



# Bill Hoenig

Bill has nearly 25 years of shrimp-procurement and -sales experience, starting with Rich SeaPak. He went on to work for Expack Seafood and then Bluecadia. Currently, he is VP of procurement and operations for Delta Blue Aquaculture. He also acts as market development manager-Latin America for the GAA's Best Aquaculture Practices certification program, serving as a link between BAP-certified facilities and the marketplace.

MARKET  
DEVELOPMENT  
MANAGER  
BAP

# Seafood Marketing: Is It Time for a Unified Approach?

- **JEFF REGNART**, JEFF REGNART CONSULTING  
ALASKA SEAFOOD MARKETING INSTITUTE
- **RAGNAR TVETERÅS**, UNIVERSITY OF STAVANGER /  
NORWEGIAN SEAFOOD COUNCIL
- MODERATED BY **BILL HOENIG**, GAA



# Jeff Regnart

Jeff has been an independent fisheries consultant and fisheries policy analyst since 2015, when he launched his own consultancy, Jeff Regnart Consulting. He was a policy analyst with the state of Alaska for three years through 2015. For 25 years, he was the division director for commercial fisheries for the Alaska Department of Fish and Game. He played a key role in the Alaska Seafood Marketing Institute's pollock marketing campaign.

REGNART  
CONSULTING,  
ASMI



# Ragnar Tveterås

Ragnar is a business economist at the University of Stavanger's Department for Industrial Economics, Risk Management and Planning in Norway. As a writer and lecturer, he maintains relationships with public authorities and private decision makers at the regional, national and international levels. Ragnar received the 2006 Scana research prize for his many publications and ability to communicate research findings beyond academia.

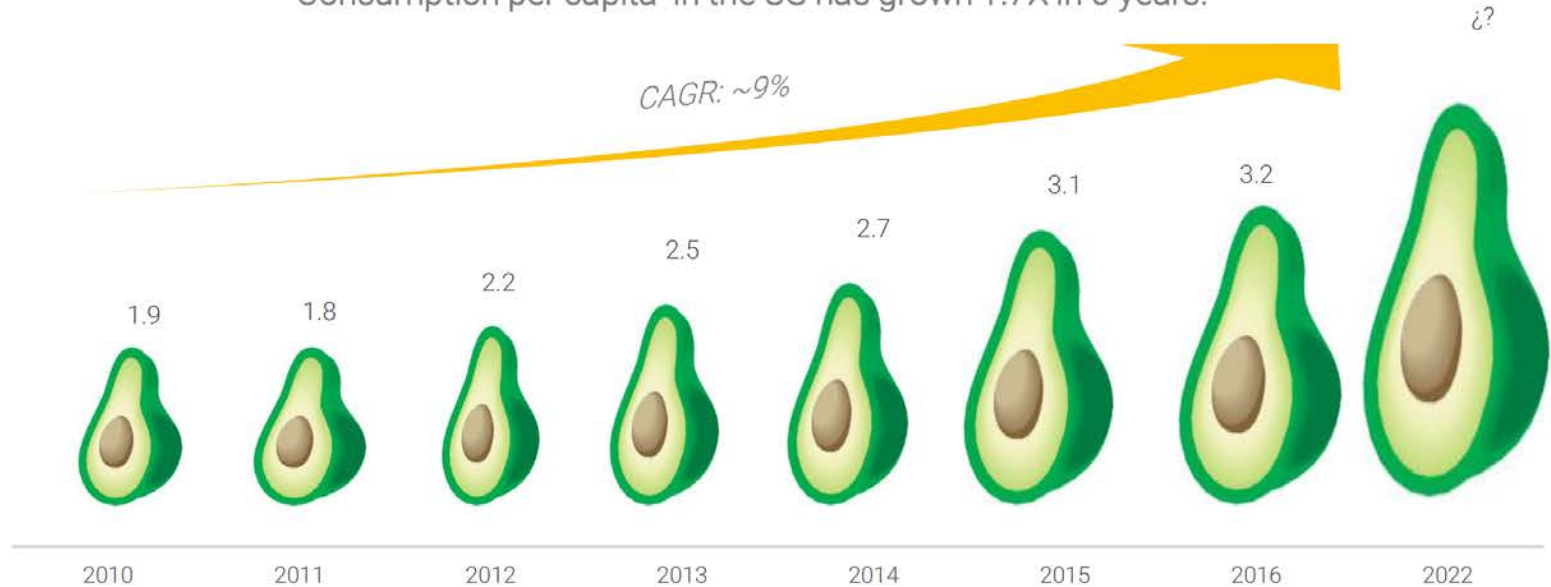
SEAFOOD  
ECONOMIST  
UNIVERSITY OF  
STAVANGER

# First Day Recap

- Andrew – Share of Stomach, Collaboration
- Jose Antonio – Pre Competitive Collaboration in Ecuador, SSP
- Wally and Lisa – Importance of Exchange of Information, The Future is Now
- George – The Bad Old Days, Importance of Data, Oversupply of shrimp
- Ragnar – A bunch of numbers on fish
- Jim – Shrimp is data challenged, disease shock is not a way to raise prices, Europe imports are flat
- Rodrigo – Vastly improved, have doubled production, SSP
- Allan – Betting on intensive, 20X production vs extensive, much better control.
- Dr. Loc – Wildcat!!! Production increasing but still have issues, new disease?? Fermentation? White feces, worst name ever?
- Allan – Shrimp production out of sync with demand. Lessons from avocados, data sharing, unified approached to marketing.

# How can this happen? CONSUMPTION! Driven by marketing and good data

Consumption per capita in the US has grown 1.7X in 6 years!



Source: USA Avocado consumption per capita Fruitrop, april 2017

# COMEPESCA



- Consejo Nacional de Promoción de los Productos Pesqueros y Acuícolas
- Wild and Farmed, producers, processors, distributors.
- Promote the Consumption of Mexico Produced Seafood
- Through Social Media they Reach 6 MM consumers a month, partnered with 40 “Celebrity Chefs”
- Increased consumption from 8.9 to 12.7 kgs per capita in 6 years.

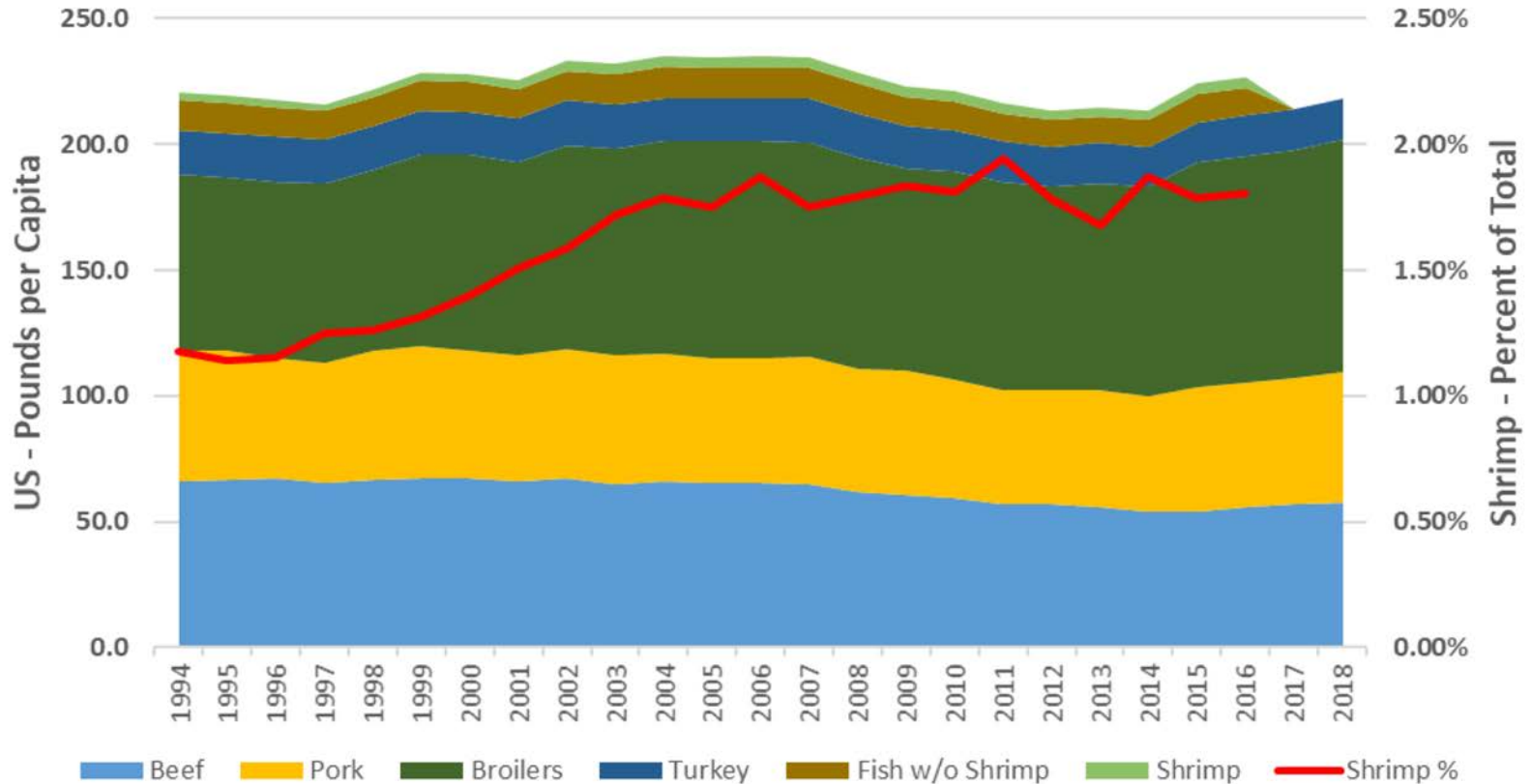
# Love Australian Prawns

- The mechanism is voluntary, largely at production level, at 0.22% GVP
- 20% uplift in value
- 1 in 5 Australian consumers recognize the logo
- 37% eating more shrimp than 3 years ago



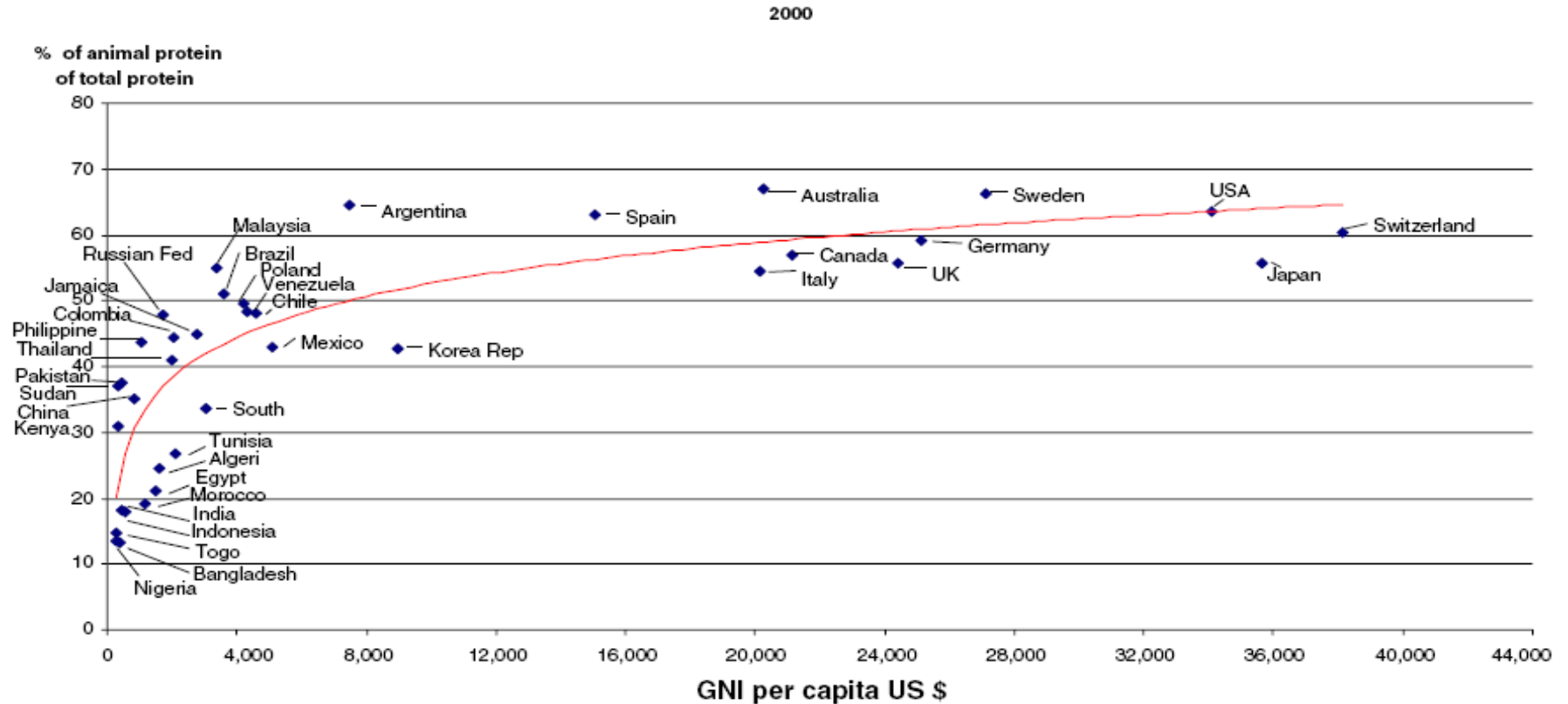


# US Per Capita Protein Consumption 1994-2018



Sources: Urner Barry, USDC

# Income and the proportion of animal protein in diet



# Marine protein does not necessarily increase with income: Culture and natural resources have an impact

2000

% of fish protein  
of animal protein

