

# AMERICA'S SEAFOOD CAMPAIGN

---

## America's Seafood Community Calls on Congress to Fund National Seafood Promotion Campaign

*In letter to Congress, over 200 representatives from leading seafood companies and nonprofit organizations from across the country describe how promotional efforts would support public health and environmental goals while aiding hard-hit seafood communities*

Washington, D.C. – May 16, 2022 – Today, over 200 prominent members of the national seafood community wrote to Congress formally requesting Congressional investment in a multi-year seafood promotion campaign. The campaign would promote the enormous public health benefits of eating seafood while also helping an industry that employs over a million American workers.

*“American seafood is so much more than just another meal option. It represents a proud way of life and a stable job for millions,”* the letter from seafood industry leaders states. *“[A] national investment in seafood will not only deliver a much-needed boost to companies and communities around the country but will also provide long-term benefits for the country’s public health and environment.”*

This letter is part of a [national push](#) for Congressional investment in a seafood marketing program. The campaign to fund the program reflects diverse seafood companies and interests locking arms in support of a common goal to help the industry recover from the pandemic and tout the public health benefits at a time of mounting physical and mental health challenges.

The letter specifically calls out the important public health benefits that would be the central focus of the promotion campaign: *“Fish is an important source of protein and other nutrients, and is a vital contributor to brain development, and healthy immune, skeletal, and cardiovascular systems,”* the letter states. *“These benefits are especially pronounced among new mothers, babies, seniors, and adults at risk for heart disease.”*

The national campaign is driven by the [National Seafood Council Task Force](#), a collection of America’s leading seafood producers, suppliers and processors, and is also supported by an array of America’s leading seafood councils and non-governmental organizations. Together, the coalition is pushing Congress to invest \$25 million a year over a five-year period for the seafood promotion campaign.

The impetus for a promotion campaign comes from a recommendation by the National Ocean and Atmospheric Administration’s (NOAA) Marine Fisheries Advisory Committee, which has called for a

marketing and promotion campaign “that features the value of seafood for health and nutritional benefits.” Read more on that recommendation [HERE](#).

Over the coming months, as Congress considers annual Appropriations legislation to fund government activities, the letter signers across the country will continue to press Congress on the need for the promotion campaign. Their activities will include additional letters, meetings and events highlighting the public health, economic and environmental benefits to the country of increasing seafood consumption.

For more information on the letter sent to Congress or upcoming activities of the campaign please contact [press@seafoodcampaign.org](mailto:press@seafoodcampaign.org). You can also visit [seafoodcampaign.org](http://seafoodcampaign.org) for more information.

---

The full text of the letter sent to Congress follows:

Dear Chairman Leahy, Ranking Member Shelby, Chairwoman DeLauro, and Ranking Member Granger,

Thank you for your continued support for the American seafood industry. For hundreds of years, seafood has been a cultural touchstone for communities, and has provided a proud livelihood for generations of families from coast to coast.

While we have experienced difficult times in the past, the COVID-19 pandemic’s impact on restaurants, trade, labor, and supply chains is unlike anything we have endured. As the industry continues to rebound, a national investment in seafood will not only deliver a much-needed boost to companies and communities around the country but will also provide long-term benefits for the country’s public health and environment.

Seafood is an important source of protein and other nutrients, and is a vital contributor to brain development, and healthy immune, skeletal, and cardiovascular systems. These benefits are especially pronounced among new mothers, babies, seniors, and adults at risk for heart disease. Additionally, seafood is a climate friendly protein, with a low environmental impact.

Therefore, as you consider the importance of seafood in the appropriations conversations happening in Congress, the undersigned groups urge you to support a robust investment of \$25 million per year over five years into a national seafood promotion campaign that will help American seafood workers rebound from a difficult couple of years and reinforce the public health benefits of seafood consumption.

We are thankful for countless members, on both sides of the aisle, who have fought to secure much-needed federal assistance for fishermen, farmers, processors, distributors, and seafood companies along the supply chain during the pandemic. Furthermore, we greatly appreciate the broader commitment made by many in Congress to help build a stronger and more resilient seafood industry – [an aspiration echoed](#) by the National Oceanic and Atmospheric Administration (NOAA). The most effective and quickest way to ensure that that goal is accomplished is to adequately fund a national promotion campaign to highlight the importance of seafood to the country’s economy, public health, and environment.

Unfortunately, our industry needs this boost to rebound from the last two years of COVID-caused economic hardships. According to a [NOAA report](#), 2020 revenue from commercial fishing landings revenue declined across all regions by an average of 22% relative to 2015-2019, and the seafood industry as a whole continued to struggle due to a reliance on exports, restaurants, and inflationary pressures. A lack of demand and slowdowns in our supply chains led some fishermen to tie up their boats until things got better and many seafood companies need help to reposition in this new economic reality.

Today the industry contributes \$60 billion to the national economy and supports 1.2 million American jobs from coast to coast – the majority of whom are blue-collar, hard-working people, who go to work before most people are awake to make sure our grocery stores and restaurants have the fish, clams, lobsters, shrimp, and more that they need.

We are confident that through a unified national seafood promotion campaign, we will not only help the industry rebound for the foreseeable future, but we will firmly establish seafood as a staple in most Americans' diets.

American seafood is so much more than just another meal option. It represents a proud way of life and a stable job for millions. As America's seafood workers recover from two years of struggle, now is the time to invest in their success, and in a sustainable and healthy future for all of us.

We look forward to working with you to build out these priorities that will energize the American seafood industry and create a more sustainable future for food.

## Signed:

**Andrea Albersheim**  
*Seafood Nutrition  
Partnership*

**Kenneth Allard**  
*Guckenheimer*

**Mark Allison**  
*Forever Oceans*

**Jared Auerbach**  
*Red's Best*

**Kipp Baratoff**  
*Fishpeople Seafood*

**Roger Barlow**  
*Catfish Farmers of America*

**Michael Adrian Barnes**  
*Island Aquaponics and  
Tilapia Hatchery*

**Charles Gendron**  
*Baja Aquaculture Inc.*

**Robert Gill**  
*Gill Marine Corporation*

**Dave Glaubke**  
*Sea Port Products  
Corporation*

**Jeff Goldberg**  
*Fortune Imports*

**Kimberly Gorton**  
*Slade Gorton and Co., Inc.*

**Jim Gossen**  
*Gulf Seafood Foundation*

**Brandon Gottsacker**  
*Superior Fresh*

**Jessica Miller**  
*Seafood  
NutritionPartnership*

**Elaine Moquette-Magee**  
*Albertsons*

**Jim Motos**  
*Rich Products*

**Christopher Nelson**  
*Bon Secour Fisheries, Inc.*

**Ryan Nelson**  
*Late Harvest Kitchen*

**Tim Novotny**  
*Oregon Dungeness Crab  
Commission*

**Gary Beatty**  
*Inland Shrimp Company*

**Sebastian Belle**  
*Maine Aquaculture Association*

**Ashley Besecker**  
*Premier Catch*

**Joci Besecker**  
*Premier Catch*

**Jodi Blanch**  
*Gorton's*

**Eric Bloom**  
*Eastern Fish Company*

**Todd Blount**  
*Blount Fine Foods*

**Jeffrey Bolton**  
*IQF Custom Packing, LLC*

**Leann Bosarge**  
*Bosarge Boats, Inc.*

**Laurel Breault**  
*American Mussel Harvesters, Inc.*

**Dr. Tom Brenna**  
*University of Texas*

**Ben Brock**  
*Char Restaurant*

**Vincent Buie**

**Jay Burke**  
*Avramar, Better Fish, Better Lives*

**Jennifer Bushman**  
*Route to Market*

**Tommy Call**  
*Associated Wholesale Grocers*

**Michael Graham**  
*Monterey Bay Seaweeds*

**Ashley Greenley**  
*FishWise*

**Nelson Griffin**  
*Red Lobster Seafood Company*

**Amy Grondin**  
*Duna Fisheries, LLC*

**Catherine Guetarni**  
*Slade Gorton and Co., Inc.*

**Daniel Hanks**  
*King and Prince Seafood*

**Jim Harmon**  
*SeaShare*

**Mary Harmon**  
*SeaShare*

**Chris Harrington**  
*Lonestar Seafood*

**Steven Hart**  
*Global Seafood Alliance*

**Nate Hefti**  
*Superior Fresh*

**Hannah Heimbuch**  
*Under Sixty Cod Harvesters*

**Rod Hepponstall**  
*High Liner Foods*

**Marcus Hinz**  
*Oregon Coast Visitors Associations*

**Kurt Hogan**  
*Gorton's*

**Rhonda Hubbard**  
*Kruzof Fisheries, LLC*

**Lauren Nutini**  
*American Mussel Harvesters, Inc.*

**Roger O'Brien**  
*Santa Monica Seafood*

**Meagan O'Reilly**  
*North Coast Seafoods*

**Sarah Oeltjen**  
*Premier Catch*

**Robert Orr**  
*Cuna Del Mar*

**Mark M. Palmer**  
*OBI Seafoods, LLC*

**Mike Parks**  
*Tampa Bay Fisheries, Inc.*

**Victoria Parr**  
*Veramaris*

**Harlon Pearce**  
*Harlon's LA Seafood*

**Brian Perkins**  
*Global Seafood Alliance*

**Brice Phillips**  
*Phillips Foods, Inc.*

**Diane Pleschner-Steele**  
*California Wetfish Producers Association*

**Philip Powell**  
*Global Seas, LLC*

**Paula Quigley**  
*American Mussel Harvesters, Inc.*

**Joe Rankin**  
*NH Community Seafood*

**Jenny Shea Rawn**  
*JSR Ventures*

**Rose Cantwell**  
*Cedar Key Aquaculture*

**Mike Cape**  
*Censea*

**Johnny Carino**  
*Johnny Carino, LLC*

**Hampton Carver**  
*CarverCo, LLC*

**David Caslow**  
*Acme Smoked Fish*

**Maddie Cassidy**  
*Global Seafood Alliance*

**Gregory Casten**  
*ProFish*

**Richard Castle**  
*Giant Eagle*

**Jerry Chang**  
*Chang International Inc.*

**Barry Cohen**  
*Atlantic Capes Fisheries*

**Sonja Connor**  
*Oregon Health & Science University*

**Shey Conover**  
*Islesboro Marine Enterprises*

**Kate Consenstein**  
*Rising Tide Communications*

**John Corbin**  
*Aquaculture Planning & Advocacy*

**Linda Cornish**  
*Seafood Nutrition Partnership*

**Larry Cotter**  
*Napa Seafood Foundation*

**Bill Hueffner**  
*Pacific Seafood Group*

**Linda Hunt**  
*Yankee Fishermen's Cooperative*

**Chris Hussey**  
*Gorton's*

**Phillip Jeffrey**  
*Bay Hill Seafood Sales*

**Amy Johnson**  
*American Mussel Harvesters, Inc.*

**Dick Jones**  
*Blue Ocean Mariculture*

**Jessica Jones**  
*StarKist*

**David Kelly**  
*Innovasea*

**Brenton Kernes**  
*Newalla Fish Company, LLC*

**Matthew Kilfoil**  
*Cooke*

**Jack Kilgore**  
*Rich Products*

**Joe Koran**  
*ZnK, LLC*

**Kazuo Kozakai**  
*Nippon Suisan (USA), Inc.*

**Thomas Kraft**  
*Norpac Fisheries Export*

**Emma Kramer**  
*Straight to the Plate*

**Kurtis Kramer**  
*Straight to the Plate*

**Peter Redmond**  
*Aquaculture Stewardship Council*

**Judson Reis**

**Robert Rheault**  
*East Coast Shellfish Growers Association*

**Randy Rhodes**  
*Harvest Select Catfish*

**Katy Rivera**  
*For Cod and Country, LLC*

**Jillian Robillard**  
*Southern Maine Crabs, LLC*

**Fiona Robinson**  
*SeaShare*

**Bryan Rosenberg**  
*Chicken of the Sea*

**Joe Rosenberg**  
*Censea*

**Michael-Ann Rowe**  
*Off the Beaten Palate Productions*

**Dave Rudie**  
*Catalina Offshore*

**Norman Salem**

**Monica San Miguel**  
*Forever Oceans*

**Jennifer Scheer**  
*Rubio's Restaurant Inc.*

**Shannon Schell**  
*Premier Catch*

**Angela Scheufele**  
*Rubio's Restaurant Inc.*

**Barton Seaver**  
*For Cod and Country, LLC*

**Jeff Cowles**  
*Research Chefs Association*

**Eric Critchlow**  
*Marine Stewardship Council*

**Renato Curto**  
*Inter Oceanic Holdings, LLC*

**Mark Daily**  
*Idaho Aquaculture Association*

**Soren Dalsager**  
*Royal Greenland*

**Jenni Davis**  
*Sea Port Products Corporation*

**Fiona de Koning**  
*Hollander and de Koning*

**Garrett Delgado**  
*Neptune Snacks*

**Bill DiMento**  
*High Liner Foods*

**Melissa Dobbins**  
*Sound Bites, Inc.*

**Tom Domino**  
*Wakefern Food Corp.*

**Susan Dominy**  
*Aquafeed.com, LLC*

**Richard F. Draves**  
*Draves & Associates, LLC*

**Bill Dresser**  
*Sea Port Products Corporation*

**Jason Driskill**  
*H-E-B*

**Joan Eads**  
*FishWise*

**Julie Kuchepatov**  
*SAGE*

**Matthew Lebo**  
*AKUA Life PBC*

**Cheng Lee**  
*University of Hawaii*

**Michael Lee**  
*California Aquaculture Association*

**Lisa Leger**  
*NFNE*

**Neil Leininger**  
*Veramaris*

**Kerry Lewis**  
*FW Bryce*

**Christian L'Heureux**  
*North Coast Seafoods*

**Hugh Link**  
*Oregon Dungeness Crab Commission*

**Joseph Logan**  
*Trident Seafoods*

**Teresa Low**  
*Acme Smoked Fish*

**Meghan Luck**  
*Alaska Wild Caught Seafood*

**Kara Lydon**  
*Kara Lydon Nutrition*

**Jordan Lynch**  
*G-Town Oyster Co.*

**Wendy Mainardi**  
*Massachusetts Division of Marine Fisheries*

**Ben Martens**  
*Maine Coast Fishermen's Association*

**Sara Sinnott**  
*Oldways*

**Jeff Stern**  
*Censea*

**Ainsley Stollar**  
*Seafood Nutrition Partnership*

**Ellen Stollar**

**Steven Summerfelt**  
*Superior Fresh, LLC*

**Caroline Susie**  
*Caroline Susie RD*

**Adam Taylor**  
*North Coast Seafoods*

**Thayne Taylor**  
*Kauai Sea Farms*

**Jan Tharpe**  
*Bumble Bee Seafoods*

**Kim Thompson**  
*Aquarium of the Pacific*

**Michael Tlusty**  
*UMass Boston*

**Andrea Tomlinson**  
*New England Young Fishermen's Alliance*

**Jessie Trinchar**  
*Neptune Snacks*

**Joe Urban**  
*Greenville County Schools*

**Cyndi Van Hook**  
*Coral Reef Seafood*

**Gretchen Vannice**

**Salvatore Versaggi**  
*Versaggi Shrimp Corp.*

**Mike Eddy**  
*Beacon Fisheries*

**Mark Ely**  
*Aqua-Life*

**Tom Enlow**  
*UniSea*

**Michelle Faist**  
*StarKist*

**Erika Feller**  
*Marine Stewardship Council*

**Stephen Felsenthal**  
*Riverence*

**Bob Fields**  
*Global Protein Solution, LLC*

**Derek Figueroa**  
*Seattle Fish Co.*

**Pat Fontaine**  
*MS Hospitality and  
Restaurant Assoc.*

**Mark Frisch**  
*Beaver Street Fisheries, Inc.*

**Amy Frizzell**  
*Seafood Nutrition  
Partnership*

**Sam Galletti**  
*Southwind Foods/Great  
American Seafood*

**Nancy Mathews**  
*Cox's Wholesale Seafood,  
LLC*

**Zach Mazzetta**  
*Mazzetta Company, LLC*

**Stephen McCauley**  
*The Ginger Network*

**Kathleen McDavitt**  
*Aquaculture Stewardship  
Council*

**Smokey McKeen**  
*Pemaquid Oyster Co.*

**Jeanne McKnight**  
*Northwest  
AquacultureAlliance*

**Russ McPherson**  
*Harvest Select Catfish*

**Nichole Medina**  
*Blue Ocean Mariculture*

**Nick Mendoza**  
*Neptune Snacks*

**Devan Meserve**  
*Global Seafood Alliance*

**Robert Michaud**  
*Gorton's*

**Afton Vigue**  
*Maine Aquaculture  
Association*

**Daniel Vogler**  
*Harrietta Hills Trout Farm,  
LLC*

**Anthony Vuoso**  
*Cal Marine Fish Company*

**Cynthia Wallesz**  
*C&G's Wild Alaska Salmon*

**Bethany Walton**  
*Oyster South*

**Celeste Weller**  
*Yakobi Fisheries*

**Hugh Welsh**  
*DSM North America*

**Dana White**  
*Dana White Nutrition*

**Sam Wiley**

**Danny Woodson**  
*Tampa Bay Fisheries*

**Sandy Yi-Davis**  
*Seafood Nutrition  
Partnership*

**James Zurbrick**  
*Fish For America USA*

**AMERICA'S  
SEAFOOD  
CAMPAIGN**

