



Aquaculture Stewardship Council's Multiyear North American Outreach Campaign Heads North and South (by Southwest) for 2024

Find ASC at booth 1865

After a successful year of farm-to-fork experiences, ASC's North American presence expands significantly in 2024.

The Aquaculture Stewardship Council (ASC) reached North American shoppers more than **525 million times** in 2023, working together with **more than 45 industry partners**. This effort is a result of the global nonprofit's multiyear marketing campaign to raise awareness and understanding of the value behind ASC's sea green label.

"In 2023, we introduced a simple call to action for shoppers and retailers: **'Sea Green. Be Green.'** Look for ASC's sea green label when shopping for seafood," said Dr. Mark Lang, Senior Marketer, ASC North America. "As consumer demand for responsible sourcing increases, we want shoppers to know that seeking out our label assures their farmed seafood was raised and certified according to the world's highest standards. Looking for ASC's sea green label when shopping is the best way to know where your farmed seafood came from, how it was raised and how it got to you.

"ASC's North American promotion is the organization's largest single marketing investment to date. With the support and participation of seafood partners across the industry, we were able to take our Sea Green. Be Green. message directly to shoppers, resulting in metrics that were unprecedented for ASC," Lang added.

ASC's 2023's campaign highlights included:

- 3,500+ news article placements.
- Social media messages connecting with shoppers 11+ million times.
- Digital ads reaching shoppers 10+ million times.
- Ongoing retail promotions, including with New Seasons Market in Oregon and Santa Monica Seafood in Southern California.
- Sponsorship and samplings at one of the nation's largest food festivals, "The D.C. BBQ Battle" and James Beard Taste America in Philadelphia, PA.
- An Earth Month collaboration with Portland, Oregon's iconic Bamboo Sushi along with more restaurant events at Andrew Gruel's Calico Fish House in Southern California and The Hamilton in Washington, D.C.
- A New York City media tour and curated chef's lunch at ACME Smoked Fish's famed Brooklyn processing facility.

(more)

ASC's Outreach Expands to Austin's SXSW, Atlanta and Toronto in 2024

"Tasting is believing," said Athena Davis, Marketing Manager, ASC North America. "Each year, we emphasize local market activations as a key element of our campaign so shoppers can experience the delicious flavors of responsibly raised seafood firsthand.

"Today, over half of all seafood we eat is farmed, and this number is only growing. ASC's program sets the highest global standards for seafood farming by ensuring that farms follow strict requirements for fish health and care, water quality, environmental sustainability and social responsibility. From fridge to freezer to fresh counter, ASC labeled seafood is becoming more available to shoppers nationwide and that means access to products that not only taste good, but are making a difference."

After past years' campaigns in Miami, Minneapolis, Philadelphia, Portland, OR, Southern California and Washington, D.C., 2024's local market activities include:

Austin, TX	<ul style="list-style-type: none">● March 13: "Aloha Austin: A Certified Seafood Feast" SXSW media and influencer dinner with ASC and Blue Ocean Mariculture● March 14: "All Things Food Summit at SXSW 2024" panel with ASC, Food Tank, New Seasons Market and Sushi Maki
Atlanta, GA	<ul style="list-style-type: none">● May-June: Reception, retail and restaurant summer seafood series promotions with Inland Seafood, Atlanta Fishmonger and Kathleen's Catch● September 13 – 15: Atlanta Food & Wine Festival with Riverence Provisions
Toronto, Canada	<ul style="list-style-type: none">● Summer: Restaurant reception and promotion with Export Packers● September-October: National Seafood Month collaboration with leading area distributors, grocers, chefs and thought leaders

For photography, video, industry insights and news updates, media may contact Athena.Davis@asc-aqua.org.

SeaGreenBeGreen.com

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