Chapter 7.

Future Trends and the Outlook for New Marketing Opportunities

Picture from www.nonprofitquarterly.org

Sustainability and Marketability

- Wild-caught = ~50% of stocks "fully exploited" and ~30% are "overexploited, depleted or recovering."
- With wild-caught production at / near peak, growth of aquaculture products will fill demand for seafood.
- As a producer, you must accept these market factors, and use it to your advantage.

Future Trends

Sustainable Seafood certification programs

http://www.msc.org/documents/fisheries-factsheets/net-benefits-report/net-benefits-introduction-web.pdf

Future Trends

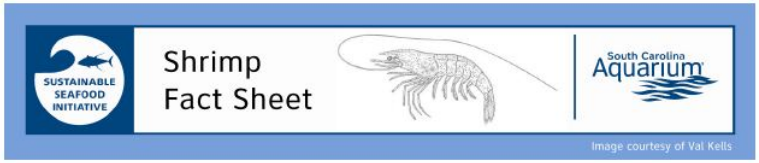
- Walmart remains the world's largest retail seller of seafood.
- In 2005, committed to provide sustainable seafood products.[1]
- By end of 2011, Walmart U.S. will require all seafood suppliers to submit plans to become third-party certified as sustainable.[2]

(1) http://walmartstores.com/media/factsheets/fs_2248.pdf
(2) http://cdn.walmartstores.com/sites/sustainabilityreport/2010/WMT2010GlobalSustainabilityReport.pdf

Future Trends

SC Aquarium's Sustainable Seafood Initiative

SUSTAINABLE SEAFOOD INITIATIVE



Basic Biology

Latin name: *Litopenaeus setiferus* (white shrimp) and *Farfantepenaeus aztecus* (brown shrimp)
Range: From Florida to New York; the northern-most fishery is in Pamlico Sound, North Carolina
Habitat: Muddy and sandy bottom
Diet: Worms, plant matter, decaying animals, algae and microscopic animals- any food that is available, including other shrimp
Age and growth: Natural mortality rates for larval and juvenile shrimp are very, very high; less than one or two percent will survive to adulthood; most adult shrimp die before they are nine months old

Sustainability

- Shrimp are harvested by trawl nets in shallow waters close to shore.
- The South Carolina Department of Natural Resources (SC DNR) monitors spawning activities as well as environmental conditions such as water temperature and salinity. During winters in which the water temperature falls below 46° F for seven to ten days most of the spawning stock of white shrimp can be wiped out and the commercial fisheries must be limited to ensure that enough shrimp are available to spawn.
- A 1988 study by the SC DNR found no clear evidence of damage to the ocean bottom-dwelling communities by commercial shrimp trawling. Studies have shown substantial damage to hard bottom habitats by trawls, but distribution of hard bottom habitat is limited in South Carolina waters and trawling is prohibited there. Commercially-important shrimp species do not live in such habitat.
- All shrimp trawls in South Carolina are required to use a certified Bycatch Reduction Device (BRD) and Turtle Excluder Device (TED) to allow unwanted finfish and sea turtles to escape the trawl nets. BRDs are estimated to reduce bycatch by 30% and TEDs reduce retention of turtles by 97%.
- Cannonball jellyfish comprise the largest component of shrimp trawl bycatch, with fish comprising much of the remainder. There is no evidence that this fish bycatch is having an adverse effect on the sustainability of those stocks.

Info for Chefs and Servers

- Spawning for both species occurs in the ocean within a few miles of shore. The post-larvae remain in the ocean sediments then ride tidal currents into the estuaries, the "nursery" habitat that offers food and protection from predators. Young adult shrimp leave the estuaries in the summer and fall, at which point they can be harvested.
- In South Carolina there are three shrimp fishing seasons;
  1) "Roe shrimp" - May and June - white shrimp that have recently completed spawning
  2) Brown shrimp - June through August - the offspring of the previous fall spawn
  3) White shrimp – August through December - offspring of the spring white shrimp spawn

Sources: South Carolina Department of Natural Resources, State of Shrimp Report 2004
SAFMC Shrimp Fishery Management Plan
Van Dolah, Wendt, and Levisen, 1988 – Report from the Marine Resources Research Institute

Future Trends

Local Food Movement

Brunswick Catch

Fresh from local fishermen to you.

http://www.ers.usda.gov/Publications/ERR97/ERR97_ReportSummary.pdf

Future Trend: *Food Sustainability*?

- Looking at impact from ocean to table
- Impact of harvest on fishery resource
- Energy use in harvesting the resource
- Energy cost of shipping product to market

What is a Carbon Footprint?

Seafood generally is a winner until considering….

- Modes of transportation/shipping
- Food miles – number of miles the product travels from harvest to the kitchen.
- Production phase = harvest methods

http://www.seafoodbusiness.com/articledetail.aspx?id=4294994142

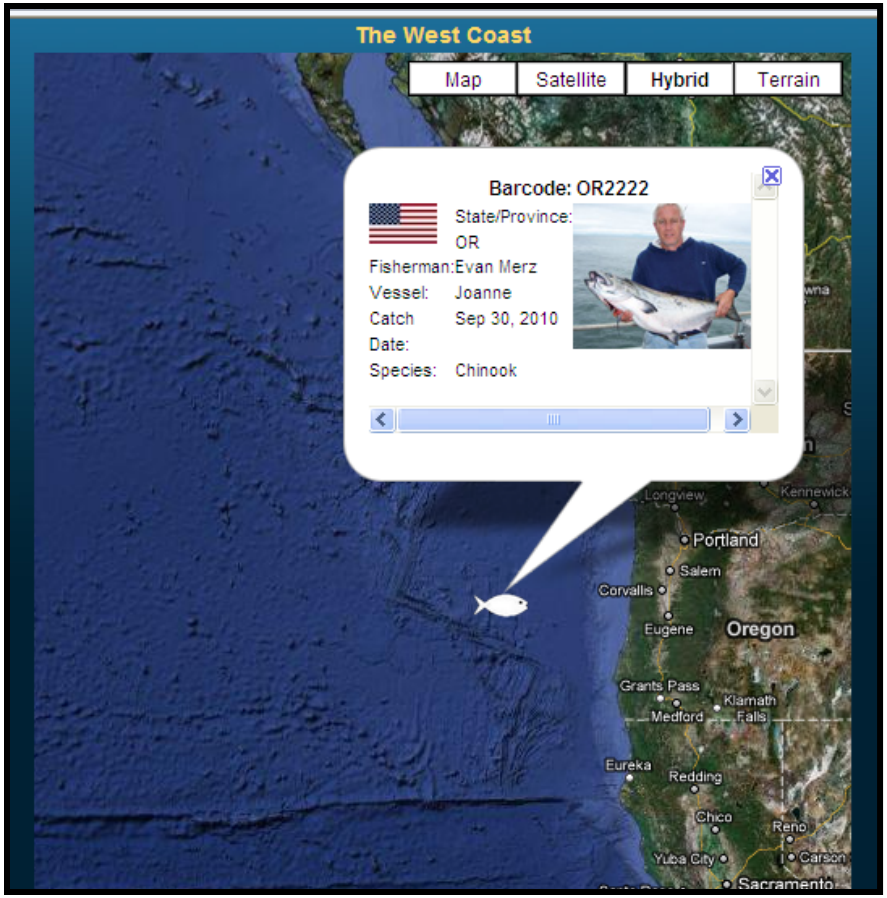
Future Trends: *Food Traceability*

- Linked to food safety concerns.
- Origin of harvest.
- Concerns about consumer fraud:

  Am I really eating grouper or farm-raised catfish?
- Consumer connections: *Knowing your fisherman*

Source: M. Thompson, G. Sylvia, and M.T. Morrissey, 2006.

Future Trends: *Pacific FishTrax*



- Connecting with consumers
- Find your fish!

http://www.pacificfishtrax.org/home
http://www.pacificfishtrax.org/market-place/from-boat-to-plate
http://www.pacificfishtrax.org/find-your-fish

Summary

NOW YOU HAVE THE TOOLS!