

HOW RESTAURANTS CAN PROMOTE Sustainable American Seafood

"Fisheries management may seem like a weird topic for chefs to get involved with, but we all love fish. And as a businessperson, I want access to a consistent supply of sustainable seafood even though my restaurant is hundreds of miles from the nearest coast."

~ CHEF DANIELLE LEONI, THE BREADFRUIT AND RUM BAR

Start at the source.

Restaurants help support millions of jobs and billions of dollars in economic impact in communities across America, and they are integral to connecting consumers with diverse and delicious sustainable seafood options.

The Magnuson-Stevens Fishery Conservation and Management Act (MSA) manages ocean fisheries in U.S. federal waters for success. This promotes a sustainable seafood supply through:

- Science-based limits on how many fish can be caught.
- Regional decision-making process that balances stakeholder needs.
- Hard deadlines for bringing overfished stocks back to healthy levels.

By publicly supporting the Magnuson-Stevens Act and sustainable fisheries, restaurateurs can promote and protect access to a plentiful and stable supply of sustainable American seafood.

- **The Magnuson-Stevens Act 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, restaurants can depend upon our nation's 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 ocean 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

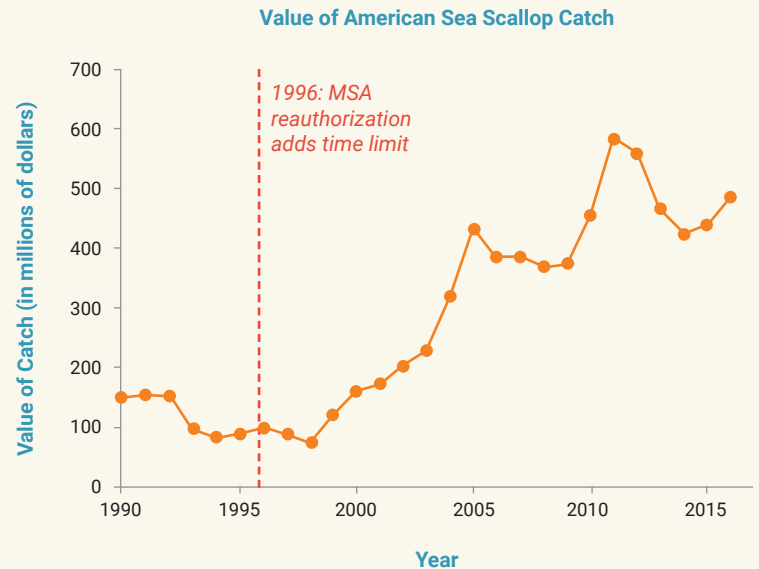
2016 Harvest: **40.5 million pounds** (meat)

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.



The work isn't done. An additional 39 fish stocks are currently in rebuilding programs. We need to maintain this 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.

There's a lot on the line. Support sustainably managed U.S. fisheries and the continued success of the Magnuson-Stevens Act.