

**Commerce Subcommittee  
Seafood Promotion Task Group Work Plan  
October 17, 2019**

Work plan was approved by Commerce Subcommittee on October 16, 2019

<b>Steps</b>	<b>Description – National Seafood Council</b>	<b>Timeline</b>
Step 1	Identify/request advisory help from individual(s) with expertise with commodity boards.	October 2019 – April 2020
Step 2	Revisit and revise concept/option paper as a business case. Develop a poll (with options) and use to gather feedback. <ul style="list-style-type: none"> <li>• <b>Overall Goal – Increase Seafood Consumption</b></li> </ul> Integrate with these resources in mind: <ul style="list-style-type: none"> <li>• Fish and Seafood Promotion Act</li> <li>• NOAA’s strategic plan</li> <li>• Seafood Market Development Options (M. Rubino)</li> </ul>	October – November 2019
Step 3	Identify influencers. Who should MAFAC speak with to gather input (e.g., existing seafood or processing industry boards, east coast/west coast/AK producers, other industry representatives, etc.)?	October 2019
Step 4	Gather feedback from influencers and seafood industry utilizing the poll. What do they see as positives or negatives to proposed options; what are their concerns and preferences?	November 2019 – April 2020
Step 5	Prepare SENA panel presentation (day 1) and listening session (day 2)	January – March 2020
Step 6	Present at SENA and conduct listening session Conduct a poll (with options, updated as needed) at SENA in the exhibition hall <ul style="list-style-type: none"> <li>• Provide options</li> <li>• Is there support</li> </ul>	March 2020
Step 7	Finalize draft recommendations for Sec of Commerce, NOAA Fisheries for approval at Spring MAFAC 2020 meeting	April/May 2020

**Some noted BENEFITS of a National Seafood Council:**

- Improve economy
- Health and nutrition benefits – health care costs can go down with seafood consumption rising
- Education of consumers – debunk misinformation/disinformation
- Highlight sustainability wild fisheries and aquaculture of the U.S.
- Market and supply chain research and development
- Help to unify a fractionated industry
- Provide an overall seafood brand to elevate existing efforts of trade and non-profit groups
- Environmental stewardship of sustainable management of fisheries and aquaculture practices