



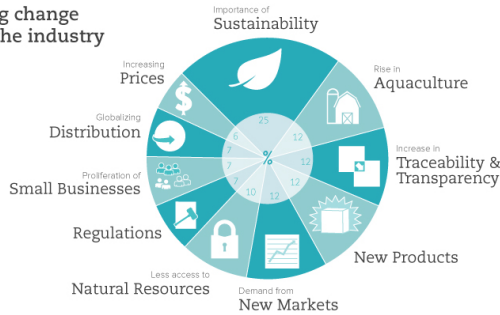
WHAT'S CURRENT *in* SEAFOOD: THE INDUSTRY PERSPECTIVE

Tales from Seafood Expo North America 2014

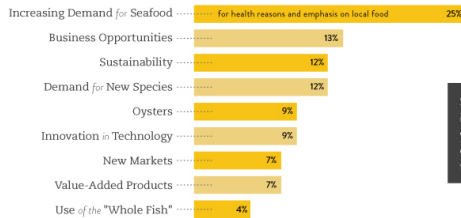
The Seafood Expo North America is the largest seafood trade event on the continent, attracting thousands of seafood buyers, sellers, logistics providers, NGOs, and other industry representatives from over a hundred different countries. The Future of Fish team walked the floor of the 2014 exhibition and asked exhibitors four questions about the state of the industry. Here's what we heard.

"The seafood industry is more complex than other protein commodities. There's so many different species, so many different layers along the chain."
-Meghan Frolli, FishWise

What is one big change happening in the industry right now?

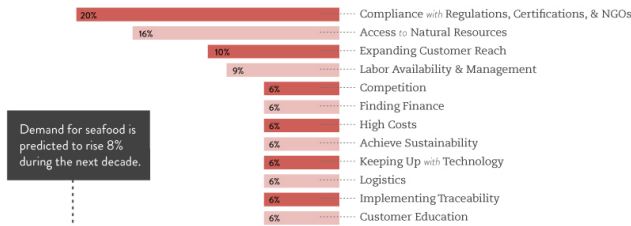


What is one thing you're excited about in the industry at the moment?



\$217.5 billion worth of seafood is produced worldwide each year. The global seafood industry contributes \$870 billion to the worldwide economy.

What's one challenge you're facing in the industry today?



Demand for seafood is predicted to rise 8% during the next decade.

"If I could reach all the consumers on the planet, I would challenge them to ask the hard questions about their seafood... and to realize that as consumers they can drive big change in coastal communities by making smarter choices about their seafood."
-Hoyt Peckham, SmartFish

What's one thing you think customers should know about the industry?



Note: Some respondents gave more than one answer and percentages may not equal 100. n = 69

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