

# Building Trust to Grow the Seafood Market



## Consumers want to eat more seafood, new research for Best Aquaculture Practices (BAP) reveals.

The study conducted by Changing Tastes in the Spring of 2021, explored awareness and influence of the Best Aquaculture Practices (BAP) logo in the U.S., the world's largest market for fish and seafood. 3,000 U.S. adult consumers and 400 purchasing decision makers (or "operators") participated in the study. American shoppers who know BAP, trust BAP and think more positively about the retail establishment. BAP offers a substantial opportunity to support the growth of the seafood market.

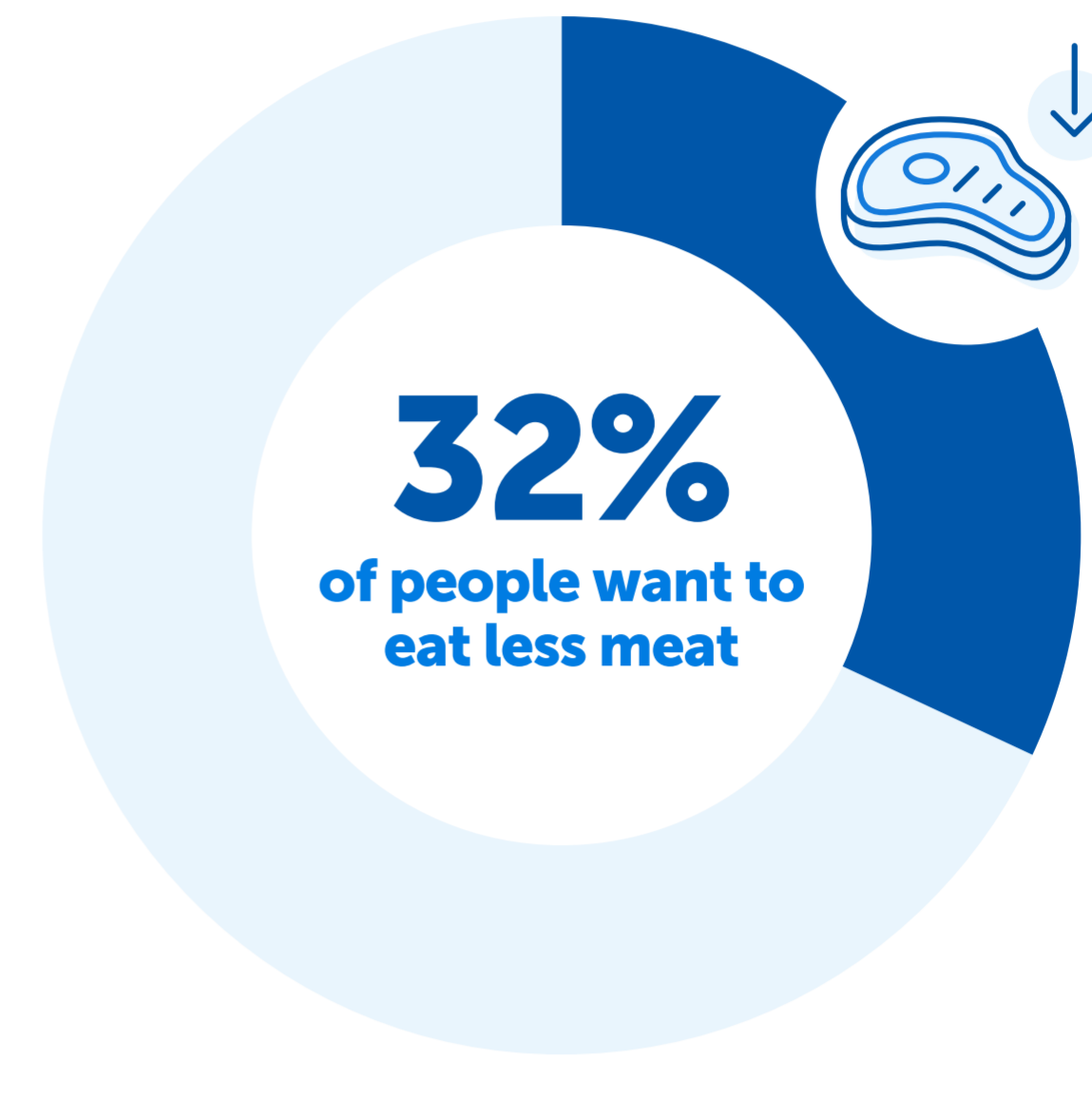
### 65%+ of people purchase and eat seafood only once a week or less

Per the latest US Government recalculations, seafood consumption is up 2 pounds per person per year over the past decade. However, there is room for improvement. Chicken consumption rose approximately 20 pounds per person per year over same time period.

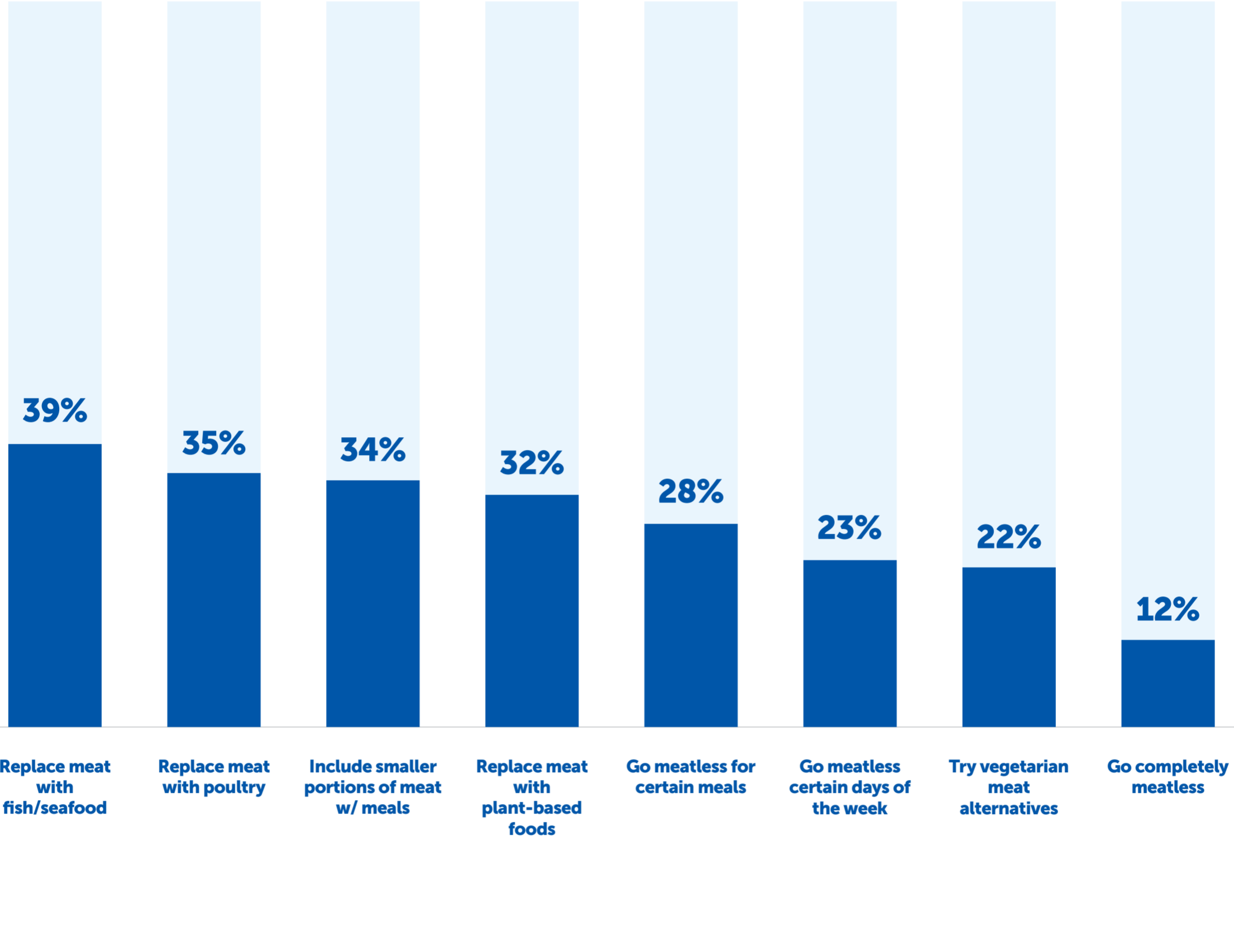


### Consumers are still substantially interested in eating more fish and seafood instead of red meat.

Most consumers eat seafood just a few times a month, but many have the intent to increase frequency. Over 20% of consumers intend to eat less red meat and their top choice for replacing is fish and seafood.



### Consumer Preferences for Eating Less Meat

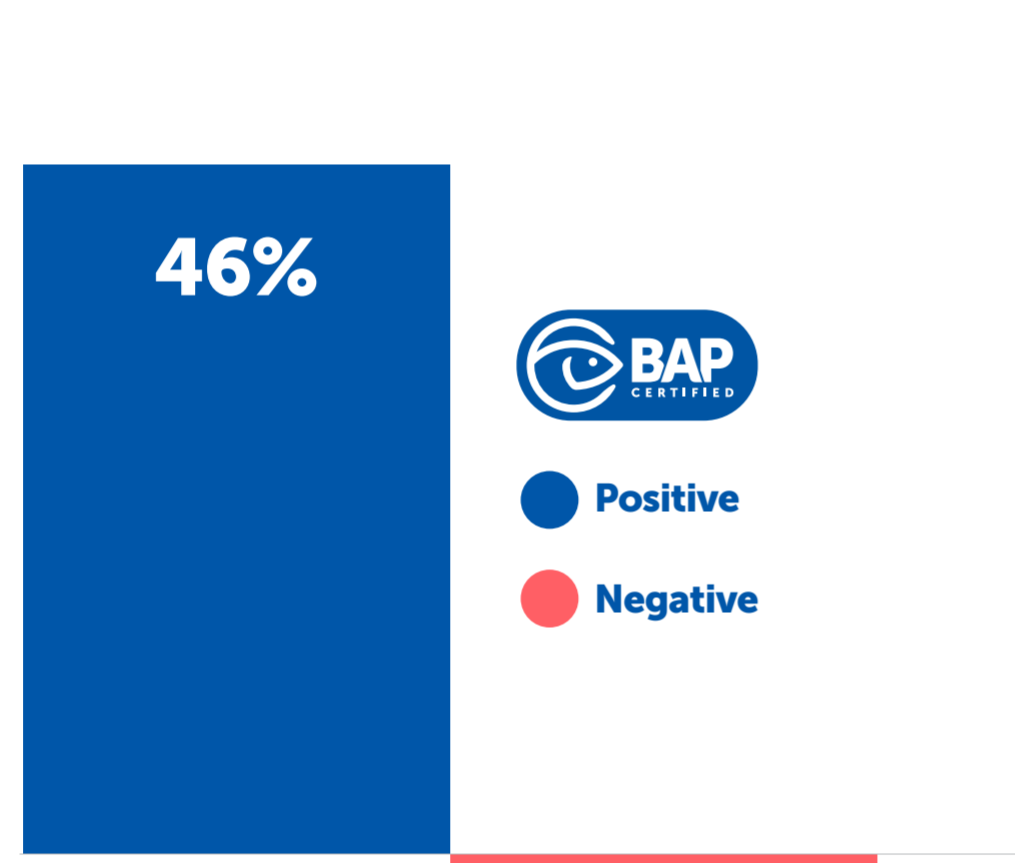


### Those who know BAP, trust BAP.

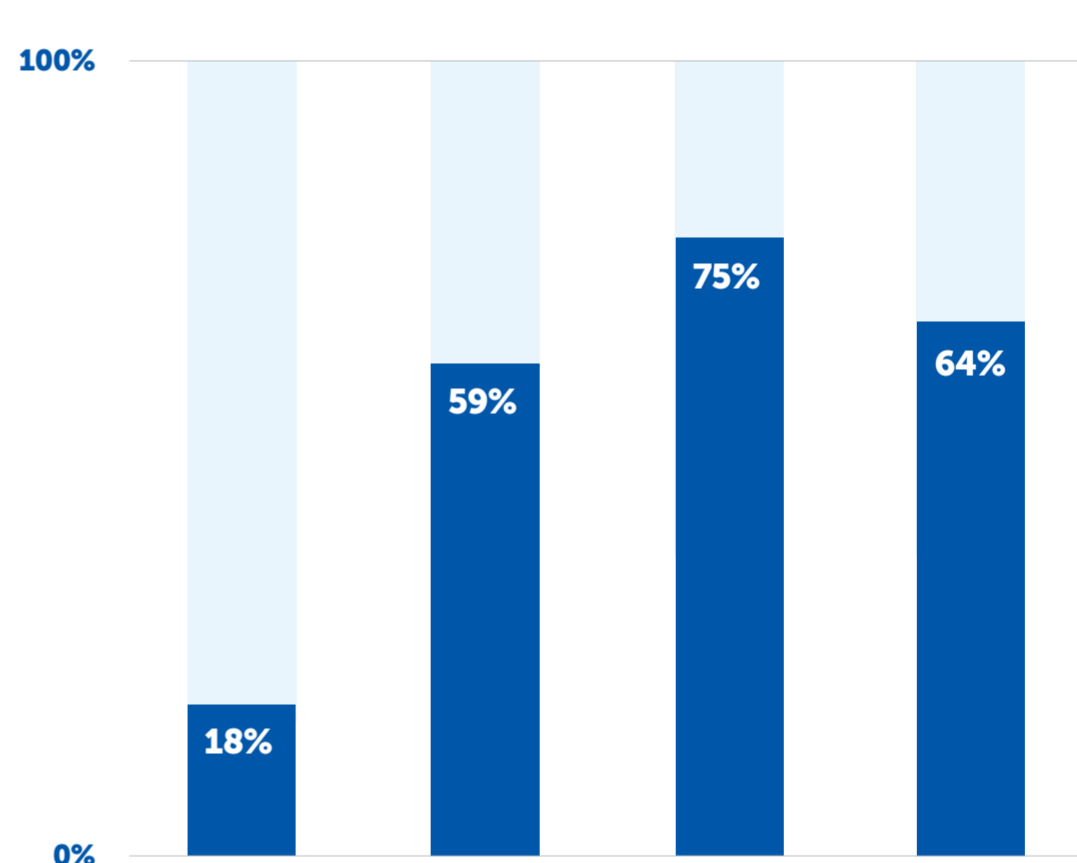
Consumer trust in BAP has a strong influence on purchase decision.



### Consumer Influence of BAP Logo on Perception



### Consumer Awareness, Trust, and Influence of BAP



### Certification can build trust in seafood.

Lack of awareness of responsible practices are inhibiting purchase decisions. BAP delivers assurances and makes consumers feel better about their purchase decisions.

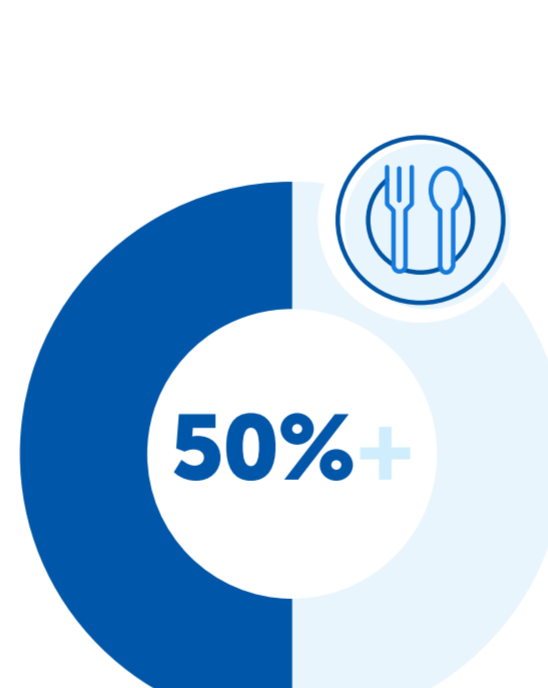
Certifications and marks like BAP are capable of driving meaningful INCREASE in the purchase of seafood.



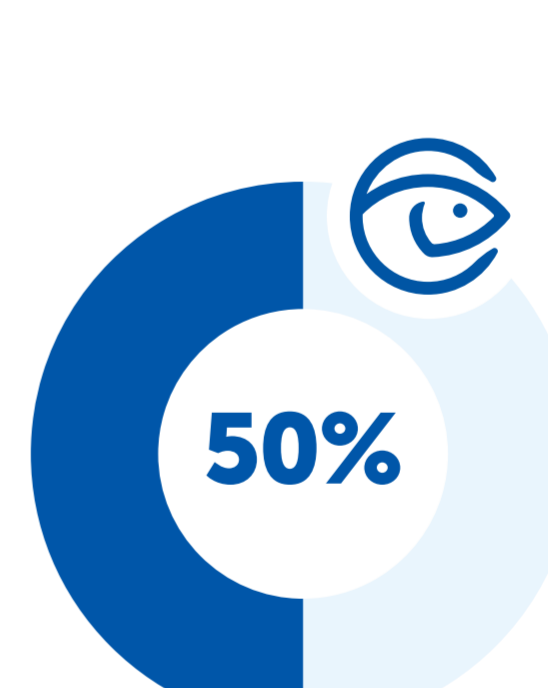
### Millennials have the power to drive change since they already purchase seafood and value certification.



Millennials have the highest recognition of BAP



Over half of millennials already purchase seafood for their household, and even more consume seafood at least once a week.



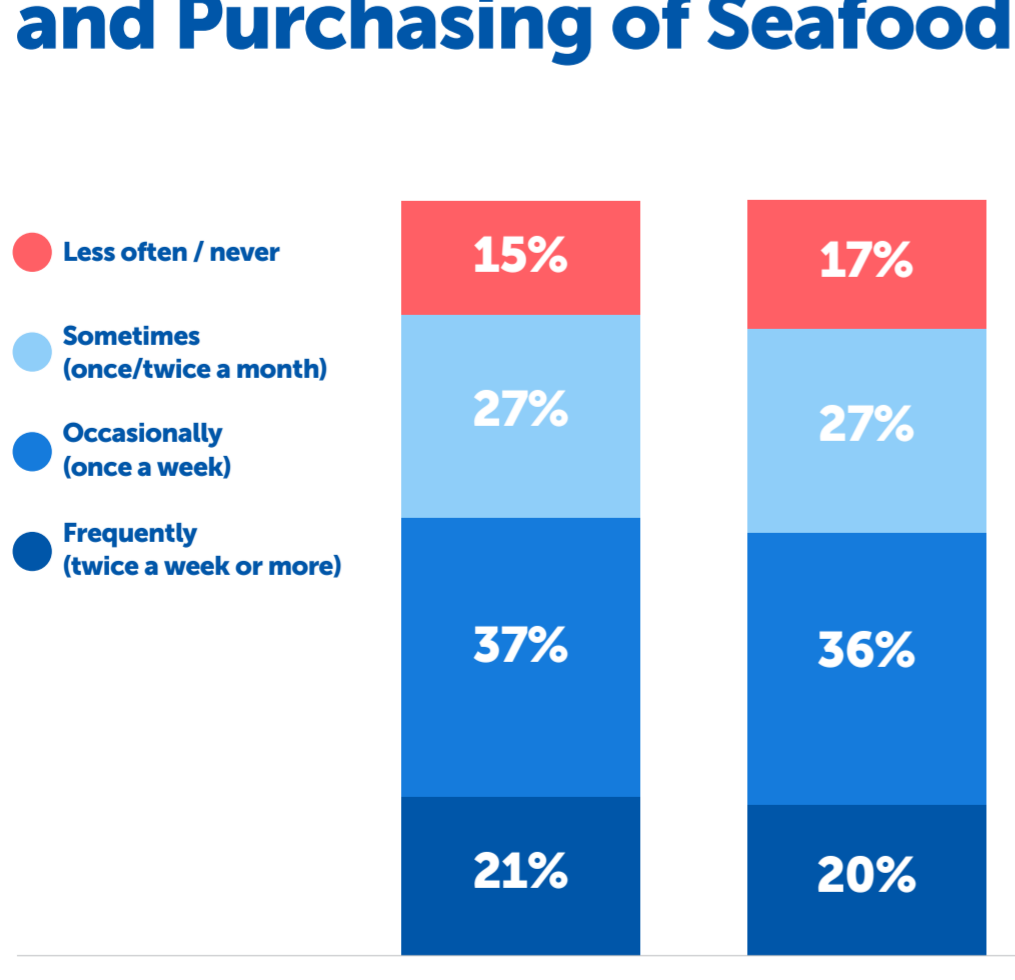
The BAP logo makes nearly 50% of millennials think more positively of store (more impact than on any other group)

### 80% of millennials try to eat healthy or carefully monitor their diet

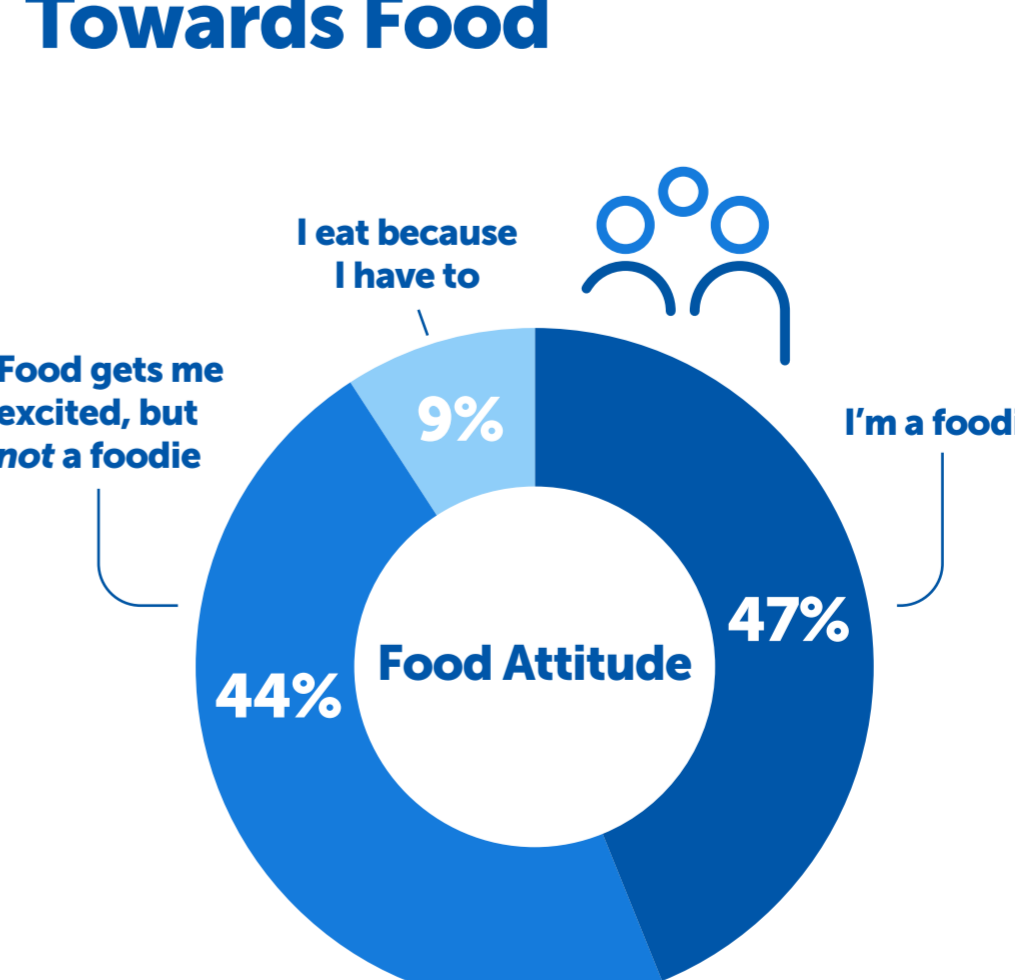
Healthy eating is a strong motivator, especially for foodies. Small change can make a big difference by increasing consumption from once or twice a month to once or twice a week. Seafood at least twice a week has greatest health benefits and is an achievable goal.



### Millennial Consumption and Purchasing of Seafood



### Millennial Attitude Towards Food



## Need help educating your customers?

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Talk with Elise Avallon to get started

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