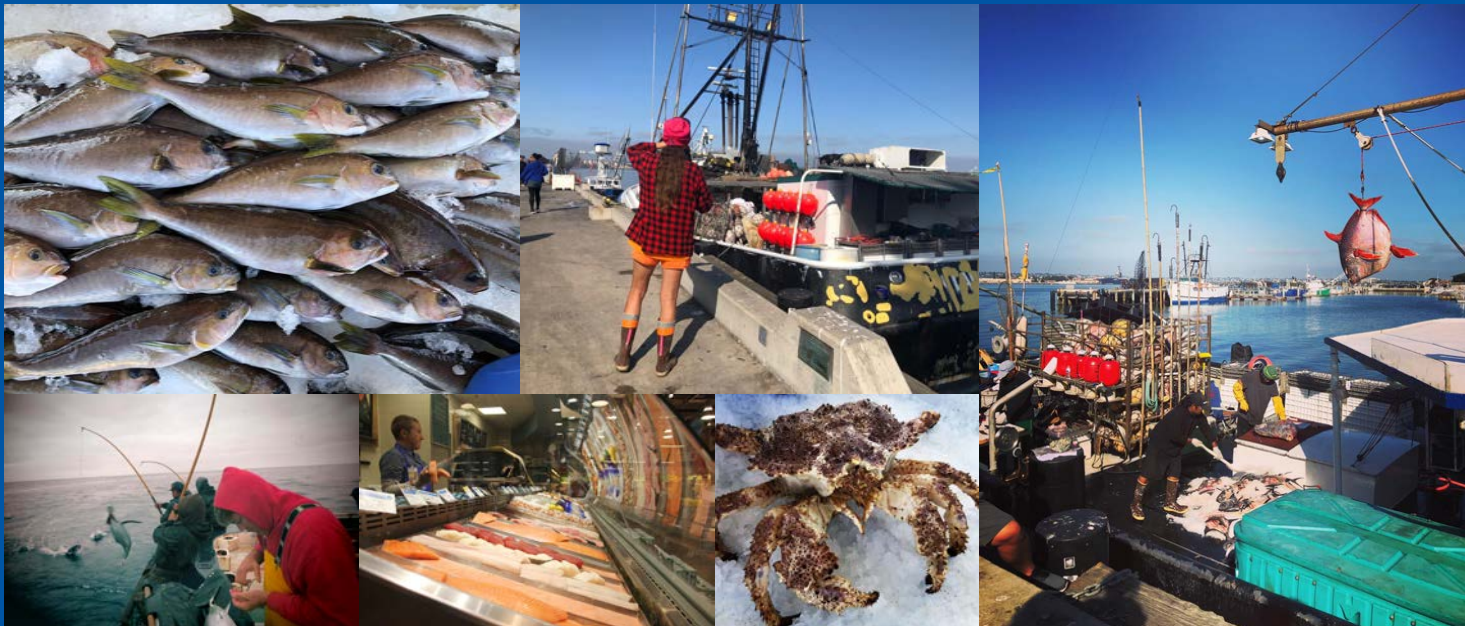




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# National Strategy for Seafood Resilience and Competitiveness



# Goals for Today

- Overview of strategy
- Readout from regional industry roundtables
- CCC input on the strategy
- Next steps



# Approach to Developing the Strategy

- The Strategy will capture what NOAA Fisheries should do given **current capabilities and authorities** over **next five years** to support seafood industry resilience and competitiveness.
- Sought extensive input from a wide range of stakeholders
  - To date: industry roundtables, town hall at Seafood Expo, MAFAC
  - Upcoming: tribal consultations, NGOs, federal register notice



# National Seafood Strategy: 4 Goals

- 1. Wild-capture fisheries:** Optimize sustainable production of U.S. wild-capture seafood
- 2. Aquaculture:** Increase domestic aquaculture production and establish the U.S. as a global leader in sustainable aquaculture
- 3. International trade:** Fair, reciprocal, and sustainable seafood trade
- 4. Seafood promotion, infrastructure and workforce development:** Strengthen the entire seafood sector through collaborative marketing, infrastructure modernization, and workforce development



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# Goal 1: Wild Capture Fisheries

Optimize sustainable production of U.S. wild-capture seafood.

- Objective 1.1: Fisheries Management
- Objective 1.2: Fisheries Science
- Objective 1.3: Fisheries and the Blue Economy
- Objective 1.4: Habitat Restoration in Support of Fisheries



# Goal 2: Aquaculture

Increase domestic aquaculture production and establish the U.S. as a global leader in sustainable aquaculture.

- Objective 2.1: Aquaculture Opportunity Areas
- Objective 2.2: Aquaculture Science
- Objective 2.3: National Aquaculture Development Plan
- Objective 2.4: National Marine Aquaculture Legislation



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# Goal 3: International Trade

Fair, reciprocal, and sustainable seafood trade.

- Objective 3.1: Illegal, Unreported, and Unregulated (IUU) Fishing
- Objective 3.2: National Trade Policy
- Objective 3.3: Access to Foreign Markets



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# Goal 4: Promotion, Infrastructure, and Workforce Development

Strengthen the entire seafood sector through collaborative marketing, infrastructure modernization, and workforce development.

- Objective 4.1: Seafood Marketing and Promotion
- Objective 4.2: Seafood Infrastructure
- Objective 4.3: Workforce Development
- Objective 4.4: Market, Economic, and Social Impact Analysis





# Industry Roundtables: Overview

- Industry roundtable discussions in February - April
  - Northeast, Southeast, Gulf, West Coast, Pacific Islands, Alaska, MAFAC members
- Small but diverse groups from range of sectors
- Asked participants the following:
  - What is important to you, within the framework of the proposed strategy?
  - What should NOAA be doing for your industry or industry sector?
  - What actions are critical to include? What actions should be avoided?

# Industry Roundtables: Key Insights

- **Appreciation for NOAA Fisheries** in raising important issues and for engaging with industry
- Fisheries/seafood should be more prominent part of **Blue Economy** discussions and priorities
- The effects of **climate change** are visible and accelerating
- NOAA Fisheries **science is important**
- Interest in NOAA Fisheries addressing the **entire seafood value chain** and understanding the **business of seafood**
- The importance of seafood to **rural and tribal communities** should be considered.

# Industry Roundtables: Key Insights (cont'd)

- Disappearance of **working waterfronts** is a concern across the country
- **Recreational fishing**, as it relates to subsistence fishing, is important in a seafood strategy.
- U.S. seafood needs to be better **marketed** as a sustainable and healthful choice requiring no additional certification
- COVID impacts exposed **weaknesses in the global supply chain.**
- **Labor “shortage”** challenges exist across the supply chain generally due to relative low value of U.S. seafood and high cost of U.S. labor
- Significant **trade barriers** limit the competitiveness of American seafood

# Questions for the CCC

- What actions are critical to include in this strategy? Are there actions that should be avoided?
- Within the framework of the proposed strategy, what is most important to you?
- Additional feedback on the strategy?  
Questions for us?



# Send additional input to:

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# Thank you



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