



NAA RESOURCE

Media and Public Interactions

The National Aquaculture Association (NAA) provides the following guidance to assist U.S. aquaculture entities to speak with the news media and public about fish or shellfish care welfare issues. This guidance may not fit every farm or business and interested readers are advised to adapt these suggestions to fit their situation or need.

Many animal rights activists are often focused on creating alarming and false impressions for the public via verbal exchange or images to falsely portray aquaculture as being inherently cruel and inhumane. Activists often attempt to create “news” to further publicize their agenda. Their goal is not to improve animal husbandry practices, but to eliminate farming of animals all together. When responding to an animal rights activist consider the following:

- **DO NOT GET ANGRY.** Remember to not stoop to the level of the activists, do not respond in-kind to their tactics which are designed to incite an emotional response. Ensure that verbal or written communications are professional, polite and respectful.
- Do not confront and do not make more of their attacks than they are. If you do, you play to the activist and are helping them to falsely portray your farm, actions and beliefs to the public.
- Regarding media inquiries, designate one or two key people as your spokespeople.
- Caution all employees that social media is not secure. Exchanges on social media platforms, pictures or text, with activist will probably provide information that can be taken out of context and used negatively. Report any social media contact to your manager.

Prepare statements in advance. Statements should be short, to-the-point, and pro-active. Consider the following examples and do not depart from your approved statement or get drawn into debates.

Sample Public Statement

(Name of Farm/Company/Association) appreciates and upholds the right of any group to any opinion it wishes and acknowledges any group's right to lawfully demonstrate. Like most Americans, we respect anyone's dietary choices, whether that diet includes seafood, meat, milk and eggs or not.

However, this demonstration today illustrates the crass use of emotion, unsubstantiated propaganda and misinformation to impress upon the rest of us a philosophical and lifestyle choice held by only the smallest segment of our society. (Name of Company/Association) urges consumers to get the facts about the foods they eat and enjoy, and to ignore the emotional scare tactics of these misinformed activists.

(Farm/Name of Company/Association) is proud of its contribution to the abundance, safety and quality of the farm-raised seafoods American consumers enjoy.

(Farm/Name of Company/Association) has developed and implemented an animal care policy to ensure the health and wellbeing of our animals. We are also a member of the National Aquaculture Association and support the [NAA's Policy on Aquatic Animal Welfare](#).

(Farm/Name of Company/Association) and our employees/members take animal care seriously and we are very proud of our contribution to the quality of life of American consumers. Our commitment to the health and care of our animals is nearly unequalled, matched only by our commitment to the highest quality, safest and most affordable farm-raised seafood products available anywhere in the world.



Please keep in mind this information is provided for informational purposes only. Seek individualized, professional legal advice prior to implementing these practices to ensure compliance with legal standards and contact local law enforcement if you anticipate protests. Learn your rights and protections under local, state or federal law.

Document created in proud partnership with the [Animal Agriculture Alliance](#).



Do not hesitate to contact the NAA with questions or comments at (251) 504-6995 or naa@nationalaquaculture.org