Outlook for Sustainable Seafood: Pathways Toward a Stronger and More Resilient Seafood Sector

Paul Doremus
NOAA Fisheries
CATCH of the Day 2-5-20

THRESHER SHARK & OPAH
F/V TEMPTATION DRIFT GILLNET

GRENADIER
F/V SEA HARVEST (DANIEL DEYERLE)
DEMERSAL LONGLINE

YELLOWTAIL
FARMED BY: KING KAMPACHI

VERMILION ROCKFISH
F/V WILD WEST (JOHN LAW)
MOBILE GEAR
Our Seafood Story, Pre-COVID

• Local seafood had lost its place at the table
• Fragmented domestic industry
• Skeptical environmentalists
• Indifferent consumers
COVID-19 Impacts

• Collapse in demand; disrupted supply chains
• Industry struggling to survive
• Environmentalists rethinking sustainability
• Consumers rethinking seafood

A Turning Point for Seafood
Elements of a National Seafood Strategy

- Improve the efficiency of sustainable fisheries
- Combat illegal, unreported, and unregulated fishing
- Increase aquaculture production in the US
- Ensure a level playing field in international markets
Re-establish a National Seafood Council

“… a new National Seafood Council—speaking with one unified voice for the industry—can improve consumer confidence in, and subsequently increase the consumption of, U.S. seafood in our country. This council would support and increase the value of our sustainably managed U.S. fisheries and would directly improve the health of the American people.”

-- Dr. Megan Davis, on behalf of the U.S. Marine Fisheries Advisory Committee
Prerequisites for Success

• A holistic approach to the seafood sector
• A singular, positive message to consumers
• A unified stakeholder community