

the U.S. component of this market share is less than 1% and the country is the leading global importer of seafood. Aquaculture is a big part of the equation in mitigating the risks of seafood deficits; however, producers face challenges with permits at the federal, state, and local levels. Incentives promoting domestic aquaculture for food should be explored in the form of tax breaks, low-interest loans, and grants to help create jobs and stimulate the domestic economy.

Aquaculture is a \$150 billion per year global industry, yet...

In 2020 the U.S. imported over 6 billion pounds of seafood with a worth of over \$2.1 billion – leading to a trade deficit of \$17 billion. In order to combat the trade deficit, we will need to increase domestic aquaculture and complement well-managed commercial fishing practices.

The Seafood Opportunity

At a Glance



Did you know?

- >70%** The U.S. imports approximately 70-85 percent of its seafood (NOAA).
- 90%** By value, nearly 90 percent of the seafood we eat comes from abroad with more than half being produced through aquaculture. The U.S.'s reliance on foreign sources for seafood creates both an economic and supply vulnerability.

Buy local, buy Mi Fresh Fish.
Mi Fresh Fish is a brand that unites all Michigan-produced fish under the same message.

Mi Fresh Fish uplifts all fish produced in Michigan. This includes fish produced from aquaculture and commercial fishing that are small, but mighty industries. They produce fish for food, bait, stocking, fee-fishing, or ornamental (pets) using different systems and technologies. The goal is to educate and bring awareness to Michiganders that aquaculture, commercial fishing, and seafood processing industries exist in Michigan and that they are not just businesses, but also our neighbors.



Mi Fresh Fish



Contact Us

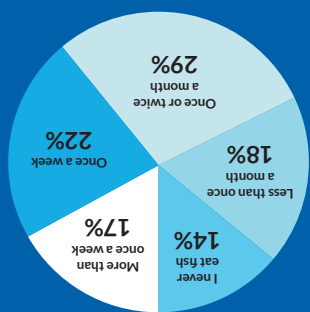


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<https://www.congress.gov/116/plaws/publ260/PLAW-116publ260.pdf>



17% of respondents in Michigan eat fish more than once a week

Michiganders want access to healthy, tasty, and local fish.

Survey Results

Factors that influence buying fish, from most important to least important, include: price, freshness, availability, where it comes from, and harvest method. Most Michiganders prefer their fish come specifically from Michigan. For aquaculture products, consumers are willing to pay more when they know the product is raised domestically rather than imported. Consumers are willing to pay a premium of about \$3 more per pound for domestic, fresh, and environmentally certified seafood.

Why Choose Seafood?

Seafood is high in healthy protein and omega-3 and omega-6 fatty acids with many essential vitamins and minerals.

Seafood, both wild and farmed, is one of the **best sources of nutrients** essential for human health and well-being.

Both sustainable management of commercial fishing and growth in aquaculture will be critical to providing protein to a growing global population.

Evidence indicates that

consumption of more than 4 ounces per week of seafood during childhood through adolescence has beneficial associations to a wide spectrum of neurocognitive outcomes, including:



Aquaculture

Aquaculture producers are farmers who grow fish or other aquatic life. Also known as fish farming or fish culture, people have relied on aquaculture around the world for thousands of years. Aquaculture supports commercial, recreational, subsistence, and restoration efforts.

Aquaculture is the most efficient form of animal protein production in the world and currently provides more than half of the seafood consumed globally. It is one of the most environmentally friendly ways to produce food with efficient use of measured feed, a small footprint, and low carbon impact.



Aquaculture production is highly resource efficient



Protein Retention	31%	21%	18%	15%
Energy Retention	23%	10%	14%	27%

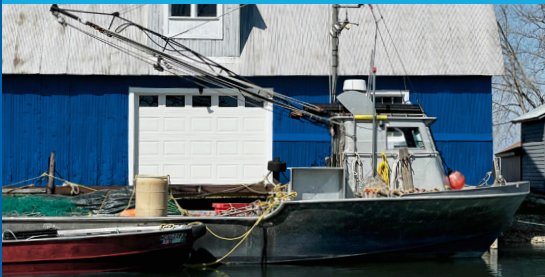
Commercial Fishermen

Commercial fishing, or wild-caught fish, provides consumers with fresh, local, healthy, and sustainable fish from the Great Lakes. This industry helps feed people in Michigan and beyond who want to access this high-quality protein without catching it themselves.

Keep dollars in your community by supporting your local commercial fish producers at your farmers market, grocery store, or fish market.



In Michigan... Lake whitefish make up



Seafood Processors

Seafood processing can involve...

filleting, cooking, or smoking. It typically means handling, storing, preparing, treating, modifying, or changing the fish into various market forms. One out of two commercial fishermen process their own fish. If processed, the proportion of sales are more likely to be sold within 60 miles of the processor.

Proportion of catch of Great Lakes commercial fish sold to markets as fishing sales and processing sales, according to survey respondents

Market	Fishing Sales	Processing Sales
Local (within 60 miles)	46.5%	68.1%
Regional (within 1 day drive)	37.9%	25.4%
National	12.7%	5.1%
International	2.9%	1.5%

Tribes

What are Tribal Nations?

Tribal Nations are sovereign nations that are integral in the Great Lakes' seafood foodshed. They often supply different species such as smelt, lake trout, and salmon in local fish markets. These commercial fishermen and processors support traditional cultures by practicing their rights in addition to providing food security. Michigan shares these natural resources with federally recognized tribes within the 1836 and 1842 treaty waters.



Great Lakes Fresh Fish Finder

Get hooked on Mi Fresh Fish

Did you know that the fish sold at the big box stores usually come from overseas? That means it is driven, shipped, or flown for days before it plops into your favorite grocer's frozen food section.

You'd like to buy fresh, local fish, but where? Have no fear—Michigan's Fresh Fish Finder is here! This filterable database of Michigan fish suppliers and producers is a fast and easy way to buy fresh, local fish.

www.freshfishfinder.org



Preparation

- 1 **Cut it**
to similar size pieces
- 2 **Dress it**
with salt, pepper, lemon
- 3 **Wrap it**
in foil
- 4 **Roast it**
on the grill for 7-10 minutes
- 5 **Cool it**
Doesn't take long!
- 6 **Eat it**
So delish!
- 7 **Celebrate it**
and share Mi Fresh Fish!!

Learn more recipes and cooking tips!

