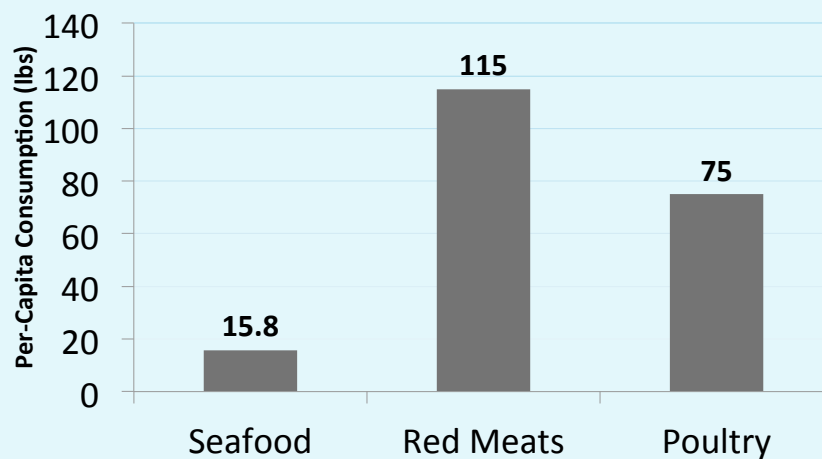


Seafood Consumption in the United States

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29 October 2014
GlobalG.A.P. Summit 2014
Abu Dhabi, UAE

Seafood vs. Other Animal Proteins (2010 per-capita consumption)



Source- United States Census Bureau

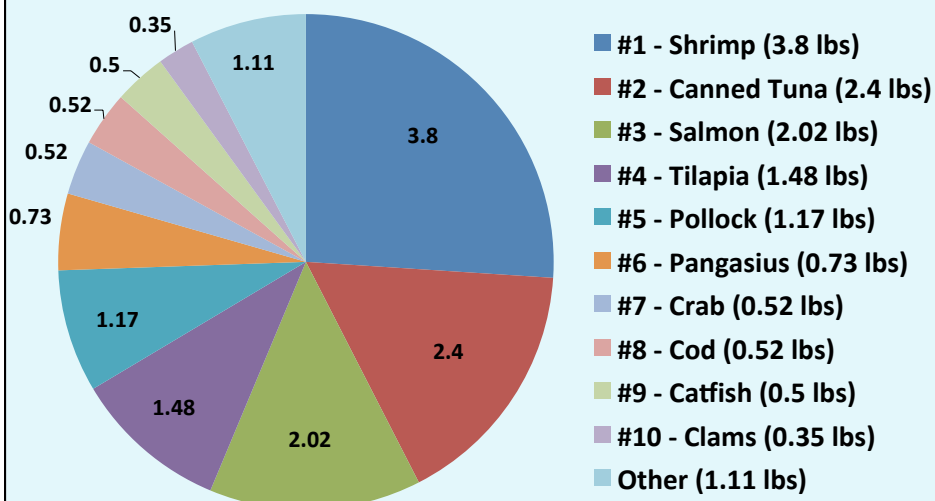


Why so little seafood?

- Limited familiarity with seafood, especially preparation and variety of species
 - 70% of U.S. seafood is consumed in restaurants and through catering services
 - Top 3 species = 56% of total consumption

Source- National Marine Fisheries Service (NOAA)

Top 10 Species (2012 per-capita consumption in pounds)



Source- National Fisheries Institute



Changes in the Top 10

2004 Consumption			2012 Consumption		
	Seafood Group	Per-Capita Consumption (lbs)		Seafood Group	Per-Capita Consumption (lbs)
1	Shrimp	4.2	1	Shrimp	3.8
2	Canned Tuna	3.3	2	Canned Tuna	2.4
3	Salmon	2.15	3	Salmon	2.02
4	Pollock	1.28	4	Tilapia	1.48
5	Catfish	1.09	5	Pollock	1.17
6	Tilapia	0.7	6	Pangasius	0.73
7	Crab	0.62	7	Crab	0.52
8	Cod	0.6	8	Cod	0.52
9	Clams	0.47	9	Catfish	0.5
10	Flatfish	0.33	10	Clams	0.35
	Other	1.86		Other	1.11
	Total	16.6		Total	14.6

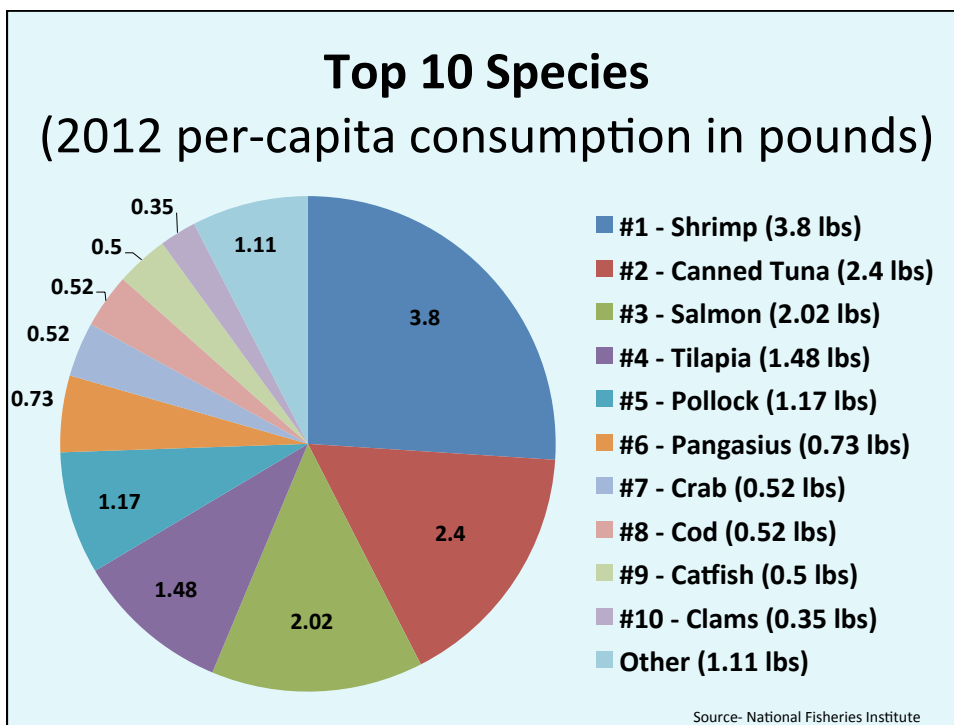
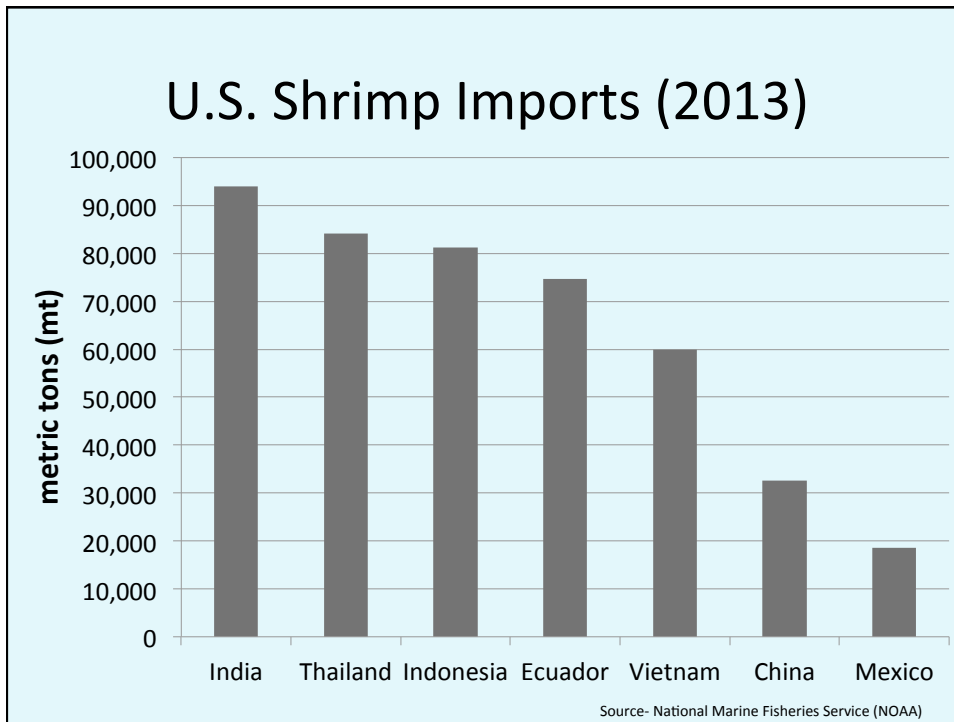
Source- National Fisheries Institute

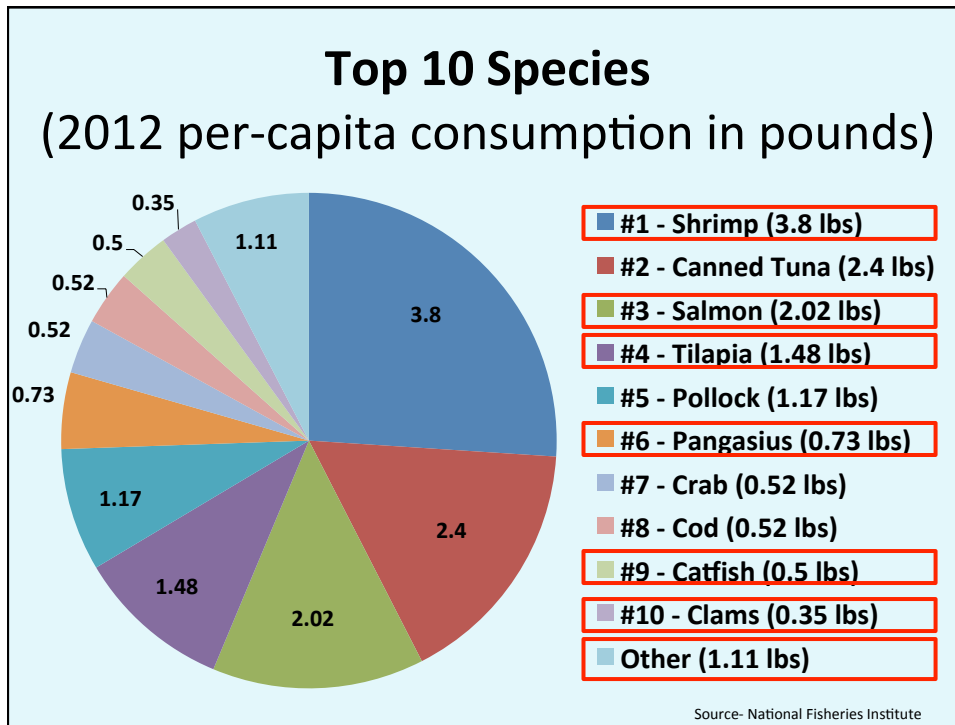
The U.S. imports most of its seafood

- The U.S. imports more seafood than any other country except China
 - 91% of total consumption is imported
 - 2.5 million tons valued at 9 billion USD
 - Shrimp = 29% of total 2013 seafood imports

Source- United States Census Bureau







Americans' Perception of Aquaculture

~~All farmed fish is bad!~~



Looking to the future

- Education
- Eco-certification labeling
- Government support
- Regulation and zonal management

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