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2020 MAFAC Update

MAFAC Recommendations - July 2020

Letters to the Secretary:

- Recommendations to relieve financial pressures due to the COVID pandemic
- Support for the E.O. Promoting American Seafood Competitiveness and Economic Growth.

Reports:

- Overview of concerns of rapid pace of national offshore wind development and the challenges/impacts it poses, with recommendations.
- Findings and recommendations to re-establish an industry-led National Seafood Council.



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Establishing a National Seafood Council: Report and Recommendations from MAFAC

Question posed to MAFAC in 2018:

What can NOAA Fisheries can do to help **increase consumer confidence and consumption of U.S. seafood?**



Fish and Seafood Promotion Act (FSPA)

MAFAC assessed the FSPA possibilities

1. Conducted 53 interviews with the Seafood Community
 - Regional coverage
 - Industry sector and trade organization coverage



2. Evaluated the Fish & Seafood Promotion Act
 - Learned from advisors with experience in commodity boards

MAFAC Recommendation

Reestablishment of an industry-led
National Seafood Council using
revised FSPA language



Summary of Major Recommendations

Industry-led with a clear mission and purpose

– to promote the U.S. seafood community and conduct education, research, promotion, and marketing

Focus on U.S. seafood as a whole, including both wild-capture fisheries and aquaculture.

The Seafood Council would present a **unified voice; consistent, common, positive messaging**; conduct direct marketing; and share stories about the industry from boat to consumer.



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Summary of Major Recommendations

continued

Be **accountable and transparent** through measuring of metrics, regular evaluation, and dissemination of information.

Funded by Congress initially, with no less than \$10M annually, but to be fully successful, funding should be \$25M or more annually, with plan to build sustainability with industry support in the future.

Council membership should be limited to 17, with very broad representation



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Next Steps

All MAFAC reports and recommendations have been transmitted to NOAA and DOC for consideration.

Response and updates will be presented at future MAFAC meetings.



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Next MAFAC meeting – Oct 20-21, 2020

Information to connect virtually
will be posted at:

[https://www.fisheries.noaa.gov/
topic/partners#marine-fisheries-
advisory-committee](https://www.fisheries.noaa.gov/topic/partners#marine-fisheries-advisory-committee)



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