

## **Appendix H: Starting Suggestions and Breakout Sessions**

### **Who can help?**

- |                                       |                                     |
|---------------------------------------|-------------------------------------|
| -Industry members                     | -Sea Grants                         |
| -Industry organizations               | -Gulf States Marine Fish. Comm.     |
| -NOAA                                 | -Atlantic States Marine Fish. Comm. |
| -NOAA Seafood Strategy                | -Gulf Council                       |
| -USDA                                 | -South Atlantic Council             |
| -State legislators                    | -Seafood buyers                     |
| -Federal legislators                  | -NGOs                               |
| -State marketing and promotion boards | -Researchers                        |

### **Problems**

- Cold storage and infrastructure bought out from domestic control
- Quantity of imports
- Cost of insurance
- Cost of fuel
- Cost of doing business
- Labor shortages
- Continuous disasters (pandemics, hurricanes, freshwater, drought, etc.)
- Age of vessels, infrastructure, fleet,
- Consumer awareness
- Labeling (food service, country of origin labeling loopholes)
- Quantity of imports inspected/ health concerns
- Any bad quality tarnishes larger reputation
- Federal and state response/ timeline to disasters (FEMA; disaster declarations; etc.)
- Global oversupply of shrimp
- Perception of non-sustainable

### **Solutions**

- Increase cold storage
- Education for consistent, uniform high-quality product across the domestic industry
- Consumer education
- Marketing program that comprehensively works across the supply chain
- New/continued school meal and other federal buying programs
- New markets for domestic product
- Labeling laws
- Gear grants
- Seafood in the Farm Bill and other traditional agriculture resources