

National Seafood Marketing Campaign FAQs

National Seafood Council (NSC) Task Force FAQs

<p>What will be the sole purpose of the National Seafood Council?</p>	<p>The National Seafood Council will conduct education, research, promotion, and marketing directly to American consumers that feature the benefits of sustainable seafood for health and nutrition and serve as an umbrella campaign that will help amplify existing U.S. seafood marketing efforts.</p>
<p>Does the National Seafood Council currently exist?</p>	<p>No, it is currently being incubated by SNP's National Seafood Council Task Force.</p>
<p>Who is the NSC Task Force?</p>	<p>The National Seafood Council Task Force is composed of industry leaders collaborating to establish the National Seafood Council to conduct a National Seafood Marketing Campaign. Seafood Nutrition Partnership (SNP) is serving as the convening organization. It is represented by:</p> <ul style="list-style-type: none"> • Small scale fishermen, small to large seafood companies, retailers, restaurants. • Companies along the supply chain that sell seafood that is domestic, international, wild, and farmed.
<p>Where will this program be housed and how it would be administered?</p>	<p>The National Seafood Council will be housed within the Seafood Nutrition Partnership for the time being. Here's an initial findings report on the path forward developed by SNP's National Seafood Council Task Force.</p>

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<p>Will the NSC be organized so that there are specific segments represented such as processing, retailers, restaurants, farmers and fishermen?</p>	<p>Yes, there will be representation from all points along the seafood supply chain.</p>
<p>Why is this a good time to form a National Seafood Council?</p>	<p>Due to COVID, consumers, funders, and policymakers are all focused on health and climate, and seafood is a solution to the major issues we face today. There is increased consumer interest to eat more seafood and industry showed interest in establishing a National Seafood Council as reported in recommendations from NOAA MAFAC in July 2020. This is the watershed moment to act!</p>
<p>How do nonprofits participate in this effort?</p>	<p>Nonprofits that support a National Seafood Marketing Campaign are currently collaborating and amplifying the Eat Seafood America! consumer facing campaign as part of SNP's Seafood4Health Action Coalition.</p>
<p>What is America's Seafood Campaign?</p>	<p>This is the grassroots campaign conducted by the NSC Task Force to galvanize the U.S. seafood industry to ask Congress for \$25MM a year for five years to fund a National Seafood Marketing Campaign. By signing up at https://www.seafoodcampaign.org/ the seafood industry can support key Calls To Action throughout the year to urge their respective representatives to support funding a National Seafood Marketing Campaign.</p>

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<p>How will this marketing campaign be funded?</p>	<p>Over a 10 year period, SNP envisions a phased funding strategy in which the demonstration Eat Seafood America! consumer-facing campaign is funded through public private grants, then scaled to a nationwide campaign with funding from Congress, then with proven success the industry would design a funding mechanism to self-fund the marketing campaign.</p>
<p>Why are foundations & the government interested in supporting this effort?</p>	<p>The benefits to the general public are enormous if consumers eat more seafood. Increased seafood consumption solves many of the challenges we face: poor health status, climate change, future food security crisis with a growing population.</p> <ul style="list-style-type: none"> • Frequent seafood consumption has been shown to support heart health, brain health, and overall wellness. • Seafood has the best sustainability / carbon footprint / climate change story • Seafood industry is important for creating good jobs across value chain
<p>Over what time period will the \$25 million be spent?</p>	<p>The NSC Task Force is seeking \$25 million per year for 5 years. Marketing is expensive and \$25 million is the minimum requirement to promote seafood at a national level.</p>
<p>Will this program specifically promote domestics, imported, wild, farmed products?</p>	<p>This will be an umbrella category campaign promoting seafood at the highest point of agreement: public health. The goal is to move consumers to the seafood section of the supermarket and restaurant menus. This campaign will collaborate with other existing U.S. seafood marketing campaigns. You can see the sample campaign at eatseafoodamerica.com</p>

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<p>Is there an example of how an umbrella category campaign would promote seafood's health benefits?</p>	<p>Yes, a demonstration consumer-facing marketing campaign can be viewed at eatseafoodamerica.com. This campaign was launched by SNP in April 2020 and has since generated 1.8 billion impressions through a collaboration with the Seafood4Health Action Coalition. Consumers who saw the Eat Seafood America! campaign were 3 times more likely to add seafood to their meals.</p>
<p>Do generic category marketing campaigns work?</p>	<p>Yes they do. Other protein marketing boards have marketing campaign budgets of \$25-\$300 million annually. According to the USDA's Agricultural Marketing Service (AMS), which is tasked with helping farmers sell what they grow, every \$1 spent on promoting the likes of avocados, pecans, or lamb can result in as much as \$18 in additional sales for American producers.</p>
<p>Why is the Seafood Nutrition Partnership (SNP) best suited to conduct a National Seafood Marketing Campaign focused on public health?</p>	<p>SNP has brought together the foremost scientific experts in seafood nutrition to develop the deepest and most current state of science and has developed a nationwide network of 26,000 nutrition influencers over the past 9 years.</p> <p>SNP has developed leading edge capabilities in communications outreach and digital marketing directly to influencers and consumers with proven results, helping them to better understand the health benefits of consuming seafood and providing them easy ways to add sustainable seafood to their diet.</p> <p>SNP's digital pilot campaign conducted in 2021 showed for every \$1 spent generated \$9 in incremental seafood sales.</p>

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<p>Can we market to kids, students, women, men, parents, seniors, schools, universities, hospitals, etc?</p>	<p>An integrated marketing campaign strategy is being developed by the NSC Task Force Marketing Subcommittee and will determine the best consumer audience and tactics to increase seafood consumption based on available budget.</p> <p>SNP's demonstration pilot campaign is initially focused on Xennial Families, which represent 10% of seafood consumers. This consumer group is motivated by health messages and more inclined to add more seafood to their diets with frequent reminders. If this group added 1 more meal of seafood a week, then that equates to a 10% increase in annual seafood sales in the U.S.</p>
<p>Will it address organic certification of seafood?</p>	<p>No, there is another effort for all organic foods.</p>
<p>How will small-scale fishermen benefit from this campaign?</p>	<p>The market size for the seafood industry will grow as everyone works together to market seafood with a unified message. The marketing campaign materials will be ready-made and easy to use for all size companies. Here's a link to show how companies of all sizes have utilized the Eat Seafood America! campaign.</p>