



NOAA
FISHERIES

2020 MAFAC Update

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& Federal Officer to MAFAC

MAFAC Recommendations - July 2020

Letters to the Secretary:

- Recommendations to relieve financial pressures due to the COVID pandemic
- Support for the E.O. Promoting American Seafood Competitiveness and Economic Growth.

Reports:

- Overview of concerns of rapid pace of national offshore wind development and the challenges/impacts it poses, with recommendations.
- Findings and recommendations to re-establish an industry-led National Seafood Council.

Establishing a National Seafood Council: Report and Recommendations from MAFAC

Question posed to MAFAC in 2018:

What can NOAA Fisheries can do to help **increase consumer confidence and consumption of U.S. seafood?**



Fish and Seafood Promotion Act (FSPA)

MAFAC assessed the FSPA possibilities

1. Conducted 53 interviews with the Seafood Community
 - Regional coverage
 - Industry sector and trade organization coverage



2. Evaluated the Fish & Seafood Promotion Act
 - Learned from advisors with experience in commodity boards

MAFAC Recommendation

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



Summary of Major Recommendations

Industry-led with a clear mission and purpose

– to promote the U.S. seafood community and conduct education, research, promotion, and marketing

Focus on U.S. seafood as a whole, including both wild-capture fisheries and aquaculture.

The Seafood Council would present a **unified voice; consistent, common, positive messaging**; conduct direct marketing; and share stories about the industry from boat to consumer.

Summary of Major Recommendations

Be **accountable and transparent** through measuring of metrics, regular evaluation, and dissemination of information.

Funded by Congress initially, with no less than \$10M annually, but to be fully successful, funding should be \$25M or more annually, with plan to build sustainability with industry support in the future.

Council membership should be limited to 17, with very broad representation

Next Steps

All MAFAC reports and recommendations have been transmitted to NOAA and DOC for consideration.

Response and updates will be presented at future MAFAC meetings.



Next MAFAC meeting – Oct 20-22, 2020

Information to connect virtually
will be posted at:

<https://www.fisheries.noaa.gov/topic/partners#marine-fisheries-advisory-committee>

