

# HOW RETAILERS CAN PROMOTE Sustainable American Seafood

“The nation’s fishermen, seafood suppliers, consumers, and Congressional leaders must protect the gains we have made over the past 40 years under MSA. It is in everyone’s best interest to pass on to the next generation vibrant national fishery resources. This will help to ensure Americans have access to sustainable seafood today and for years to come.”

~ SEAFOOD HARVESTERS OF AMERICA

**Act Now.** The Magnuson-Stevens Act manages American fisheries for success — The Modern Fish Act takes it in the opposite direction **By publically opposing The Modern Fish Act, business leaders can protect access to a plentiful and stable supply of sustainable American seafood.**

**The Modern Fish Act undermines the processes already sustaining and growing the seafood supply.**

- Reduces standards for catch accountability.
- Weakens the regional process of balancing stakeholder needs.
- Erodes proven scientific methods for monitoring fish stocks and restoring them back to healthy levels.

**This puts America’s thriving seafood businesses at risk.**

- **The Magnuson-Stevens Fishery Conservation and Management Act (MSA) is sustainable seafood.** American seafood production has nearly doubled since the Act was established. 44 fish stocks have been successfully rebuilt — providing **billions of portions** to the seafood supply chain, and aligning supply, demand and conservation.
- Sustainability and local sourcing are growing culinary trends. From supply chain stability to brand and menu marketing, **sustainable American seafood is the catch of the day.**
- **Access to seafood is paramount.** Meeting market demand means setting high standards for management that keep American fisheries thriving and dinner plates full.
- **Americans ate 4.8 billion pounds of seafood in 2016.** When we maintain and grow America’s consistent supply of healthy, sustainably managed seafood, retailers can depend upon our national fisheries to meet robust demand.

**Bottom line – responsible, productive harvest keeps seafood on the table.**

## BACK ON THE MENU

Thanks to the Magnuson-Stevens Act, 44 fish stocks have been rebuilt since 2000. Rebuilding has brought these stocks back to healthy levels—and it’s bringing them back to menus.

Consumer favorites that have been rebuilt include:

- Albacore tuna (North Atlantic)
- Sea scallop (Northwest Atlantic Coast)
- Black sea bass (South and Mid-Atlantic Coasts)
- Pink shrimp (South Atlantic coast)
- Swordfish (North Atlantic)
- Southern tanner crab\* (Bering Sea)
- Snow crab (Bering Sea)\*
- Petrale sole (Pacific Coast)
- Red Grouper (Gulf of Mexico)
- Porgy (Atlantic Coast)

\* co-managed under the MSA by NOAA fisheries, the North Pacific Fishery Management Council and the state of Alaska.



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## SUCCESS STORY: ATLANTIC SEA SCALLOPS DECLARED REBUILT IN 2001

### By the numbers

2016 Harvest: **40.5 million pounds** (meat)  
At the dock: **\$486 million**  
In the market: **\$810 million** (\$20/lb retail)  
On the plate: **185 million portions** (3.5-oz)

MSA-based management jump-started stock rebuilding and habitat restoration. The result? Landings and revenues have nearly tripled and the sea scallop fishery is now one of America's most profitable. Scallops are now a consumer favorite, and for decades they have been one of America's top ten seafood preferences. The economic success of this world-class fishery is a direct result of a strong MSA. **Weakening the MSA process could halt this and future growth in its tracks.**



**The work isn't done.** 39 additional species are currently in rebuilding programs. We need to maintain that progress, growing access to this important and valuable natural resource. Analysis shows continued rebuilding could potentially triple the net value of many U.S. fisheries — including an additional \$31 billion in annual sales and 500,000 new U.S. jobs. The Modern Fish Act is an obstacle to that growth by undermining effective policies already in use.

***Let's stay on track. Oppose The Modern Fish Act.***