan

Dec 2019 – April 2020
Execute Work Plan to gather feedback

March 2020
COVID-19 escalates in the U.S.

June 29 – July 1 2020
MAFAC votes on recommendations to NMFS/NOAA/DOC

May 2020
Webinar: *How Do We Increase Consumption in the U.S. — Is it Time to Revisit the Idea of a National Seafood Council?*



Fish and Seafood Promotion Act 1986

To promote the consumption of domestically harvested seafood with two Federally (Commerce) managed marketing capabilities:

1. Congressionally funded National Fish and Seafood Promotion Council
2. Industry assessment-funded species-specific councils

Agricultural Marketing Service

Creating Opportunities for Farmers and Businesses



The Goal of Check-off Programs

To maintain and expand domestic and foreign markets for agricultural commodities



R&P PROGRAM ANNUAL ASSESSMENT REVENUE - 2018

Commodity	Assesment Revenue
Dairy	\$334.1M
Soybeans	\$102.8M
Fluid Milk	\$90.0M
Cotton	\$90.1M
Pork	\$73.2M
Hass Avocados	\$48.0M
Beef	\$42.5M
Paper & Packaging	\$17.9M
Eggs	\$24.0M
Potatoes	\$13.5M
Softwood Lumber	\$9.9M
Peanuts	\$10.0M

Commodity	Assesment Revenue
Honey	\$6.2M
Blueberries	\$6.7M
Mangoes	\$7.0M
Sorghum	\$6.3M
Mushrooms	\$4.2M
Watermelons	\$3.4M
Lamb	\$2.5M
Christmas Trees	\$1.5M
Raspberries	\$1.4M
Popcorn	\$0.6M
TOTAL	\$895.8

Learning from USDA Agricultural Marketing Service (AMS)

- Fish and Seafood Promotion Act and the Commodity Act offer similar industry marketing capabilities



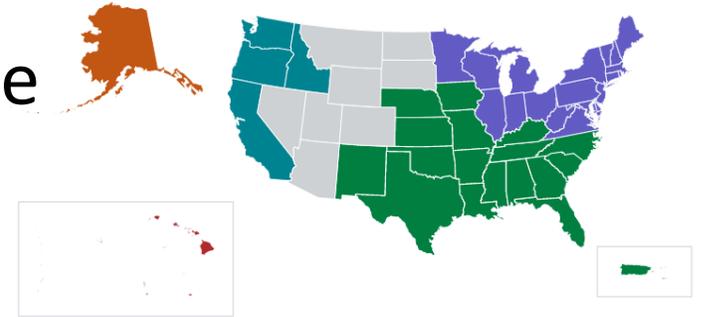
Value Proposition of a National Seafood Council that conducts promotion, marketing, research, and education:

- Bring together a diverse and complex industry
- Complement and amplify existing seafood initiatives
- Create positive and unified messaging for industry
- Help consumers overcome misinformation about seafood and understand the health benefits of consuming seafood
- Add value to the U.S. seafood industry
- Create a generic brand for U.S. seafood
- Increase demand and consumption of U.S. seafood

METHODS

1. Interviews with the Seafood Community

- Regional coverage
- Industry sector and trade organization coverage



2. Evaluation of the Fish & Seafood Promotion Act

- Advisors with experience in commodity boards or associated authorizing language

Samples of Interview Questions for the Seafood Community

“How do you envision a National Seafood Council benefiting all sectors of the U.S. seafood industry, unifying the industry, and increasing U.S. seafood consumption?”

“Do you think the industry has a willingness to pay an industry assessment fee?”

“Could you see a National Seafood Council complementing the existing boards and councils’ marketing efforts?”

Thank you to those who participated in an interview:

Brad Balderson, Harmony Seafoods

Jacqueline Claudia, LoveTheWild

John Connelly, National Fisheries Institute

Linda Cornish, Seafood Nutrition Partnership

Julianne Curry, Icicle Seafoods

Sonny Davis, Quinault Pride Seafood

Julie Decker, Alaska Fisheries Development Found.

Jason De la Cruz, Wild Seafood

John Dentler, Northwest Aquaculture Alliance

Bob Desautel, Global Seas

Bill Dewey, Taylor Shellfish

Bill DiMento, High Liner Foods

Frank Dulcich, Pacific Seafood

Manny Duenas, Guam Fishermen's Cooperative Assoc.

Raimundo Espinoza, Conservacion Conciencia

Lyft Gildersleeve, Flying Fish Company

Sam Grimley, Sustainable Fisheries Partnership

Buddy Guindon, Katie's Seafood Market

Leigh Habegger, Seafood Harvesters of America

Mary Anne Hansan, Paper and Packing Board

Jana Hennig, Positively Groundfish

Bill Herzig, Sustainable Strategies and Initiatives

Allen Johnson, Allen F. Johnson Associates

John Kaneko, Hawaii Seafood Council

Jeff Kauffman, Central Bering Sea Fishermen's Assoc.

Eric Kingma, Hawaii Longline Association

Marianne LaCroix, Maine Lobster Marketing Collab.

Hugh Link, Oregon Dungeness Crab Commission

Craig Morris, Genuine Alaska Pollock Producers Assoc.

Chris Nelson, Bon Secour Fisheries

Dan Obradovich, Pacific Seafood

Wally Pereyra, Arctic Storm

Brad Pettinger, formerly Oregon Trawl Commission

Steve Philips, Wegmans

Eugenio Piñero, Caribbean fisheries expertise

John Quinn, UMass Dartmouth Law School

Laura Ramsden, Foley Fish

John Salle, Trident Seafood

Barton Seaver, Coastal Culinary Academy

Hazel Secor, Cape Flattery Seafoods

Chris Sherman, Island Creek Oysters

Gil Sylvia, Oregon State University

Ewell Smith, Carolina Loggers Assoc.

Mary Smith, Inland Seafood

Richard Stavis, Stavis Seafood

Wally Stevens, Global Aquaculture Alliance

Laurie Stevens, Southeastern Fisheries Assoc.

Al Sunseri, P&J Oyster House

Rudy Tsukada, Southcentral Alaska fisherman

Shane Underwood, Quinault Pride Seafood

Wayne Watkinson, Watkinson-Miller

John Williams, Southern Shrimp Alliance

Jeremy Woodrow, Alaska Seafood Marketing Inst.



FINDINGS AND RECOMMENDATIONS

MAFAC recommends:

Reestablishment of an industry-led
National Seafood Council using revised
FSPA language

RECOMMENDATIONS 1 & 2

1. Mission of the National Seafood Council

- Support the U.S. seafood community to collectively conduct education, research, and marketing to increase U.S. seafood consumption, improve the health of the American people, and provide a return on investment to the U.S. seafood industry.

2. Serves the U.S. Seafood industry

- Focus on U.S seafood as a whole
- Wild capture and aquaculture

RECOMMENDATION 3

Resources and Services

- Unified voice for the industry
- Marketing, promotion, research and education
- Support to U.S. industry and products without disparaging imports
- Direct to consumer outreach
- U.S. generic seafood brand and storytelling

Accountability and Transparency

- Metrics, monitoring, and evaluation
- Public access to resources
- Dissemination of information

RECOMMENDATION
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RECOMMENDATION 5

Source of Funding

- Restart the Fisheries Promotion Fund in the FSPA to allow for Congressional flow of deposits to this effort
- No less than \$10M, recommends \geq \$25M annually
- Appropriate for a 5-year renewable cycles
- Consider funding from SK tariff funds, without compromising NMFS budget

Council Member Representation and Governance

- Members provide strategic direction for mission and functions and establish governance practices
- Executive Director, staff and figure head
- Membership
 - 17 members with an Executive Committee
 - Initial 4-year terms, thereafter 3 year with 2 term limits

RECOMMENDATION 6

RECOMMENDATION 6 (continued)

Council Representation

- Marketing (not sales) expertise
- Tribal, Alaskan natives, Pacific Islanders
- Small and big business operations
- Regional and National representatives
- Aquaculture
- Public health and nutrition
- Restaurants and retail marketplace
- Non-profit organizations
- Open rotational seat

RECOMMENDATION 7

Oversight Agency

- NOAA Fisheries
- Ample degrees of separation from regulatory arm
- Oversight role and expertise
- Collaboration with USDA Agricultural Marketing Services
- Industry-led Council operates independently with strong partnership with NOAA and Industry

Use of FishWatch for Industry and Consumers

- Should be the key place for information on U.S. wild caught fisheries, aquaculture, and sustainable practices
- Could be used as a testing ground for messaging a National Seafood Council
- Resources to support expansion

RECOMMENDATION
8

Amendments to the Fish and Seafood Promotion Act

- NMFS Policy and GC, in consult with DOC GC, should draft amendments the FSPA to implement MAFAC's recommendations to reestablish an industry-led National Seafood Council

RECOMMENDATION
9

RECOMMENDATION 10

Sustain Momentum for a National Seafood Council

- NMFS to continue to communicate with industry and relevant stakeholders about the National Seafood Council concept

NEXT STEPS FOR THE MARINE FISHERIES ADVISORY COMMITTEE

- Discuss comments and questions with MAFAC
- Commerce Subcommittee will make any changes as needed in tomorrow's committee session
- MAFAC vote on final recommendations to NMFS/Commerce – **Thursday July 1, 2020**



ADDITIONAL SEAFOOD PROMOTION TASK GROUP INPUT

Prince Bay
Farm Raised
Salmon Steak
Product of British Columbia
\$13.99/lb

Wild Caught West
Coast Dover Fillet
Product of USA
\$12.99/lb

Wild Caught
Previously
Frozen Chilean
Sea Bass Fillet
Product of Chile
\$33.99/lb

Farm Raised Fresh
Arctic Char Fillet
Product of Canada
\$18.99/lb

Clean Fish
Farm Raised
Blue Tilapia
Product of Peru
\$13.99/lb

Wild Caught
Walleye Fillet
Product of USA
\$24.99/lb

Farm Raised
Goosberry
Cove Cod Fillets
Product of Canada
\$17.99/lb



MAFAC DISCUSSION
AND QUESTIONS

RECOMMENDATIONS FOR A NATIONAL SEAFOOD COUNCIL

1. Mission of the National Seafood Council
2. Serves the U.S. Seafood industry
3. Resources and Services
4. Accountability and Transparency
5. Source of Funding
6. Council Member Representation and Governance
7. Oversight Agency
8. Use of FishWatch for Industry and Consumers
9. Amendments to the Fish and Seafood Promotion Act
10. Sustain Momentum for a National Seafood Council