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# Seafood Market Development Options



**NOAA**  
**FISHERIES**

Presentation to New England Council

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# Supply and Demand Objectives of US Seafood Market Development

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

*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
- Conduct economic and market analyses
- Communicate sustainability of US seafood and examine generic marketing
- 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