



# America's Seafood Campaign Digital Toolkit

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2022

AMERICA'S  
SEAFOOD  
CAMPAIGN

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# What is America's Seafood Campaign?

- A nationwide campaign led by the National Seafood Council Task Force, a group of seafood companies representing all sizes and points along the supply chain.
- The campaign will tell stories and share state-specific messages that resonate with Congress - on jobs, public health, and the environment.
- Our best spokespeople will be the fishers, farmers, importers, processors, retail workers, and others up-and-down the supply chain who can talk about how a national seafood marketing campaign will provide a boost to their jobs and the industry.
- Through meetings with Congressional offices, video testimonials, op-eds, hosting Members of Congress for visits, and more, we will personalize this effort and give policymakers a reason to care.
- Together, this campaign can unite the entire industry and galvanize around one specific goal:

**TO SECURE \$25 MILLION PER YEAR OVER FIVE YEARS IN FUNDING FROM CONGRESS  
FOR A NATIONAL SEAFOOD MARKETING CAMPAIGN.**

# Economy

- The seafood industry is in dire need of economic rebound to counteract the impacts of the COVID-19 pandemic from the last two years.
- NOAA reports that 2020 revenue from commercial fishing landings declined across all regions by an average of 22% relative to 2015-2019.



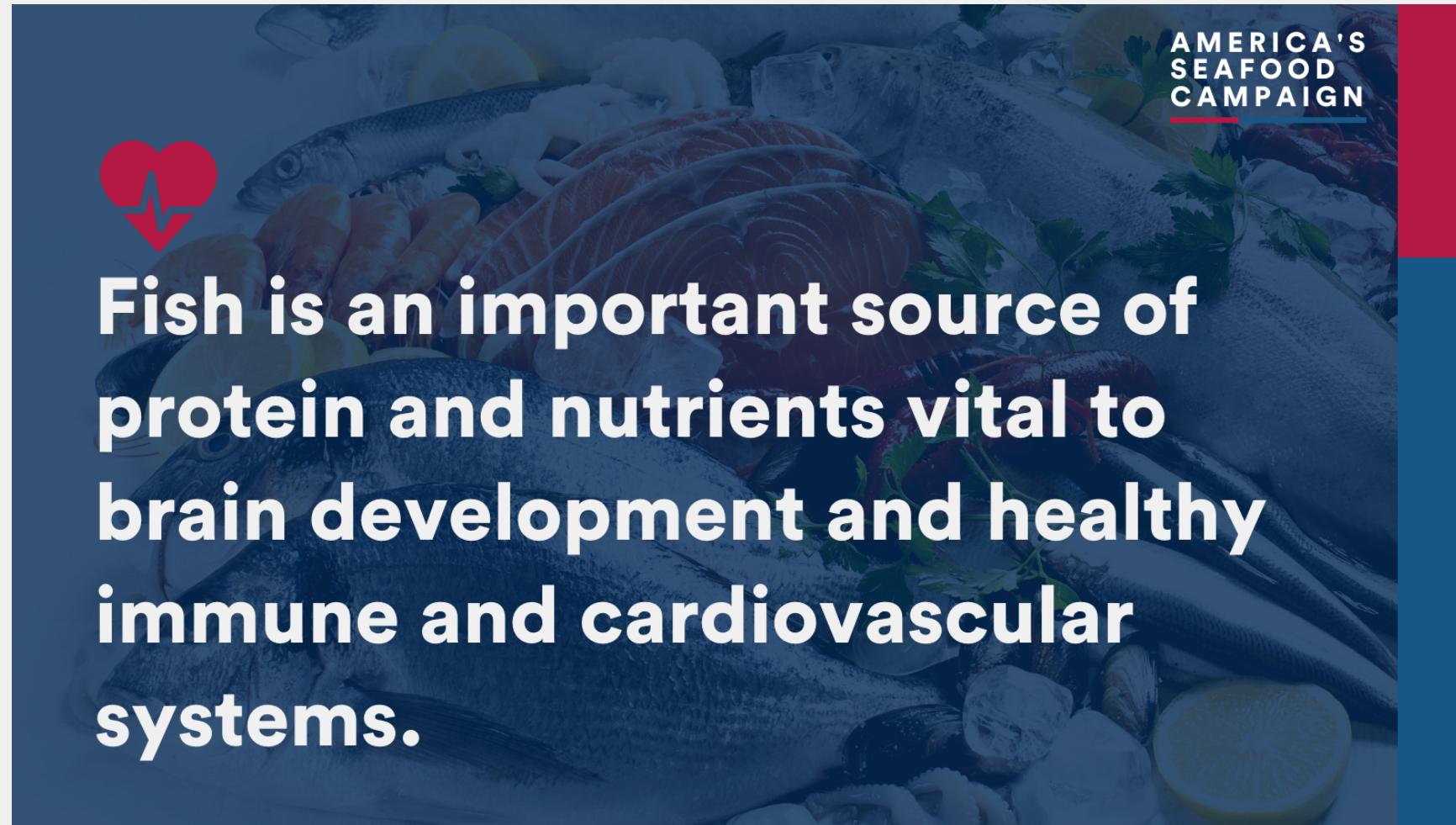
# Jobs

- Today, the seafood industry contributes \$60 billion to the national economy and support 1.2 million American jobs from coast to coast.
- American seafood is more than just another meal option - it represents a proud way of life and a stable job for millions of Americans in the fishing industry.



# Public Health

- Fish is an important source of protein and other vital nutrients imperative to healthy brain development and strong immune, skeletal and cardiovascular systems.
- Pregnant women and those with heart conditions are recommended by the 2020-2025 Dietary Guidelines published by the Office of Disease Prevention and Health Promotion to eat at least two servings of seafood per week.



# Environment

- As we begin to confront food challenges associated with climate change, it's imperative to note that seafood is a climate friendly protein.
- Sustainable seafood is the most environmentally efficient sources of protein on the planet.



# Twitter Social Copy

- America's Seafood Campaign needs you to support our efforts to fund a national marketing campaign to highlight the seafood industry's positive impact on America's economy, public health and environment. Join us here: <https://bit.ly/36U4t3u>
- American seafood is so much more than just food. It represents a culture and a stable job for millions. Now is the time to invest in our seafood workers. #SeafoodCampaign
- From coast to coast, the #seafood industry supports 1.2 million American jobs, and generates \$60 billion for the national economy each year. #SeafoodCampaign
- #Seafood is an important source of protein and nutrients and is climate friendly with its low environmental impact. Join our campaign here: <https://bit.ly/36U4t3u>
- #Seafood represents a cultural touchstone and a proud livelihood for millions of Americans. Sign up to tell your seafood story to Congress: <https://bit.ly/36U4t3u>

# LinkedIn Social Copy

- We all have a stake in a stronger and more resilient U.S. seafood industry. Millions of jobs depend on the industry, seafood is a critical source of protein and nutrients, and is climate friendly with its low environmental impact. That's why we support America's Seafood Campaign, which is fighting for a national seafood marketing campaign that will educate the public and energize local economies from coast to coast. #TheYearOfSeafood
- The seafood industry has shown incredible resiliency throughout COVID, despite all the restaurant shutdowns and tangled supply chains. As we hopefully exit the pandemic, it's clear that we need a stronger and more resilient seafood industry, which is why we support America's Seafood Campaign, an effort to secure funding for a national seafood marketing campaign that will educate the public and energize local economies from coast to coast. #SeafoodCampaign
- The U.S. seafood industry supports 1.2 million Americans and generates \$60 billion for the national economy each year. A unified national seafood campaign will firmly establish seafood as a staple in most Americans' diets and energize local economies from coast to coast. Learn more about America's Seafood Campaign and sign up to become an advocate: <https://bit.ly/36U4t3u>



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