



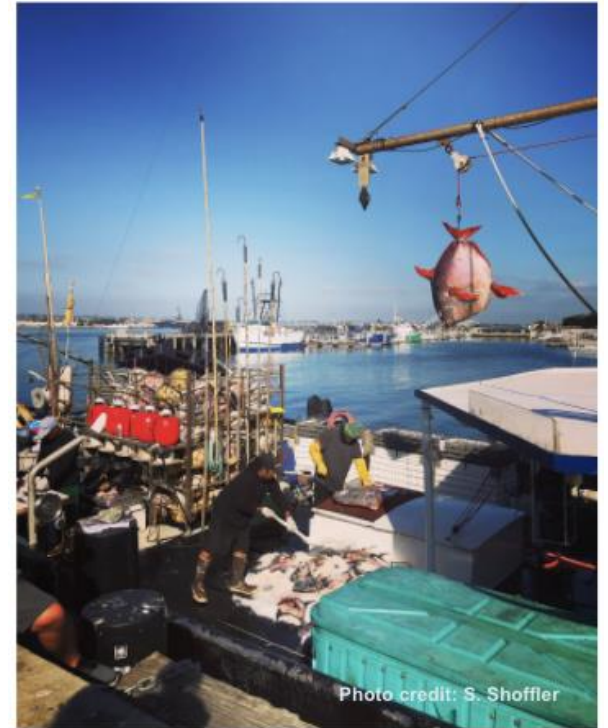
NOAA
FISHERIES

National Seafood Strategy Implementation Plan

Briefing: approach and next steps

Outline

- Overview of plan approach and objectives
- Plan elements: current and aspirational activities
- Actions
 - By types of actions, tools, and services
 - National and Regional
- Next steps



Overview of Implementation Plan

- Science and regulatory work remain core industry services
- Focus of implementation actions is on industry *services*
- Highlight and build on existing agency capabilities
- Partnerships and leveraging are key
- Types of actions

Seafood Strategy Objectives

- **Industry resilience** to climate change and other perturbations
- **Greater value** from US seafood for US seafood participants
- **Increased US seafood production**
- **Diversity of opportunity** especially for small and medium scale enterprises
- **More US seafood on US plates**

Implementation Planning Process

Input from

- **Stakeholders - Industry, Councils, Commissions, NGOs, MAFAC, others**
- **Advisory Group - of senior level agency leaders**
- **Coordination Team - reps from across the agency**
- **Fisheries EEG WG and Tribal Liaisons**
- **Identified over 100 activities across all four Seafood Strategy goals**
- **NOAA Fisheries leads: Michael Rubino, Sarah Shoffler**

Implementation Plan Elements: National Level Actions

Cross-program

Current

Aspirational

+ *EEJ*

Socio-economic
analyses



Coordination
Leverage



Communication



Tools



National Level
Activities

Socio-Economic Analyses

- How can the agency better understand and help industry adapt to markets and socioeconomic effects of climate change?
 - Link CEFI to socioeconomic and market analyses (IRA funds)
 - Seafood production costs, markets, and trade research
 - Analyses for Council regulatory actions
 - Demand/market models for US seafood market
 - Socio-cultural effects
 - Infrastructure inventory
 - Workforce analysis
 - Effects of rationalized fishing on SME fishers, new entrants

Wild-capture
Farmed
Domestic
International

Coordination and Leverage

- How can NOAA Fisheries better coordinate and leverage resources in other agencies and organizations who are relevant to the seafood sector?
 - Sea Grant: workforce development, extension
 - USDA: food purchase programs, Regional Food Business Centers, renewable energy funding
 - DOT Port Infrastructure Improvement Program funding
 - EDA development grants
 - USTR/ITA: technical assistance, economic analyses
 - Aquaculture siting and permits: Army Corps, EPA, states
 - Other federal agencies: MBDA, SBDA, DOI, DOD, OCM
 - Partners, collaborators in private and nonprofit sectors, state and Tribal agencies

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International

Communications and Outreach

- Increase public awareness of the availability, sustainability, and nutritional value of all U.S. seafood.
 - News stories, podcasts, videos, social media
 - Seafood-related success stories, e.g. SIP support for USDA purchase program
 - Outreach to consumers/retailers/hospitality
 - Make Tools and Info readily available to those who need them
 - Resources accessible to historically underserved

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Domestic
International

Other Program Tools

- What else does the agency provide that helps fishermen, seafood farmers and processors succeed? Examples:
 - Import surveillance (IATC, OLE)
 - Export assistance (IATC)
 - Landings/price and quota data (ST, regions, centers)
 - Fishery Finance Program loans (MB)
 - Seafood Inspection Program (IATC)
 - Spatial planning, science for permitting, and R&D (AQ, NOS, all)
 - IT and technology innovation (IT, S&T)
 - Health and safety (SF/NISL, NWFSC labs)
 - Grant programs (SK, habitat grants)

Implementation Plan Elements: Pilots

Cross-program

Current

Aspirational

+ *EEJ*

Socio-economic
analyses



Coordination
Leverage



Communication



Tools



Pilots

Made up of range of cross-program activities to address a central issue with many parts

Once underway use as stories to show Seafood Strategy in action, results

Next Steps

Winter 2024: Draft short Implementation Plan

Spring 2024:

- Program, regions, and centers identify priority program actions, milestones
- Regions identify potential pilots
- Complete communications/outreach plans
- Continue outreach to stakeholders and federal and other potential partners

Spring 2024: Publish Implementation Plan (“living document”)

Potential Pilot Example

Pilot: Gulf and SE Shrimp Seafood Communities

Imports dominate US market due to lower prices. Negative impact to species otherwise protected under U.S. laws (e.g., MSA, MMPA, ESA) and to U.S. businesses striving to supply seafood. How do we increase value and market access for US shrimp fishers, improve infrastructure, strengthen seafood communities with aquaculture and other employment, and increase US consumption of US shrimp?



Analyses: markets, econ and env impacts of imports, available and at-risk infrastructure
Alternative production (e.g. aquaculture AOA)



Education, marketing & outreach



Stakeholder meetings
Federal actions to promote fair trade



Federal grants, loans for infrastructure, gear modifications, workforce training, market development

Partners:

Fishers, fishing associations, Councils, Ports, Commission, Sea Grant, EDA, restaurants, retail, USDA, EDA, DOT, FEMA, ITA, USTR

Questions?

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