

**Annotated Agenda**  
*MAFAC Meeting – Portland, OR*  
*June 26-27, 2018*

**1. Title of Discussion:**           **Increasing Consumer Confidence in U.S. Produced Seafood**

**2. Presenter:**                   **Laurel Bryant**, Chief, External Affairs  
NOAA Fisheries Communications Office

**3. Objective/Purpose (Informational & Discussion)**

Discuss MAFACs ideas for expanding market support for U.S. produced seafood and for further evolving and utilizing the agency's [FishWatch](#) campaign to help build public awareness of U.S. seafood.

**4. Background/Synopsis**

Led by the agency's Office of Communications, NOAA Fisheries has invested and engaged in a sustained communications strategy to elevate awareness and support for U.S.-managed fisheries from the seafood it provides to the economic engine it has become. Over the last eight years, the agency worked to improve recognition of U.S. harvested seafood as inherently sustainable, responsibly managed, and a good example globally. Notable milestones in this effort included the redesign and re-launch of the *FishWatch* website as well as the following successful national outreach campaigns:

- [“Turning the corner on ending overfishing”](#) (2011)
- [“A global leader in sustainable fisheries”](#) (2014)
- The [MSA 40<sup>th</sup>](#) anniversary (2016) and
- [“Overfished list drops to all-time low in U.S.”](#) (2018)

Building on the success of U.S. managed fisheries and capitalizing on the Administration's interest in maximizing U.S. produced seafood (wild capture and farmed)—and decreasing U.S. dependency on seafood imports—the Office of Communications has been asked to:

*“Explore a public education campaign focused on U.S. sustainable seafood and FishWatch—to better arm consumers with the facts about sustainable seafood.”*

**5. Presentation & Discussion**

The presentation will give a brief overview of the agency's current communications and outreach efforts around U.S. seafood. Following that, the agency will seek MAFAC's ideas for a public education campaign focused on the sustainability of U.S. seafood, including goals, target audiences, and, outcomes. To maximize discussion time, here are some questions to get your creative juices flowing.

- Who should be the target audience for a public education campaign and why?
- How can we better market *FishWatch*?
- To whom should we market FishWatch (retailers, food service, aquariums, etc...)?
- Are there new ideas or concepts that should be included on FishWatch?