



**U.S. AQUACULTURE
COMMUNICATION
PRIORITIES
SURVEY 2024**

ONE COMMUNITY, ONE VOICE

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ONE COMMUNITY, ONE VOICE

For over 33 years, the National Aquaculture Association (NAA) has been the unifying voice of the United States' aquaculture sector. NAA remains committed to the growth and success of all American aquaculture farms through collaborations with state and federal governments that foster a positive business climate and cost-effective regulations that ensure environmental stewardship. As a not-for-profit trade association, we fulfill our mission primarily through government advocacy, public outreach and farm promotion.

Sebastian Belle
President



OBJECTIVE

Improve the focus of U.S. aquaculture communications by the National Aquaculture Association (NAA), and other U.S. aquaculture communication programs, which increases public perception and support for U.S. aquaculture farms and products by consumers, stakeholder organizations, and regulatory and political decision makers.

METHODS

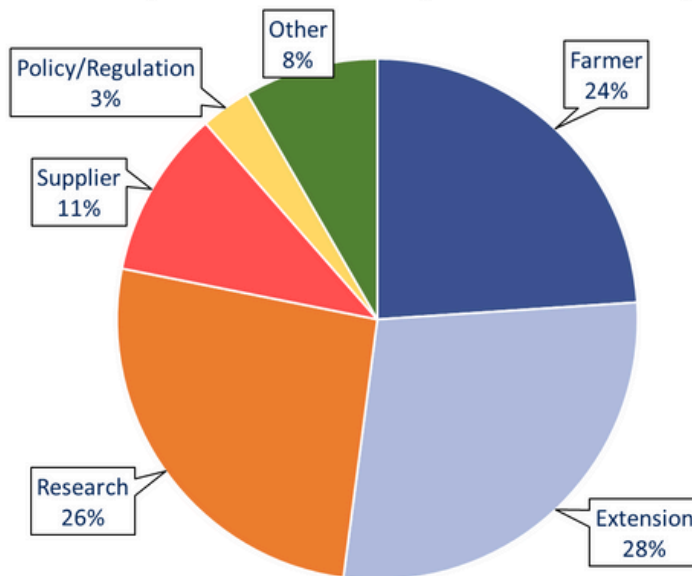
A NAA membership and non-membership aquaculture communication priorities survey was conducted in August 2024. The survey was distributed to all NAA members directly via email, advertised on NAA's social media channels, and shared through other U.S. aquaculture email distribution lists. The survey collected respondent demographics to determine if differences in communication priorities exists between farmers producing different commodities, as well as other stakeholder groups, such as academics or industry suppliers. Survey questions were designed to require ranked responses to ensure respondents prioritized communication topics, messages, media formats and key stakeholder groups.



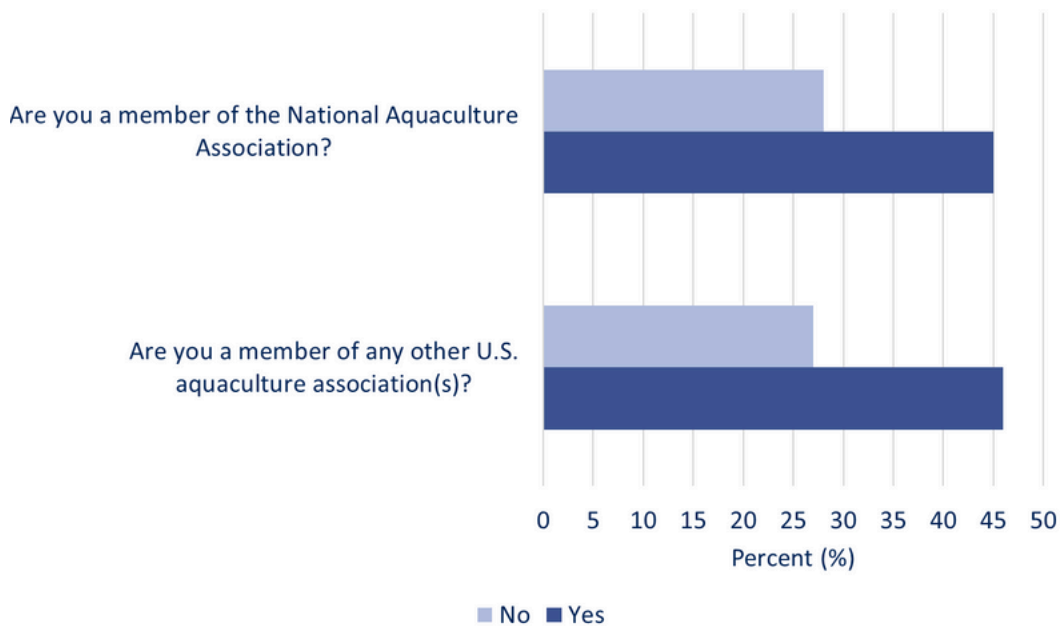
RESPONDENT CHARACTERISTICS

Seventy seven individual survey responses were received.

What is your role in the U.S. aquaculture community?



Association Membership

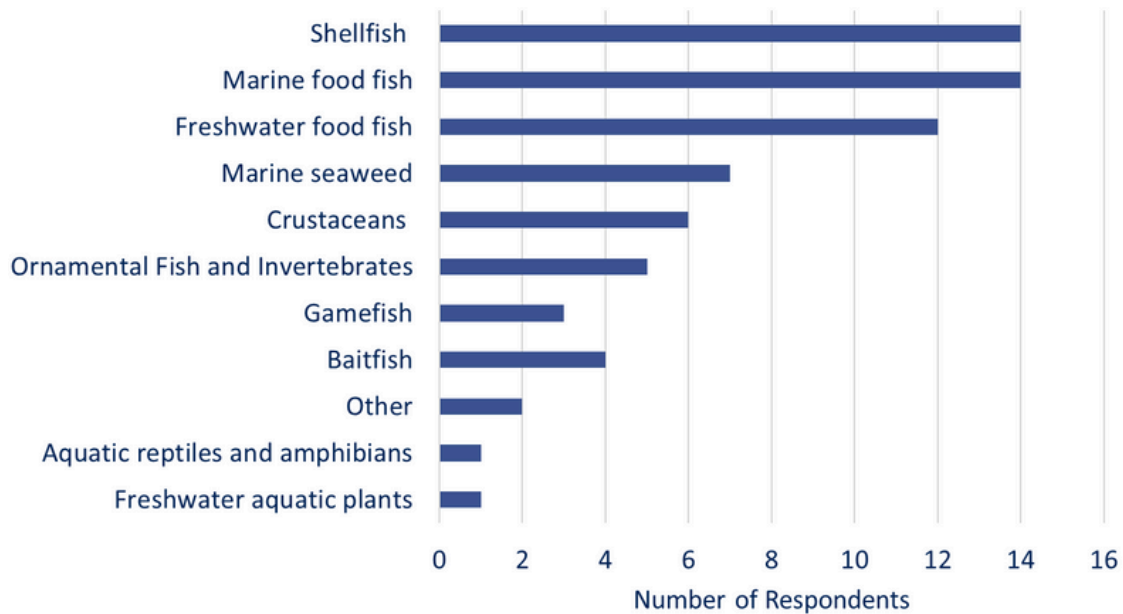




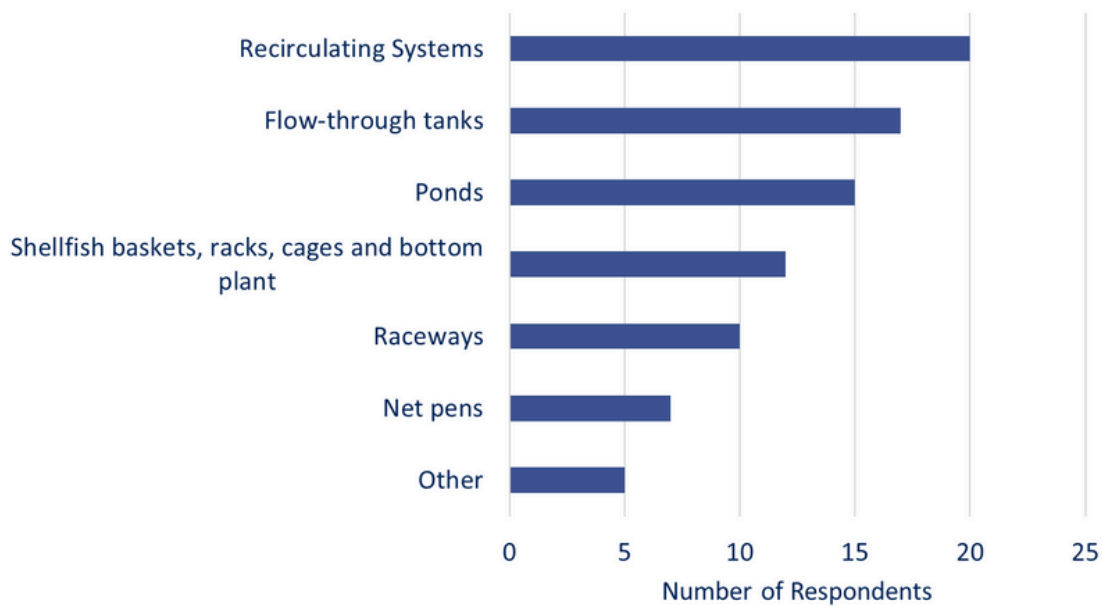
RESPONDENT CHARACTERISTICS

39% of farmers reported producing more than one commodity type and 52% utilizing more than one system type.

What commodity type does your farm produce?



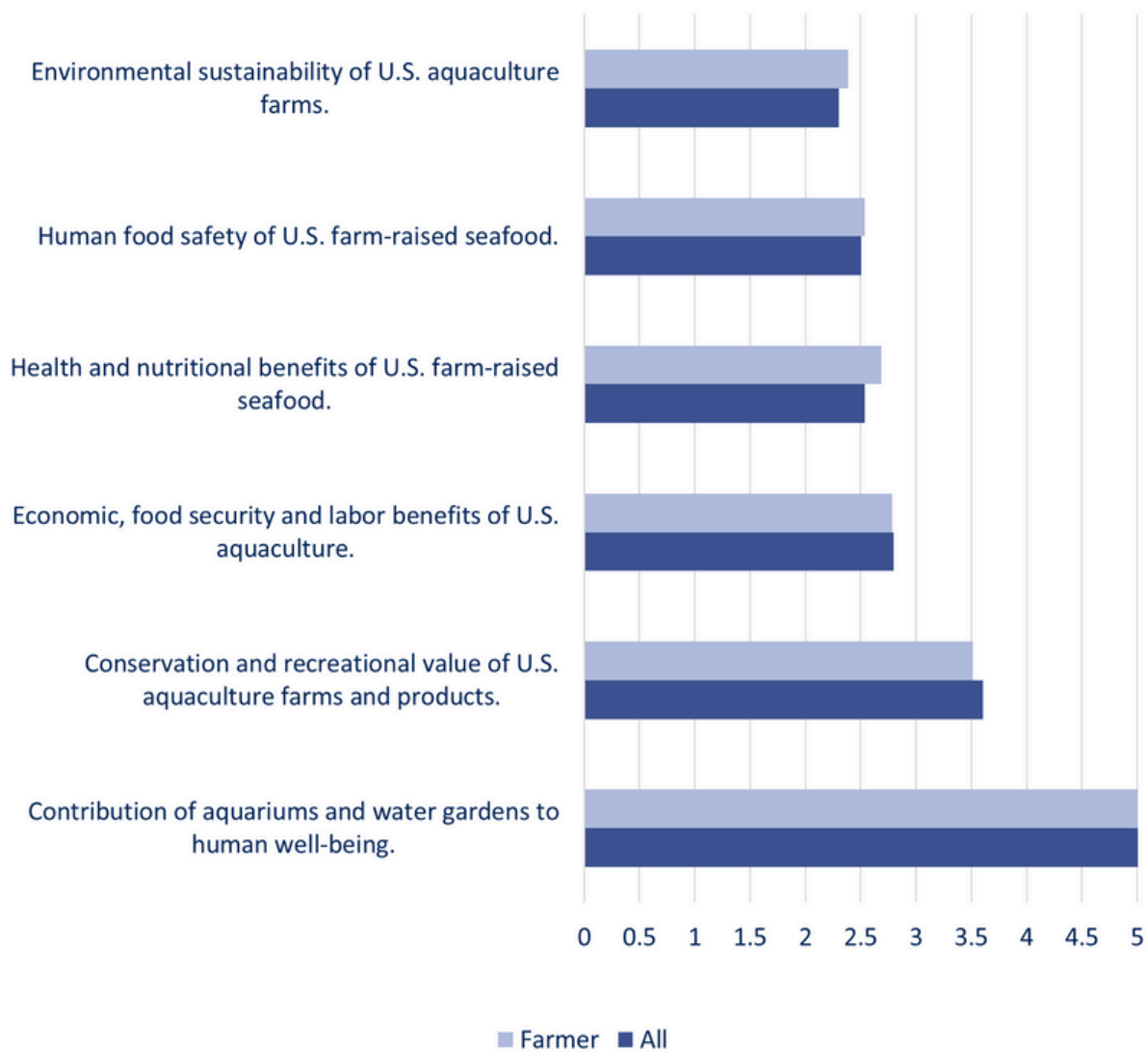
What system(s) do you utilize to produce aquaculture products?





PUBLIC PERCEPTION TOPICS

What is the most important topic for improving public perception and support of U.S. aquaculture farms?
1 = very important; 5 = least important





STAKEHOLDER PRIORITIZATION

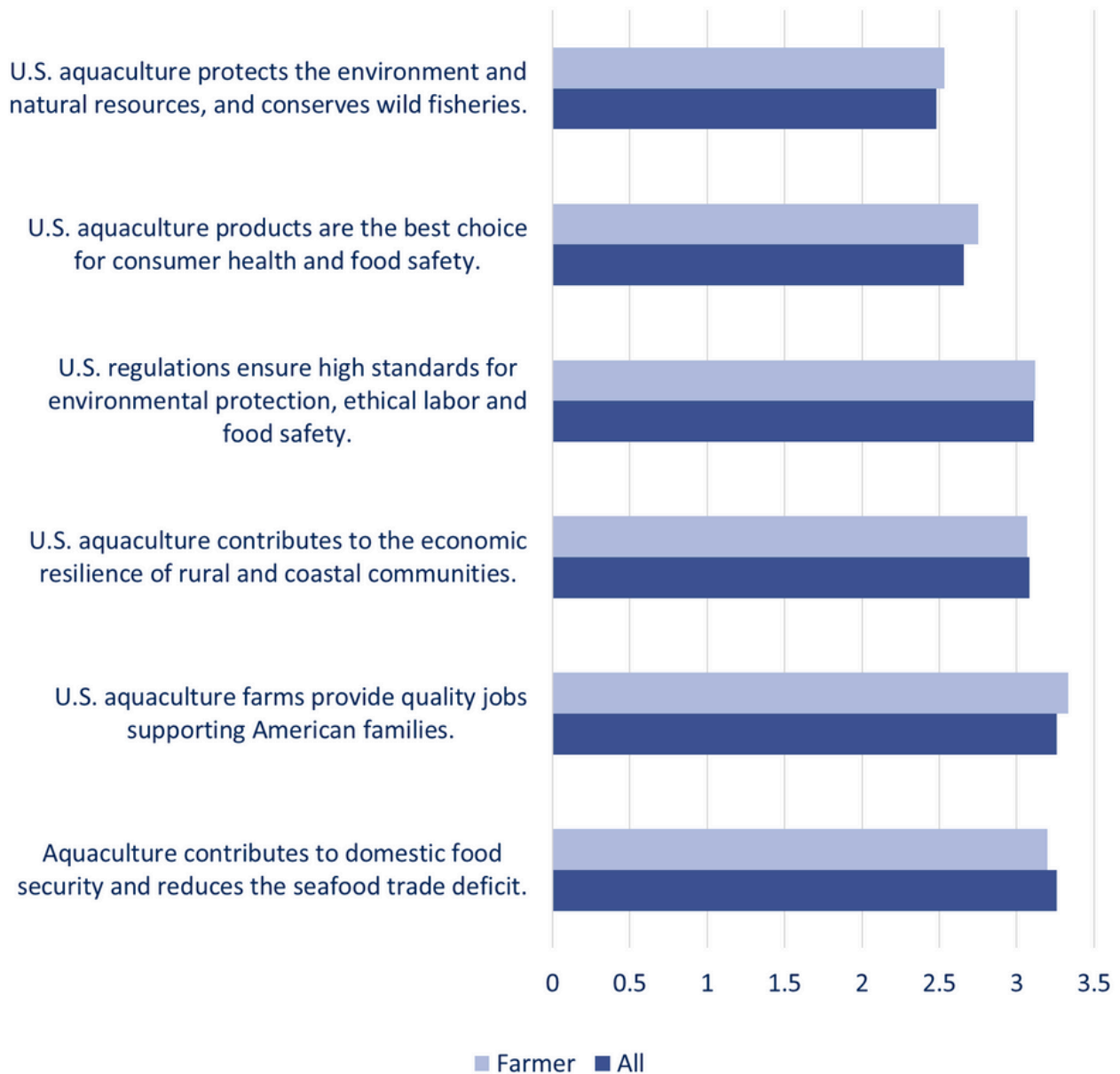
Which stakeholder groups should NAA prioritize for specific communication campaigns?
1 = not important; 10 = most important





PUBLIC MESSAGE RANKING

On a scale of 1-10, weigh the importance of each public message to the development of U.S. aquaculture.
1 = very important; 5 = least important

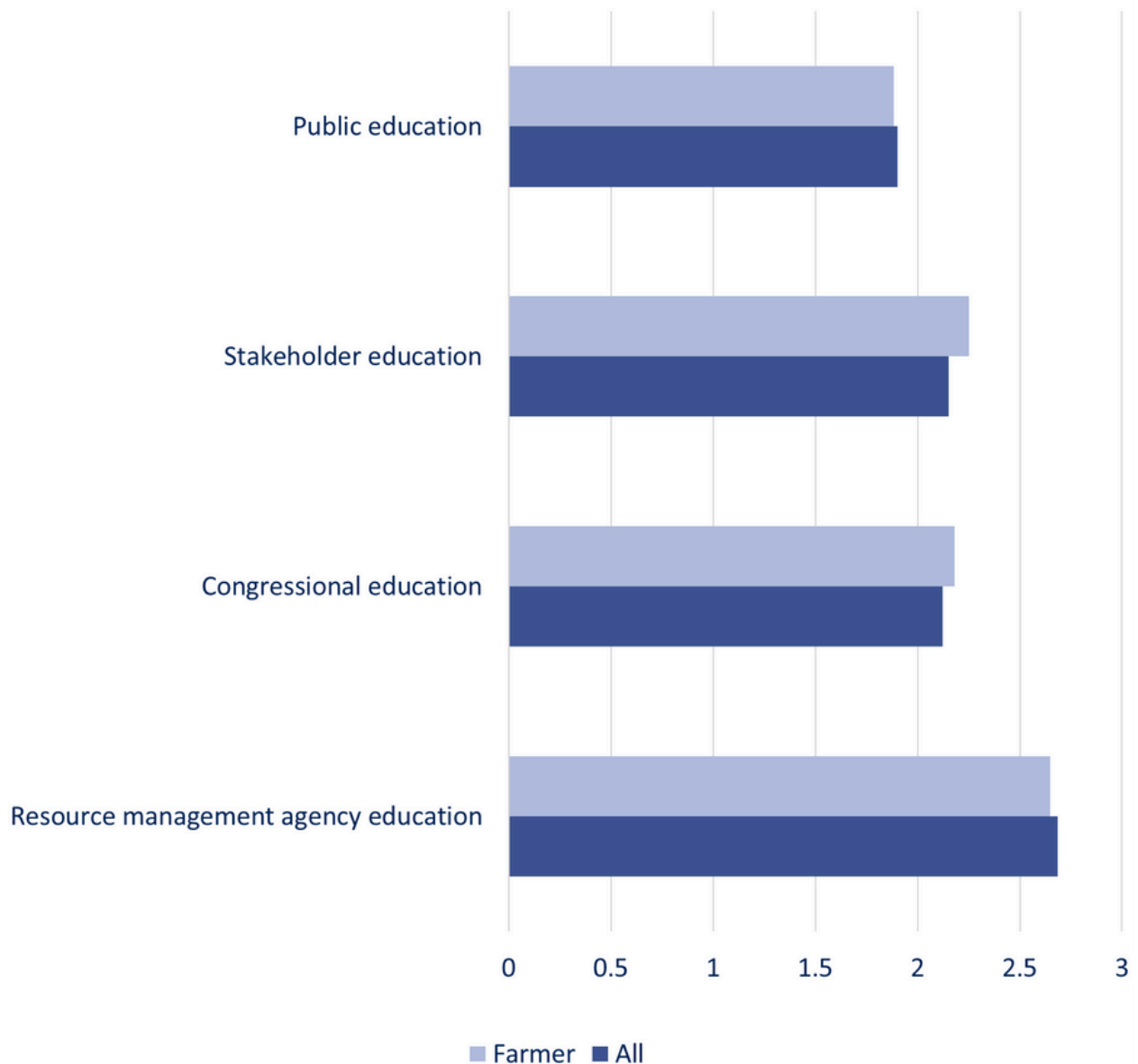




COMMUNICATION CAMPAIGN TYPES

Which campaign type would result in the greatest benefit for U.S. aquaculture?

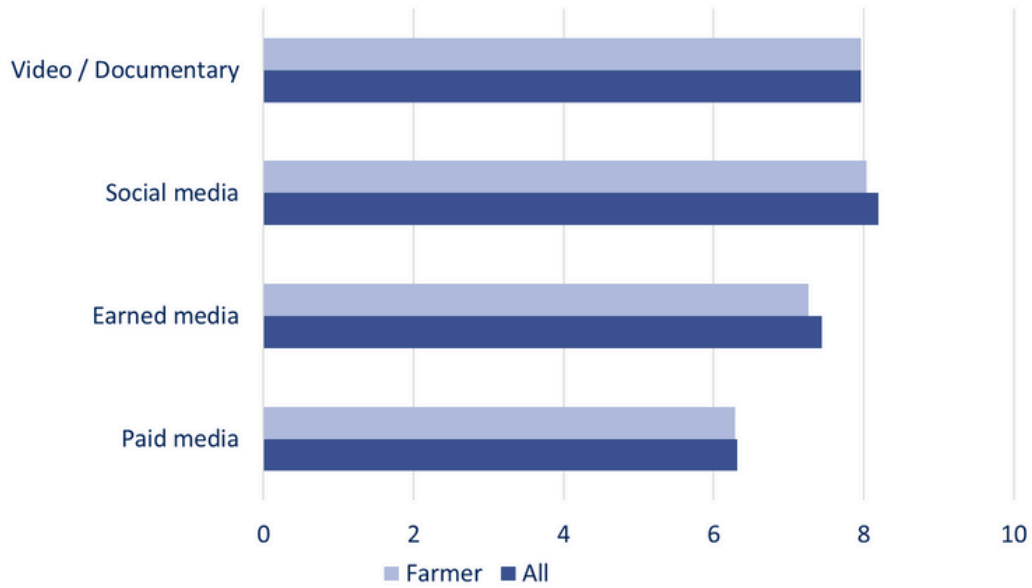
1 = very important; 5 = least important



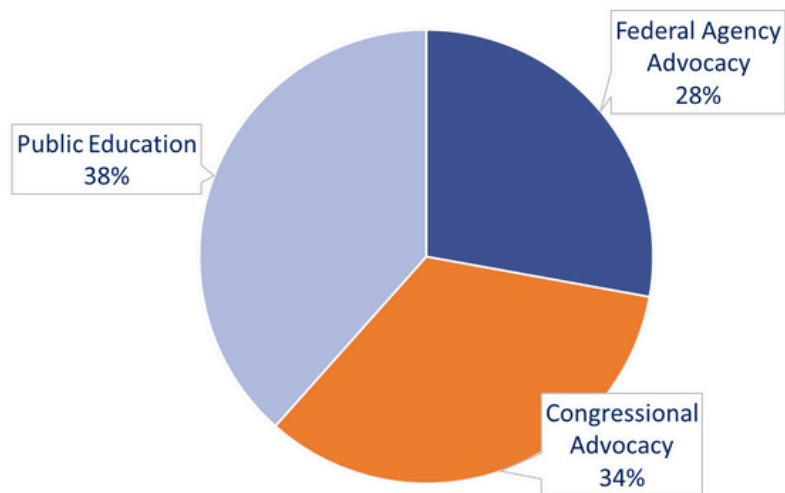


COMMUNICATION TOOLS AND TOPICS

Rate the importance of these communication tools.
1 = not important; 10 = most important



What percent of NAA's resources should be dedicated to the following topics?



SUMMARY

This survey will be used by the National Aquaculture Association (NAA) to develop targeted communication campaigns for U.S. aquaculture farms and products. The goal of these efforts is to increase the perception and support for U.S. aquaculture farms and products by the general public and a variety of external audiences.

Survey data uncovered broad agreement between farmers and other aquaculture stakeholder types, such as extension specialists and researchers. No significant difference was found between survey responses based on the respondent's role in the U.S. aquaculture community or between farmers that produce different species. A larger sample size in future surveys may reveal significant differences in priorities based on respondent characteristics.

Key messaging topics identified included U.S. farm-raised seafood environmental sustainability, human food safety, health and nutritional benefits, and economic, food security and labor benefits. Aquaculture messaging focused on recreational fish stocking and ornamental aquaculture's contribution to human well-being were found to be less important. Key audiences included the general public, government agencies and Congress, environmental organizations, and seafood distributors/end-users (wholesale, retail and restaurants).

SUMMARY (cont.)

Little difference was identified between the six overarching public messages included in the survey. U.S. aquaculture's role in protecting the environment, conserving wild stocks and the health and safety of U.S. aquaculture products were identified as the three most important messages. Survey results also indicated that communication campaigns should prioritize reaching the general public/consumers broadly. Congress and regulatory agencies were found to be the second most important audience.

Respondents indicated that educational videos/documentaries and social media communications would be the most effective tools to reach the general public. Paid media advertising was reported as the least important. While public education was found to be the top priority for the NAA's resource investment, survey responses confirmed that all three advocacy categories (public education, federal agency advocacy and congressional advocacy) are valuable to improve consumer and regulatory support for domestic production.

The NAA will utilize the results of this survey to focus its resources and maximize the positive impact of communication efforts. The NAA encourages other U.S. aquaculture communication groups to use this information to increase the success of their communication efforts and to reach out to the NAA to collaborate.

NATIONAL **Aquaculture** ASSOCIATION

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