

# Educating Consumers on Seafood for Human Health Through the Conservation Lens



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Seafood for the Future/Aquarium of the Pacific

Presented at:

Seafood Nutrition Partnership State of the Science Symposium

**September 14, 2018**





# Seafood

- Has unique nutrients that support heart and brain health
- Is a nutrient-rich source of low-fat protein
- Most Americans are not eating the recommended amount

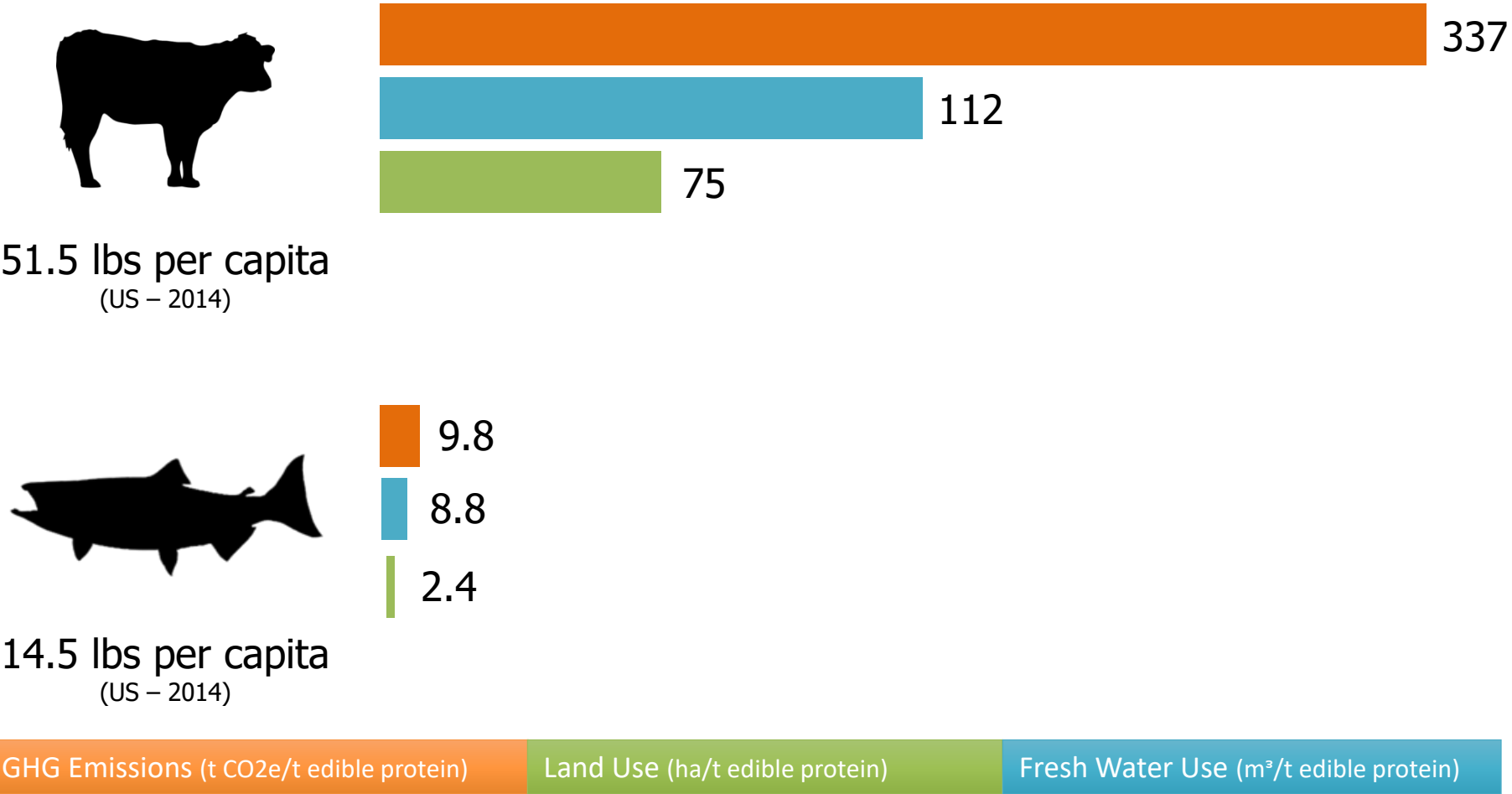






“There is growing recognition of the great potential of the oceans and inland waters to contribute significantly to food security and adequate nutrition for a global population expected to reach 9.7 billion by 2050.”

# Environmental Performance of Beef and Salmon

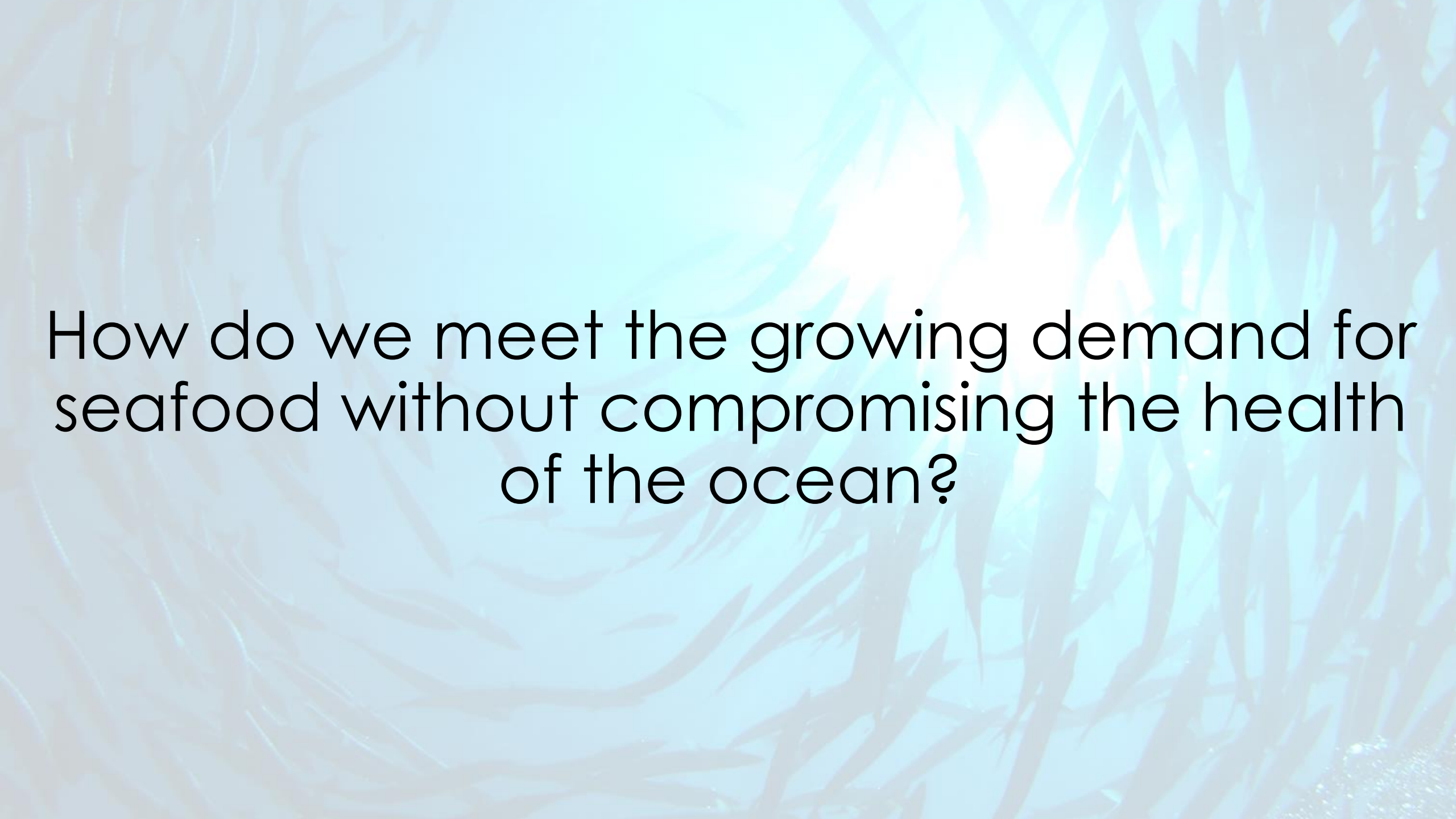


Sources: WRI (2014) (mollusks, chicken, pork, and beef) and Pahlow et al. (2015)



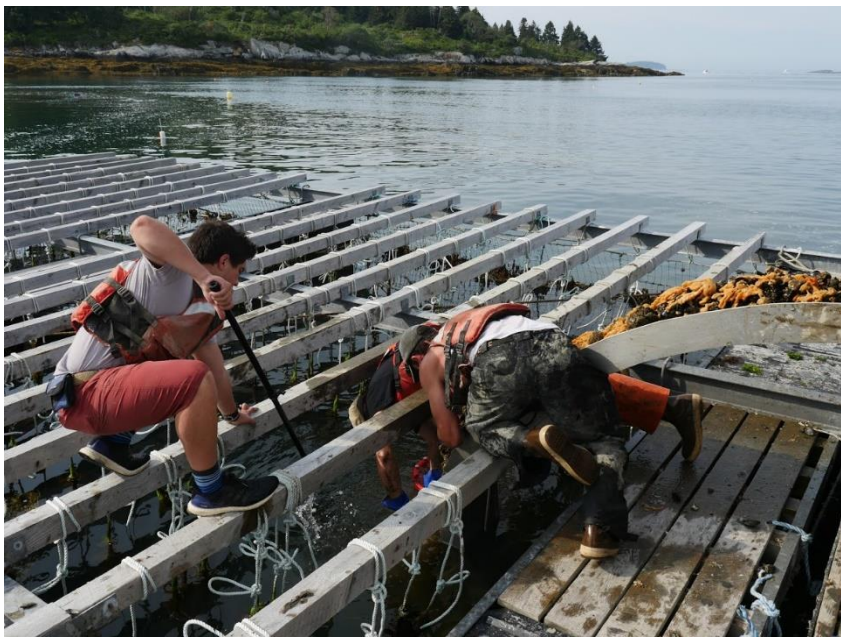
2% of Americans are vegetarians

84% of people who went vegetarian lapsed back to eating meat



How do we meet the growing demand for seafood without compromising the health of the ocean?





Kampachi Farms LLC.



# Well-managed wild AND responsibly farmed



NOAA Fisheries

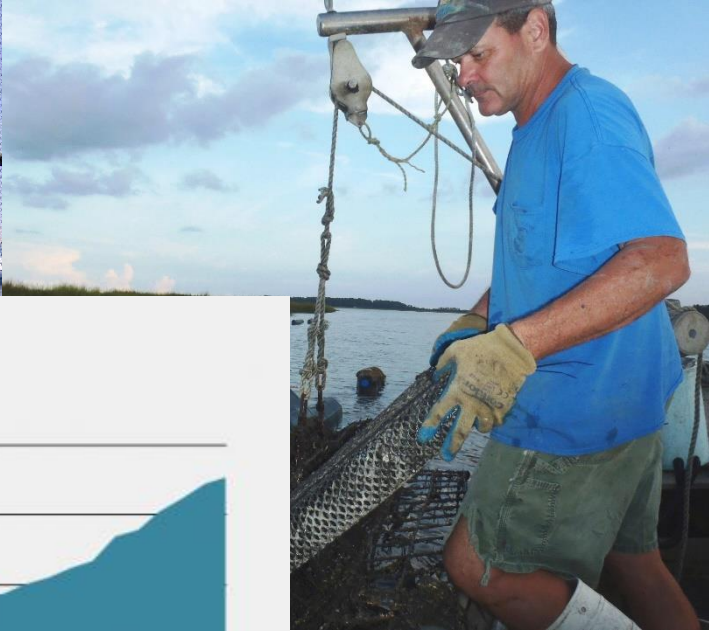


LINGCOD \$5  
BOAT: PLANBDI  
BLUEFIN \$8.  
BOAT: TIPPER  
BLACKCOD \$5.  
BOAT: JAMIEAN  
SEARCHIN \$5.  
BOAT: ERINB  
SHEEPSHEAD \$  
BOAT: PLANB  
WHELK SNAIL \$  
BOAT: FISH AD

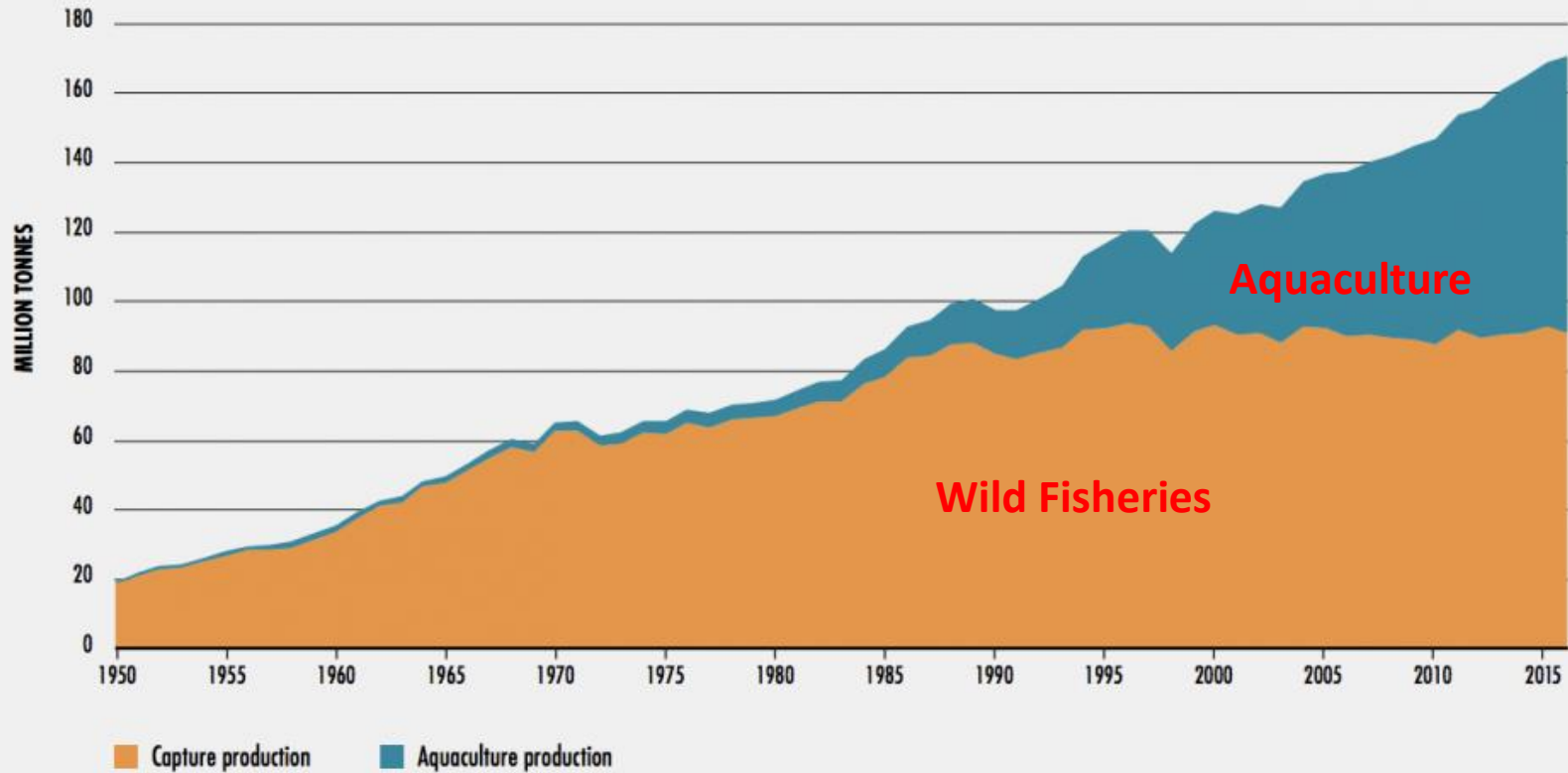


NOAA Fisheries





## WORLD CAPTURE FISHERIES AND AQUACULTURE PRODUCTION

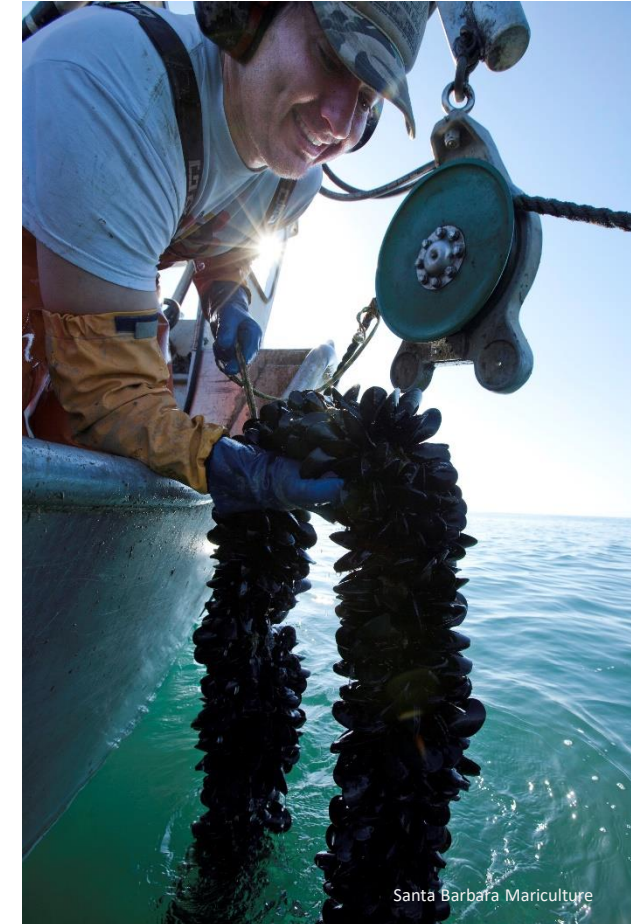
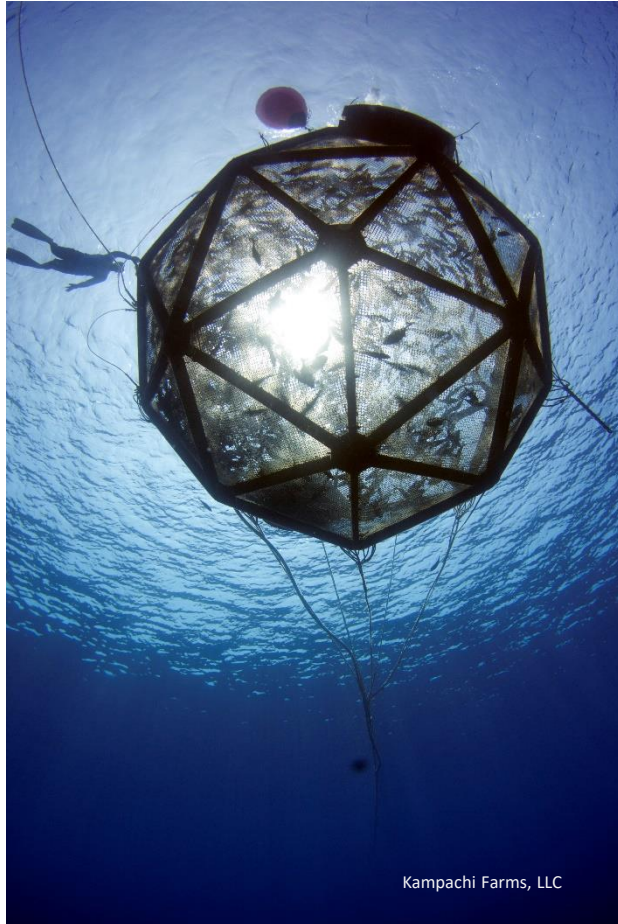


NOTE: Excludes aquatic mammals, crocodiles, alligators and caimans, seaweeds and other aquatic plants





# Marine Aquaculture is... **Farming, Food, Conservation!**

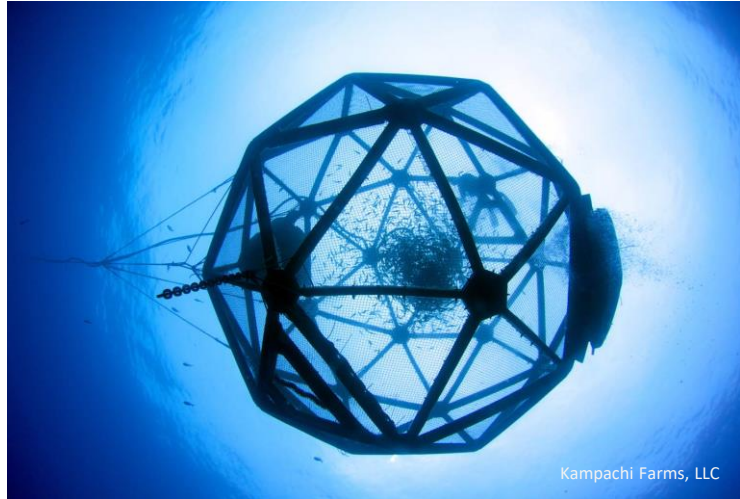




# Marine Aquaculture in the U.S.



Santa Barbara Mariculture



Kampachi Farms, LLC

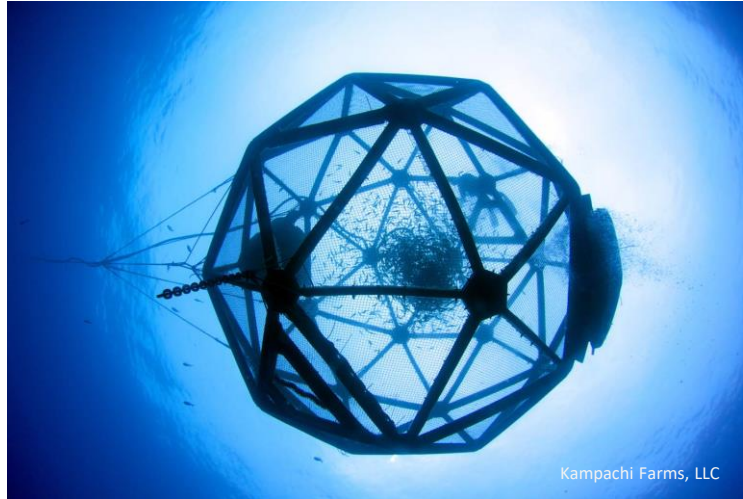


NOAA Fisheries

- Is a promising opportunity to increase our food supply while reducing reliance on imports.
- The U.S. is a global leader in environmental and food safety regulations
- Research shows that we have great potential to expand marine aquaculture in the U.S. EEZ



# Marine Aquaculture in the U.S. Roadblocks



1. Complex permitting system
2. Public Perceptions

# Public



“...we found the majority of negative sentiment appeared to be driven by concerned citizens and environmental groups...accurate representation and communication of real risks versus misconceptions is critical to constructive and informed dialogue.”



# Consumer



# Making the Connection



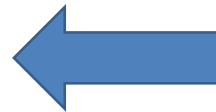
“We only carry wild seafood. Farmed seafood is bad.”



“Farmed seafood is great!”



“Responsibly farmed seafood is an important conservation tool!”



“Farmed seafood is killing the planet!”





# Making the Connection



“Responsible marine aquaculture can support healthy ocean ecosystems and people.”





# Public Outreach Aquarium of the Pacific

Aquarium Visitors: **1.7 million/year**

Aquarium social media:

Facebook: **+130k Followers**

Twitter: **+21k Followers**

YouTube: **100 – 300k**

(viewing range for posted content)

Science On a Sphere® : **1.7 million/year +  
137 additional sites**





# Public Outreach

## Aquaculture Exhibits

- Vanishing Animals (2016-2017)
- Pacific Visions (May 2019)

## Short films

## Science On a Sphere®

## Lectures/Aquatic Academy

Incorporated into Aquarium programs and messages

## – **Monthly Messages**

Aquarium in the classroom – remote livestream

Collaboration with ArtCenter College of Design

Marine Aquaculture Story Map



# Collaborative Outreach Efforts

- Coastal Ecosystem Learning Centers (CELC)
- Galway perception survey
- Aquarium of the Pacific/Honda forum on aquaculture communications on October 4th:  
*Aligning Stakeholder Communications for U.S. Marine Aquaculture*







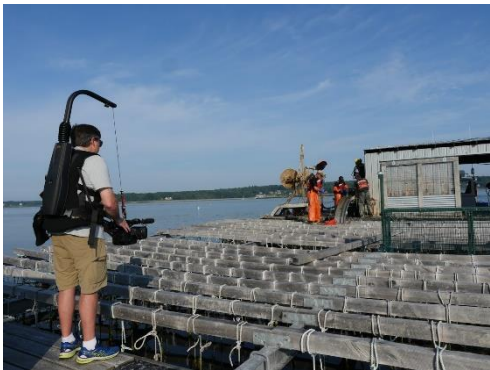
# Ocean to Table: Stories of Food, Farming, and conservation

Educational video series on U.S. marine aquaculture

**Full Series Launch: October 12, 2018** [SeafoodfortheFuture.org](http://SeafoodfortheFuture.org)

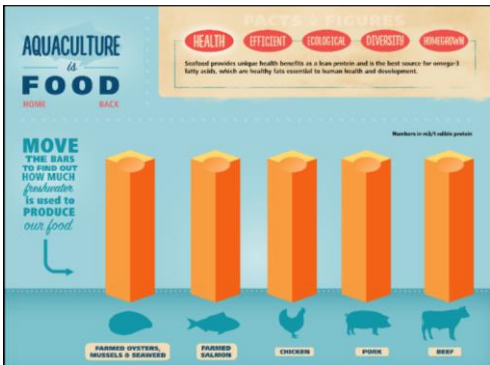


**Funding provided by NOAA USC Sea Grant and Aquarium of the Pacific**



## Project Collaborators:

- Bangs Island Mussels
- Barton Seaver
- Blue Ocean Mariculture
- California Department of Fish and Wildlife
- California Sea Grant
- Hog Island Oyster Company
- Lady's Island Oyster Inc.
- Maine Aquaculture Association
- NOAA Fisheries' Office of Aquaculture
- NOAA National Ocean Service
- Ocean Approved Seaweed
- Seafood Nutrition Partnership
- South Carolina Sea Grant
- The Nature Conservancy
- University of California, Santa Barbara
- University of California, Santa Cruz

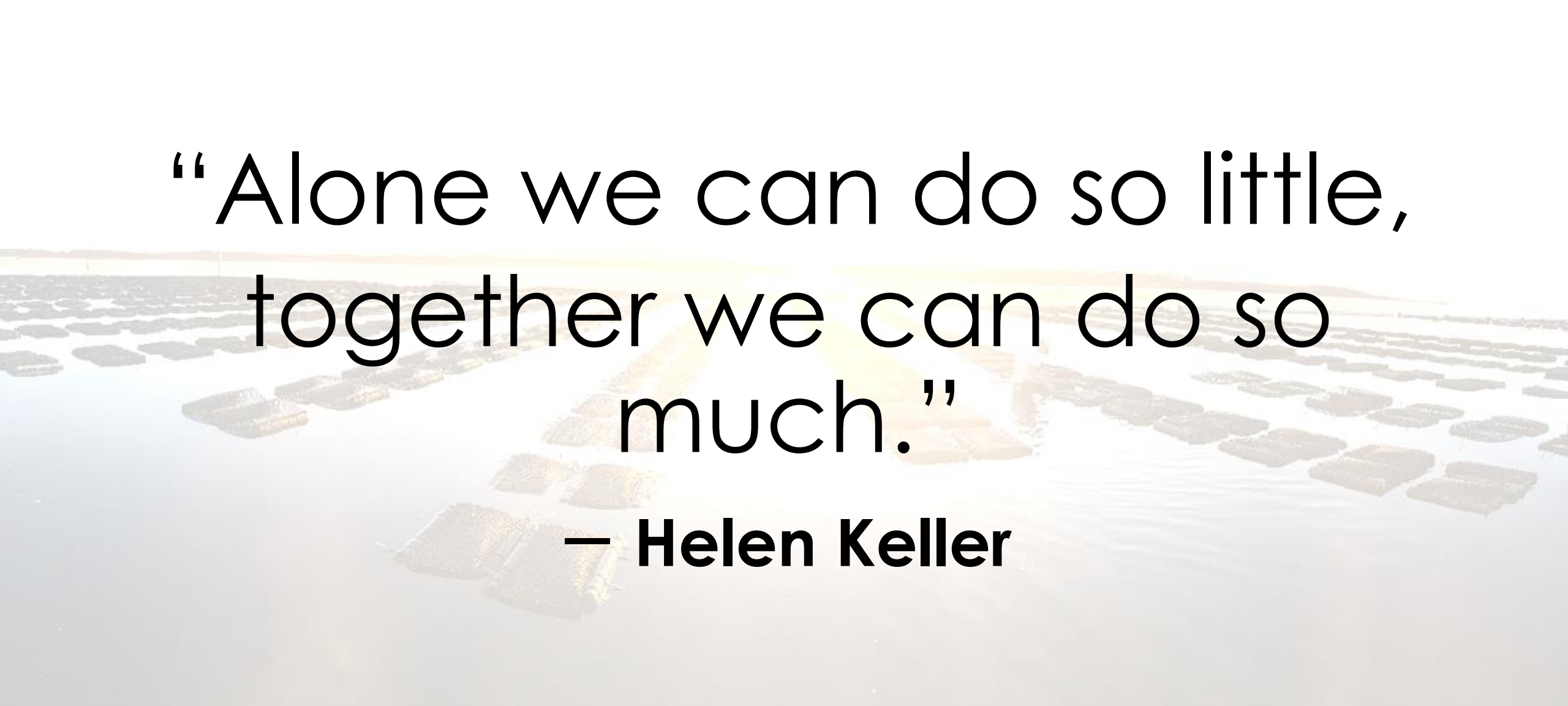


# Moving Forward... Collaboration is Key!



- Get more information:
  - current messages and potential for alignment among various stakeholder groups.
  - communication tools and resources (current and needed).
- Build platforms to:
  - facilitate collaboration
  - distribute information





“Alone we can do so little,  
together we can do so  
much.”

— Helen Keller

# Thank you!



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