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Intelligence

Walton Family Foundation poll finds strong backing for sustainable seafood

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By Responsible Seafood Advocate

New Polling: Americans unified on sustainable seafood and food security

A majority of American adults believe that ocean health and sustainable seafood are personally important, according to a new poll done for the Walton Family Foundation.

The **Morning Consult poll** (<https://www.waltonfamilyfoundation.org/climate-changes-impact-on-the-world-oceans>) found that 83 percent of respondents feel this way, and agreed with this statement: “We have a responsibility to ensure a steady supply of sustainable seafood for future generations.”

The poll also found that 68 percent of consumers are worried climate change is having a negative impact on ocean health, fish populations and global food security.

“Healthy oceans and healthy fish are key to feeding a growing global population,” said Moira McDonald, director of the Walton Family Foundation’s Environment Program. “More than a billion people rely on seafood as their primary food source. To protect fish and the oceans, we need to use science that is responsive to climate change. Adaptation and resilience are central to all environmental efforts. Work in the oceans and fisheries is no different. Climate-resilient fisheries strengthen food security and the environment. We need leaders to consider both things at once.”



A poll commissioned by the Walton Family Foundation finds most Americans believe ocean health and sustainable seafood need urgent protection.

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The survey also found that consumers are recognizing the importance of seafood and its vulnerability to climate change. More than seven of every 10 respondents said climate change increases the urgency of protecting seafood supplies and the ocean.

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