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# NOAA Fisheries' National Seafood Strategy Supporting U.S. Commercial Seafood

## Overview of the Implementation Plan



*November 2024*



# NOAA's National Seafood Strategy: Drivers

**Climate change** is rapidly altering species location, size, and composition. It is also intensifying storms and impacts on infrastructure.

The **coronavirus pandemic** disrupted markets and trade, decreasing the economic viability of the seafood industry and limiting access to some seafood.

**New technologies** and other ocean uses, such as offshore wind energy, will affect use of ocean space and potentially result in conflicts.

Significant **labor shortages** plus aging harvesting, processing, and distribution **infrastructure** affect production, safety, and cost-effectiveness in the industry.

The Magnuson-Stevens Act defines OY as the amount of fish that provides the greatest overall benefit to the Nation, particularly with respect to **food production** ...



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# Seafood Industry Recommendations

- Continue vital science/survey work to inform Councils
- Industry services: be more responsive to seafood industry needs
- Increase US seafood production
- Highlight relevance of food, job, community, and economic security
- Strengthen resilience of US seafood sector and communities
- Put more US seafood on US plates
- Fair trade



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# NOAA's National Seafood Strategy: Goals

NOAA's direction for **supporting a thriving domestic U.S. seafood economy** and **enhancing the resilience of the seafood sector** in the face of climate change and other stressors.

A strategy and its implementation plan were crafted **based on input from the seafood sector** received over several years.

## Four Strategy Goals

1. Sustain or increase sustainable U.S. wild capture production
2. Increase sustainable U.S. aquaculture production
3. Foster access to domestic and global markets for the U.S. seafood industry
4. Strengthen the entire U.S. seafood sector

**Complements other NOAA Fisheries policies, strategies**



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# Elements of the Implementation Plan

- Science and management work remain key activities
- Focus on: **Industry services, Socio-economic** work
- **Existing resources** and **leveraging partnerships** (whole of government approach)
- Pilot Initiatives



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## Goal 1: Maintain or increase sustainable U.S. wild-capture production through robust fisheries science, management and habitat conservation.

- **Fisheries science:**
  - Impacts of climate change - scenarios modeling, changes in species abundance, underused species
  - Economic and social science analysis
  - Analyze impacts of new ocean uses, e.g. offshore wind
- **Fisheries management:**
  - Implement climate science regional action plans
  - Analyze potential management actions that may increase opportunities for commercial fishing
  - Economic feasibility and impacts of industry adaptations to climate change (target species, gear, vessels)



Goal 2: Increase sustainable aquaculture production through management and regulatory efficiency as well as developing science-based tools and advice in support of sustainable research and development.

- Efficient, predictable, timely, science-based regulatory framework for marine aquaculture
- Aquaculture Opportunity Areas - in state and federal waters
- Science to support regulatory actions, study interactions with trust resources
- Science to support production of molluscs, finfish, and seaweed
- National Aquaculture Development Plan - federal coordination



## Goal 3: Foster access to domestic and global markets for the U.S. seafood industry through communications and promotion, developing U.S. markets, and promoting fair trade.

- Communication and outreach: tell the story of US harvest sustainability through stories, podcasts, videos, more; Saltonstall-Kennedy grants.
- Trade - imports: monitoring/enforcement of illegal imports
- Trade - exports: export facilitation, technical advice to federal trade agencies
- Domestic market development:
  - Seafood Inspection Program services for domestic markets, USDA purchases
  - Saltonstall-Kennedy grant program
  - Market and socioeconomic analyses: e.g., CEFI climate scenarios, AK market snapshot report, emerging direct to consumer markets, regional economic and social impact analyses, how to rebuild markets for rebuilt stocks



Goal 4: Strengthen the entire U.S. seafood sector through adaptations to a changing ocean economy, working across the government to modernize seafood infrastructure, and workforce development.

- Industry services: Seafood Inspection Program (SIP) certifications, SIP assistance to USDA buying program, Fishery Finance Program loans, seafood safety labs.
- Workforce training (e.g., Sea Grant)
- Infrastructure: Coordinate with and leverage other federal agencies, partners (e.g., USDA, DOT, EDA, MBDA, EPA) to recapitalize seafood infrastructure, ports, processing, and vessels; seafood marketing; and other federal assistance



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# Pilot Initiatives - current and potential activities

- Alaska seafood resilience
  - AK snapshot report
- Gulf and Southeast Shrimp - Shrimp Futures
  - Supply chain analysis
- HMS resilience
  - Econ and environmental impact of consuming imports
- Port of Port Orford revitalization
  - New market analysis

+All of government coordination and communications



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# Gulf and Southeast Shrimp - Challenges

From Sea Grant Texas “Southeast Shrimp Strategy and Planning Meeting Summary Report”

- **Imports:** Unfair competition from imported shrimp due to lax regulations (environmental, health and safety), labeling inconsistencies, forced labor and potential subsidies.
- **Consumer Awareness/Marketing:** Lack of consumer education regarding the benefits of domestic wild-caught shrimp.
- **Funding and Infrastructure:** Limited access to capital for equipment upgrades, infrastructure improvements and disaster relief.
- **Workforce Development:** Difficulty attracting and retaining skilled workers due to low wages, demanding work conditions and lack of training programs.
- **Regulation and Policy:** Complex and sometimes contradictory regulations hindering industry operations and increasing costs.



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# Gulf and Southeast Shrimp - Actions Identified

From Sea Grant Texas “Southeast Shrimp Strategy and Planning Meeting Summary Report”

- Supply chain mapping and transparency: There is a need for analysis and communication surrounding shrimp’s path from boat to plate and costs associated at each level.
- Conduct economic analyses for market and supply chain for the shrimp industry.
- Work with agencies like NOAA and USDA to streamline disaster relief programs and access to funding.



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# QUESTIONS?

- How can we leverage the Strategy to support your work and vice versa?
- Are there connections we can make to current work that could support the Implementation Plan actions? The pilot initiatives?

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