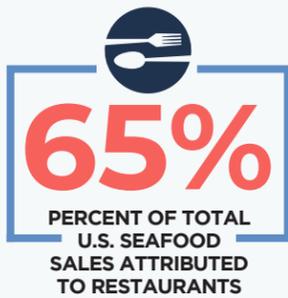


Why Seafood?



MENU STATISTICS



- > Restaurants account for approximately 65% of all US spending on seafood.



- > Seafood is a unique way to give diners a break from the proteins they regularly cook at home. Shrimp, Crab, Lobster and Fish will draw customers to a restaurant because many consumers lack the confidence to prepare these items themselves.
- > Seafood is the second most "missed food" when not found on a restaurant's menu.
- > Seafood is a high margin item



Food-at-home fatigue is real. Consumers are ready to re-engage with restaurants.

Sysco CEO Kevin Hourican



- > Seafood is highly visual. So, restaurants should take advantage of platforms like Instagram, Yelp, TripAdvisor and Facebook to market their seafood specials and menu items using crave-worthy photography. Ask your chef or manager to create more seafood dishes to feature on social media.



- > 93% of consumers report using online menus to decide where they want to eat. Make sure the menu on your website is up-to-date and that all your seafood dishes are represented.



- > 45% of younger consumers reportedly use social media to identify restaurant deals and promotions. Leverage features like Instagram Stories to quickly get the word out about your seafood specials.

BE IN THE KNOW

Questions to Ask Your Front-of-House Team



- > Is the seafood we use on our menu wild-caught or farm-raised?
- > Where does our restaurant's seafood come from?
- > Is the seafood we serve certified as sustainable? The most common seafood certifications in the U.S. are:
 - MSC (Marine Stewardship Council) Certified
 - ASC (Aquaculture Stewardship Council) Certified
 - BAP (Best Aquaculture Practices) Certified
 - Global GAP Certified



HELP SPREAD THE WORD

The Seafood Nutrition Partnership has put together the "Eat Seafood America" campaign in response to the COVID-19 pandemic to help restaurants and operators promote seafood to their guests. [Visit the Seafood Nutrition Partnership website to take advantage of the campaign's resources.](#)

Benefits of Using Both Wild-Caught and Farmed Seafood

- > Both wild-caught and aquaculture-raised seafood practices support the local economy in communities throughout the U.S.
- > Aquaculture practices have existed for thousands of years and are an efficient and sustainable form of food production.
- > More than half of seafood consumed globally is sourced from the aquaculture industry.
- > Global seafood consumption has more than doubled in the past 50 years. By 2030, global seafood consumption is projected to reach 30 million MT.
- > As the demand for seafood increases, the sustainability of wild-caught practices is strained, emphasizing the critical role aquaculture plays in building a food secure future for the world.