

RETHINKING THE SEAFOOD INDUSTRY

Building Economic Resilience in Coastal Communities

HEALTHY EATING AND THE SEAFOOD INDUSTRY

Cut salt and sugar, eat more fish — Reshaping the Seafood Message

2010 Dietary Guidelines for Americans recommends that eating 8-12 ounces of a variety of seafood per week (less for young children) can help prevent heart disease.



Average Weekly Fish Intake

Pregnant	1.89 oz
Post-partum	2.17 oz
Non-pregnant	2.97 oz

Source: FDA Phone Survey 2008



Contradictory media messages about the benefits of seafood and the risks of mercury resulted in a change in diets of vulnerable groups.

FDA documented noticeable increase in Omega-3 Deficiency related to weekly seafood consumption in pregnant and lactating women.

There is a shift in tide for messages about seafood consumption, accompanied by aggressive public outreach. Past experience proven "one size fits all" messages do not meet the needs of diverse audiences.

SHOPPING LOCAL AND THE SEAFOOD INDUSTRY



Community Supported Fisheries (CSFs) benefit fisherman and residents. CSFs allow residents in coastal communities to pre-pay for seasonal seafood catch; upfront payment generates capital that can be reinvested in the fishing business.

Fishing is integrated in the "BUY LOCAL" food movement and consumers believe local is fresher, has less chemicals and is higher quality.

Fishing communities adopt successful direct marketing model to establish CSF programs across the country.

Local seafood was first on the National Restaurant Associations "Top Ten" culinary trends for 2011.

Small family-owned fishing businesses have begun to develop brand identity to distinguish their seafood products from imports.



Buy Local. Buy Pride of New York.

RESEARCH AND THE SEAFOOD INDUSTRY



Smoked Seafood Industry implements *Listeria* controls based on applied research conducted by Cornell's Food Science Department and NY Sea Grant.

Dr. Martin Wiedmann (Cornell Food Science Department Food Safety Lab) and NYSG Seafood Specialist Ken Gall have collaborated on at least five different Applied Research and Training Programs for over a decade.

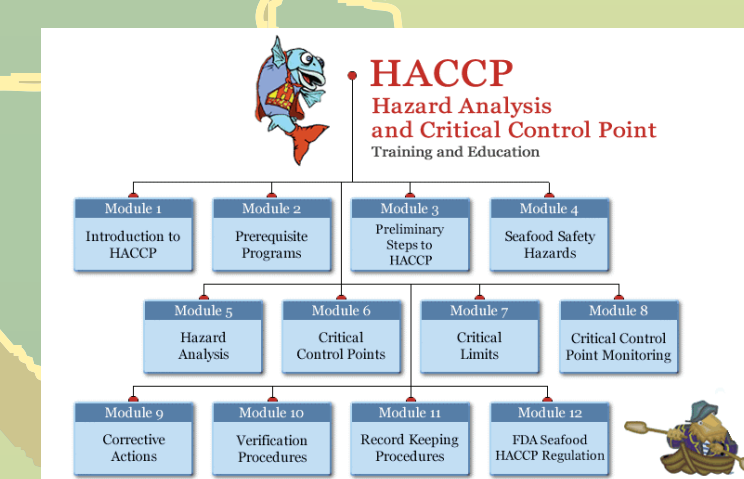
Molecular sub-typing of *Listeria* strains was used to track contamination patterns and the impact of various strategies in reducing contamination sources in smoked ready-to-eat seafood in processing plants in NY and across the US.



Outreach efforts include industry workshops, a "Best Practices" Manual (adopted by the US FDA), and nine journal publications.

Wiedmann and Gall provided data and served as expert reviewers for the 2011 FDA Risk Assessment for *Listeria* in Smoked Seafood Products.

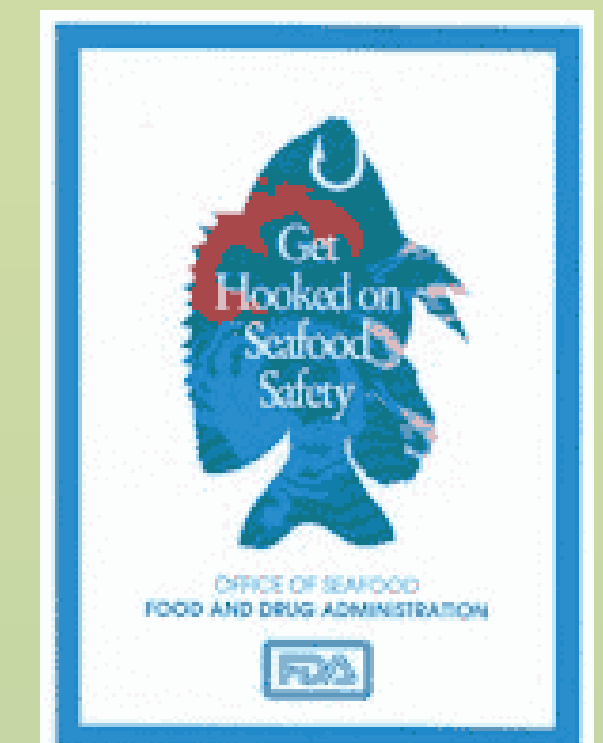
EDUCATION AND SEAFOOD SAFETY



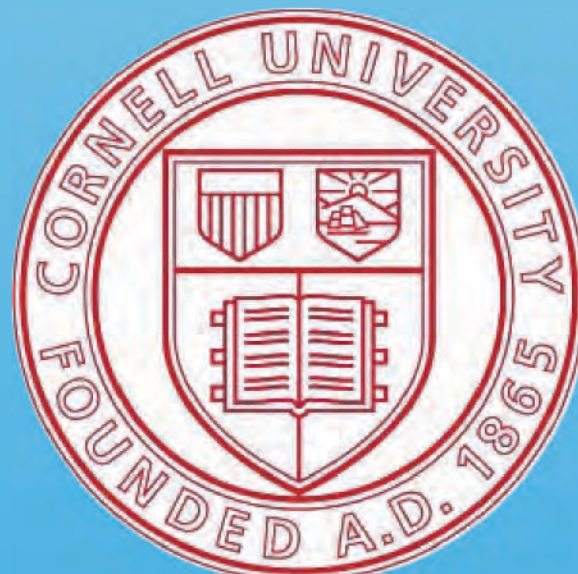
7500 individuals from all 50 states and 56 countries have enrolled in the internet course developed and managed by NY Sea Grant and Cornell University.

2000 individuals from seafood businesses and FDA and Regulatory Agencies have attended "live" training courses by NY Sea Grant's Ken Gall.

Training is required by FDA's Seafood HACCP regulation (21CFR Part 123) since 1998.



Community Supported Fisheries dot the East Coast with thousands of subscribers spanning more than 30 pick-up sites.



Websites of Interest:
www.seagrantsunysb.edu
www.seafoodhealthfacts.org