

Getting West Coast Groundfish back on the Menu

- progress update

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positively
GROUND FISH

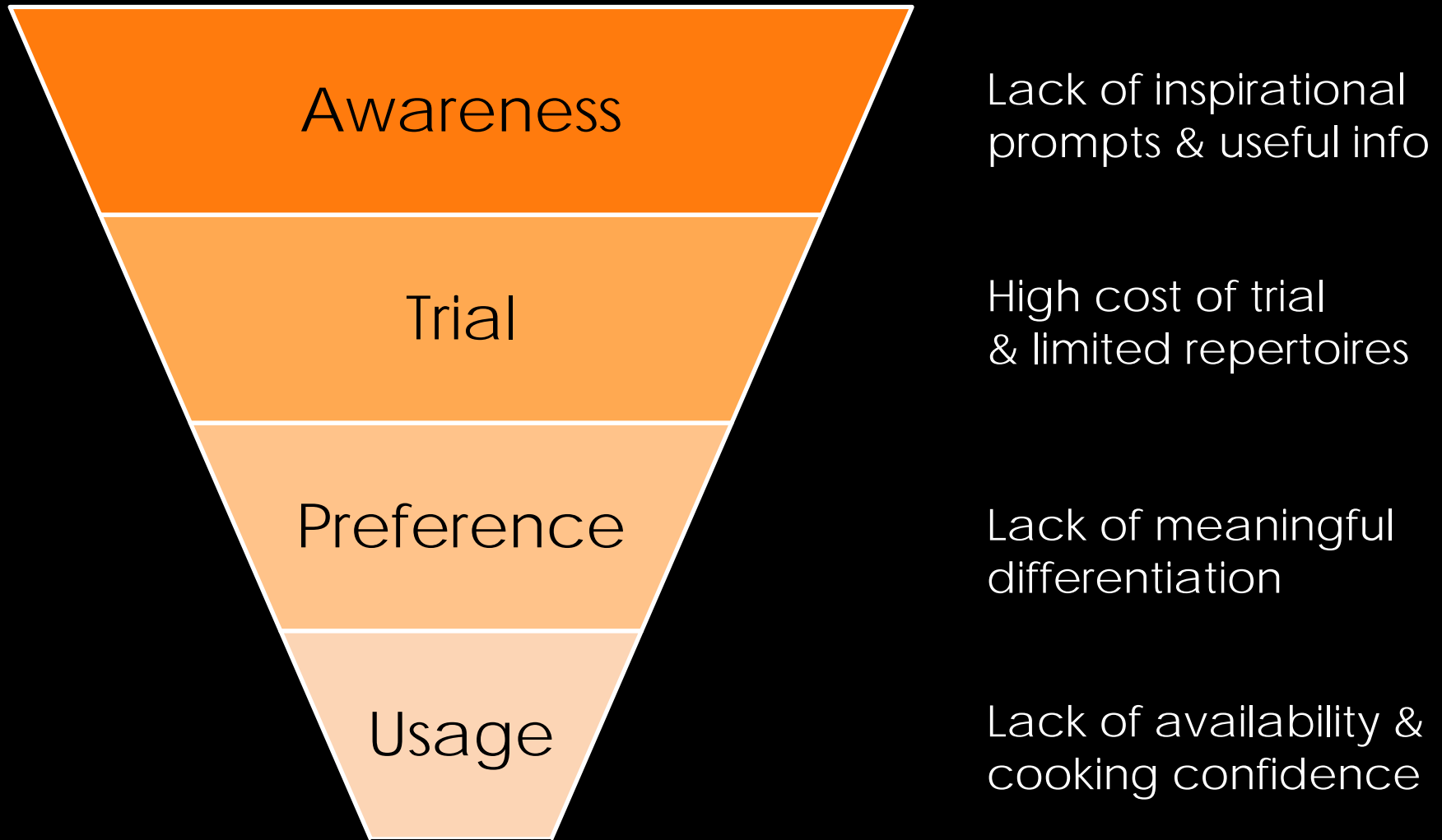


Our Mission

We tell the positive story of sustainable West Coast Groundfish to cultivate consumer appreciation and support the long-term economic success of our local fishing industry and communities.



The Demand Challenge

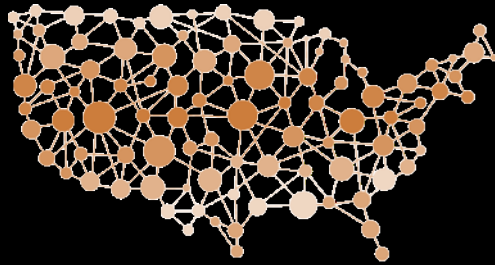


Our S-K Grant (Nov '18 - Oct '20)

OBJECTIVES



Increase awareness & trial



Increase availability in retail
and foodservice



Gain market insight &
market metrics

PRIORITIES



MSC-certified rockfish & sole



US domestic market,
West Coast focus



Foodies, chefs, buyers

Market Insight Program

Consumers



Consumer survey on awareness, trial, usage, attitudes

Chefs



Chef survey on awareness, trial, usage, attitudes

Fish counter staff



Counter staff survey on awareness, trial, attitude

Retail



Fresh seafood sales retail data

Foodservice



Restaurant menu reports for groundfish

Industry



Conduct a groundfish industry outlook & sentiment survey

"Storyed Sampling" at Trade Shows



...at VIP dinners





Food festivals



Quality Samples



How did we do so far?



18,500 people



33,000 dishes



83 articles



20 recipes
donated



900 lbs fish
donated



873
volunteer hrs

Rockfish Retail Sales – Total US

Dollar Sales

+23%

(2017 to 2019)

Non-promotional
Volume Sales

+25%

(2017 to 2019)

Average Price

+4%

(2017 to 2019)

Lessons

- + Surprised by positive environmental story
- + Rockfish and sole are not a hard sell
- + Tasting is essential to persuasion
- + Sustainability claims largely go unquestioned
- + Consumers don't understand "sustainable"
- + Unbranded products are harder to promote
- + Commodity mindset needs to change

NEXT: Health & Fitness Campaign

1

Comprehensive
Nutritional
Analysis of 10
species

Find their
superpower

2

Consumer Test
Health Message
Appeal

Targeting &
positioning

3

Inspire &
Enable the
Trade

Empower

4

Partnerships
to reach more
consumers

Multiply &
leverage



THANK YOU