



NATIONAL
FISHERIES
INSTITUTE

**What Does the Public Hear
and
To Whom Do They Listen**

Quantitative and Qualitative Research

**John Connelly
President**

National Fisheries Institute

Who We Are

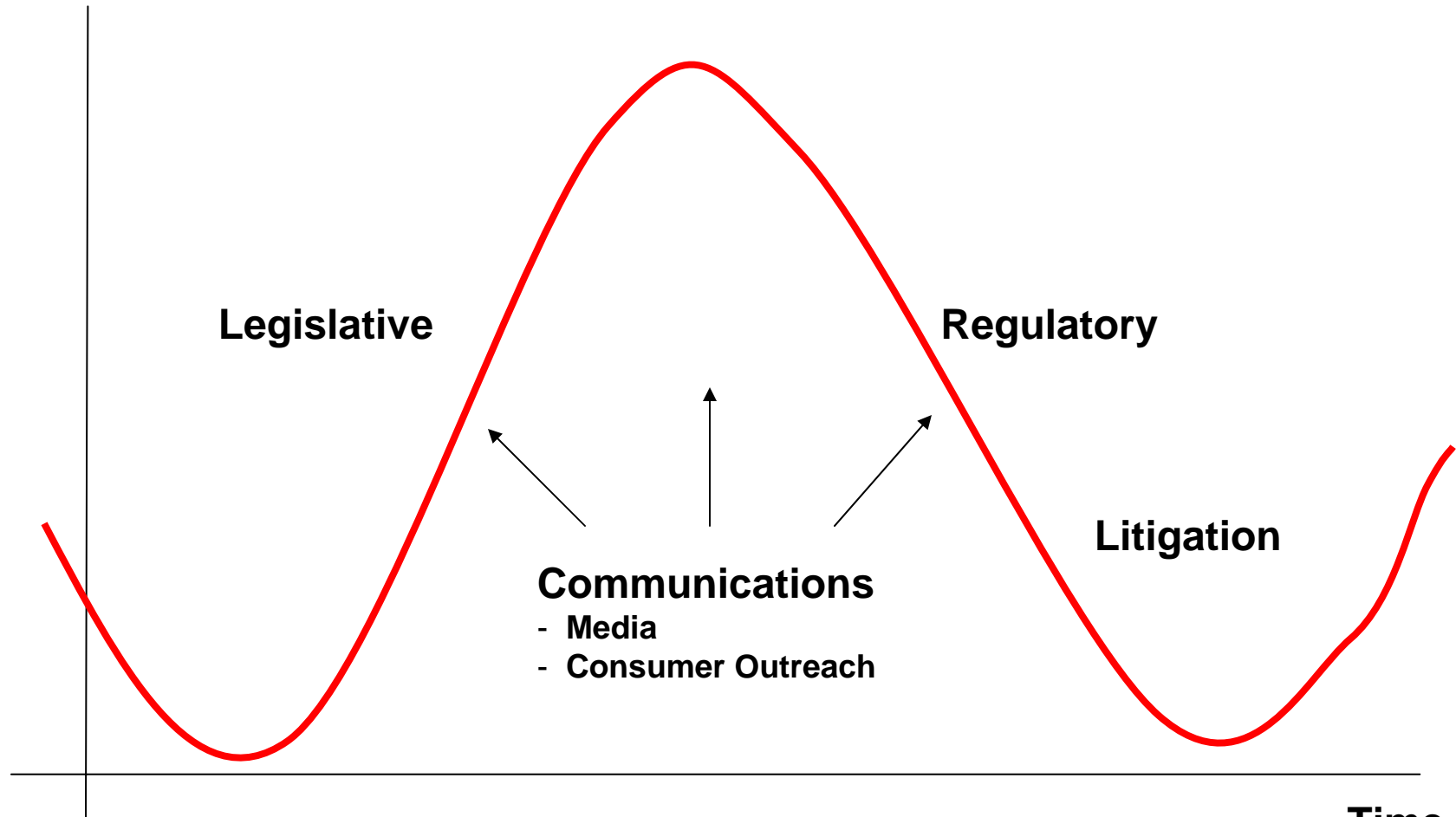
- Voice for seafood community in Washington, with the media, and in the marketplace
- Represent industry from “water to table”
- Represent most domestic industry and importers
- Committed to sustainable use of resources



NFI Priorities

Where We Work – Issue Life Cycle

Resources



Time



Data and Trends in the U.S. Market

What Others Say About Us



Fish Consumption

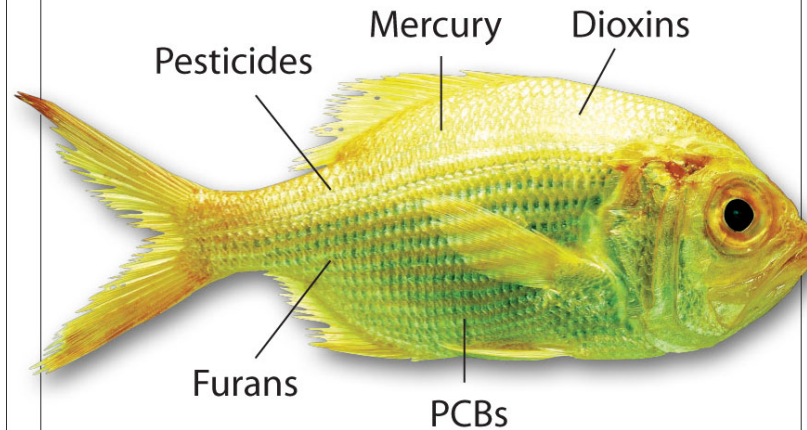
What Others are Saying

American Heart Association: We recommend eating fish (particularly fatty fish) at least two times a week. Fish is a good source of protein and doesn't have the high saturated fat that fatty meat products do. Fatty fish like mackerel, lake trout, herring, sardines, albacore tuna and salmon are high in two kinds of omega-3 fatty acids, eicosapentaenoic acid (EPA) and docosahexaenoic acid (DHA).

American Dietetic Association: Fish provides a good source of the fatty acid omega-3, which can help reduce the risk of heart attacks. Fish is also a great source of protein, zinc and iron and has less saturated fat, which can increase blood cholesterol. The current FDA recommendation is to eat up to 12 ounces a week.



Brane Fude?



“Mercury is such a potent neurotoxin that even small doses can cause irreversible brain and heart damage.”

infertility and liver and brain damage.

Mercury is everywhere. In the ~~canned tuna from your local grocery store. In the salmon, shrimp, and sashimi you order at the restaurant. Forty-four states have posted warnings about mercury contamination in their lakes, streams, and rivers.~~

Take action. Go to www.pcrm.org to send an email to the federal Dietary Guidelines Advisory Committee. Tell them that our health and the health of our children come first. Or write a letter to:

Dr. Janet King
Chair, Dietary Guidelines Advisory Committee
Department of Health and Human Services
200 Independence Avenue, SW, Room 738G
Washington, DC 20201 Fax: 202-205-0463

PCRM PHYSICIAN
COMMITTEE
FOR
RESPONSIBLE
MEDICINE
WASHINGTON OFFICE PHONE: 202-686-2210

Don't let the government tell you a fish story.

FARMED SALMON
are fed antibiotics,
colorants, and
pesticides.

“... Farm raised salmon are fed antibiotics, colorants and pesticides!”

Bon appétit.

THINK TWICE ABOUT EATING FARMED SALMON

Salmon raised on farms are very different from wild salmon. For starters, they're raised in floating feedlots that pollute the ocean. They're fed chemical additives to make their flesh pink like wild salmon's. Antibiotics and pesticides are used to control disease outbreaks on the farms. If that's not bad enough, farmed salmon contain disturbing levels of PCBs. Despite human health and environmental concerns, many restaurants and stores are still willing to sell farmed salmon to you—including some health and natural food stores you've come to trust. And that's enough to make anyone lose their appetite.

TELL THESE STORES TO STOP SELLING FARMED SALMON: VISIT www.FarmedAndDangerous.org

WHOLE FOODS

SAFEWAY

KROGER

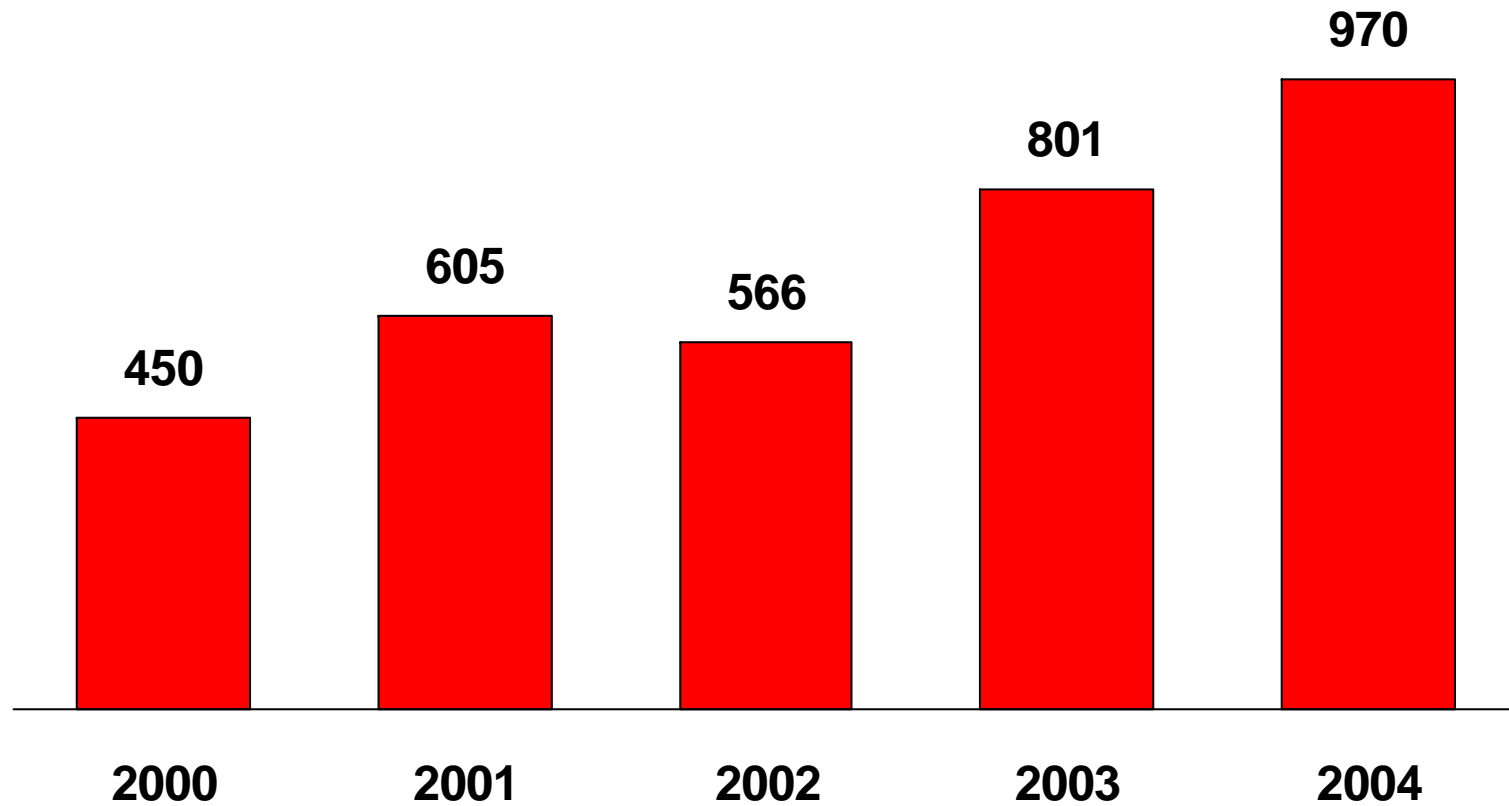
TRADER JOE'S

ALBERTSONS

COSTCO

For a list of retailers that sell only wild salmon visit www.FarmedAndDangerous.org

Total Negative Seafood Coverage Number of Clips by Year



Source: Lexis-Nexus



So what ---

“I don’t need to be loved

I just need people to eat seafood.”

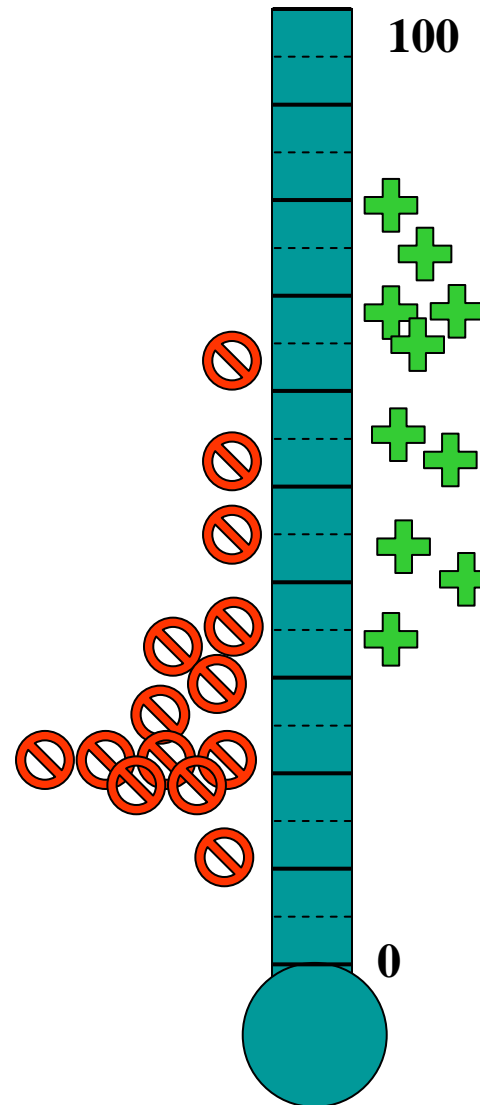
Public Attitudes Toward Seafood Consumption

Quantitative Public Opinion
Research Results:
Familiarity, Believability, and Intent

Familiarity Overview

Positive seafood messages generally have solid levels of awareness.

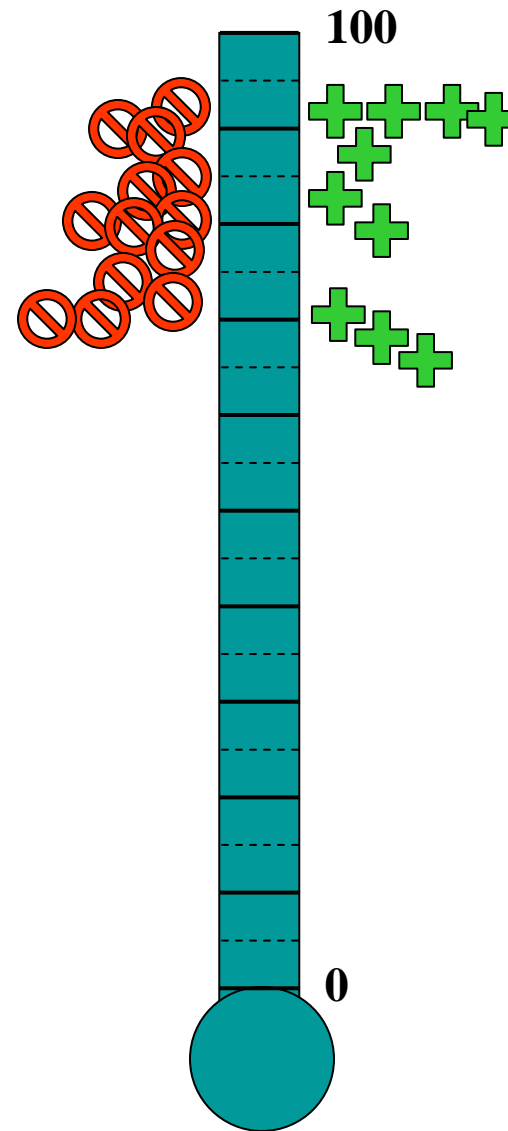
Negative seafood messages generally have much lower levels of awareness.



Believability Overview

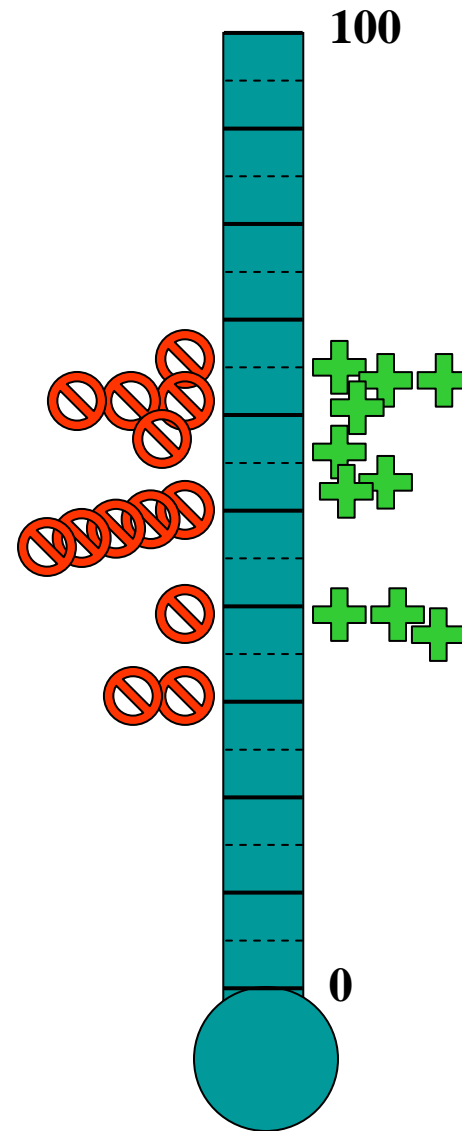
Positive seafood messages have high levels of believability.

Negative seafood messages have levels of believability just as high as the positive messages.



Impact Overview

Negative seafood messages have levels of potential impact on seafood consumption just as high as the positive messages.



Public Attitudes Toward Seafood Consumption

Qualitative Public Opinion
Research Results



Focus Group Testing

What We Need To Know

Does order in which consumers hear messages from three different sources

- environmental activists
- specific U.S. government agencies
- seafood industry

..... matter when deciding to purchase seafood products?

Who Did We Talk With

Focus Groups Demographics

- Purchase seafood at restaurants or grocery store at least once a month.
- Sought balance for seafood consumption, gender and age.
- Well-educated, highly informed
- Did not know if industry or environmental groups sponsoring focus groups

How Did We Talk With Them

Focus Group Process

- Press statements and releases
 - Seafood community, government agencies, and environmental activists
 - May or may not be true, but being stated
- Alternated order of statements for industry and activists
- Probed on believability of each group and statement
- Concentrated on health benefits and contaminant risk, aquaculture, and fishing levels and methods

I Trust The Media and Medical Professionals

- Media is a trusted source of information about food safety (includes newspapers and T.V. news)
- Family/personal physicians seen as credible sources



I Trust FDA

- U.S. Food and Drug Administration is seen as the most credible of the three information sources.
- Consumers like knowing information is available on the health benefits and risks even though they may never pursue.



I Trust Myself

WebMD.com Has Arrived

- Many consumers trust themselves to sift through information and make an informed decision
- Heavy use of search engines like “Google” and “Yahoo”



Conclusions

Consumers Need Reinforcement

- Seafood community must communicate benefits messages widely and through various distribution points.
- Seafood community should consider communicating any negative information first, with plan to solve the problem
- Public seeks credible information about benefits and risks ... especially from health professionals.
- Consumers believe seafood is good for them and like hearing that message.
- More consumers hear this information the more they believe it and the more likely they are to weigh any potential risks.



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