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# Domestic Shrimp and Seafood Education Plan



Gulf of Mexico Fishery Management Council

# Why are we Here?



Industry participants requested that the Council play a role in marketing domestic products

- Shrimp Futures Project
- Shrimp Advisory Panel members
- Former Council member
- Commercial advocacy organizations



# Concurrent Efforts



## NOAA's National Seafood Strategy

### State specific regulatory efforts

- LA - Restaurant labeling requirements
- AL - Restaurant and retail labeling requirements
- MS - 2025 Seafood labeling bill

### Seafood marketing boards and advocacy organizations

- TX Department of Agriculture - Shrimp marketing campaign
- TX A&M AgriLife Extension Path to Plate program
- Audubon Institute Gulf United for Lasting Fisheries (GULF) program
- Fresh from Florida



# Proposed Council Role & Strategy



Develop a webpage focused on consumer education and awareness

- Clearing house of existing information from other organizations
  - Include state specific laws and efforts
- Article series highlighting the issues and told through stories shared by Gulf fishermen
- Statistics on the economics and volume of domestic and imported seafood, as available.



# Feedback?

