



NOAA
FISHERIES

Seafood Market Development Options

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Supply and Demand of US Seafood

- Supply
 - Increase yield and value of US wild caught fisheries
 - Increase US aquaculture production
- Demand
 - Raise US seafood consumption beyond 15lbs/person/yr

Background: see Gunnar Knapp's presentation

"The Future of the Seafood Industry"

Industry Suggestions for Actions by NOAA Fisheries in Partnership with Seafood Industry

- Make full use of US wild caught fisheries
- Develop US marine aquaculture
- Economic and market analyses
- Generic marketing and communication about sustainability of US seafood
- Expand public private research to support seafood production
- Educate the next generation of seafood workforce and entrepreneurs
- Leverage federal funds for port infrastructure, R&D, business planning, marketing, and training