

Communicating Sustainable Seafood

Share these five key steps to effectively communicate about sustainable seafood. These simple concepts applied inside your company or with partners, can help to demystify seafood for your consumers or buyers.

Key Takeaways



Collaborate with other stakeholders to identify and address the barriers to seafood consumption; work together to align messaging and framing.



Seafood has a compelling story; share details about product origin and what goes into bringing responsible seafood from sea to table.



Forge emotional connection to seafood as one of the world's greatest natural resources



Extol sustainable seafood's enviable protein tale and [seafood's place in the modern diet](#): high in nutrition, low on environmental impact when harvested or raised responsibly.



Engage the young: plant a seed in new generations that will grow. Young people are open to new tastes and receptive to seafood's environmental and nutritional advantages.