



Fisheries Council of Canada
Conseil Canadien des Pêches



DOMESTIC MARKETING

Overview

The Canadian fish and seafood industry exports 80% of its products to over 100 countries, with the top markets in the United States, China, Japan, Hong Kong, and the United Kingdom. Meanwhile, the domestic market is served 70% by imports. Growing the market for Canadian seafood in Canada offers the opportunity to create a more stable business environment for the fish and seafood industry while providing Canadians with the stellar seafood that comes from their own three coasts.

Between May 2022 and March 2024, the Fisheries Council of Canada and the Canadian Aquaculture Industry Alliance joined together to run a robust domestic marketing campaign to increase consumption and overall demand for Canadian seafood products. The *Choose Canadian Seafood* campaign reached over 65 million impressions and was featured in 170 Metro stores across Ontario and 370 Sobeys locations country wide.

Objective

Secure funding to support a long-term domestic marketing effort for Canadian fish and seafood.

Key Messages

1. Seafood is a cornerstone Canadian industry providing support to rural, coastal and Indigenous communities, and is the logical foundation of a prosperous Blue Economy. Creating a larger market for seafood will have far-reaching benefits to boost our economy from those communities and up.
2. Expanding domestic consumption provides stability and diversity for Canada's fish and seafood sector as international markets recover or remain uncertain post-COVID.
3. Health Canada recommends Canadians eat fish and seafood twice per week to take advantage of a healthy protein source. Fish and seafood provide essential vitamins, minerals, omega-3 fatty acids and other nutrients not found in plant-based or other animal proteins.
4. Fish and seafood can have some of the lowest GHG emissions/unit of protein



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Background & Facts

In 2022, the Fisheries Council of Canada and the Canadian Aquaculture Industry Alliance, the two national associations representing wild and farmed seafood respectively, joined together on a national domestic marketing initiative funded by the Canadian Fish and Seafood Opportunities Fund. Executed in partnership with Nourish Food Marketing, the campaign aimed to increase consumption of Canadian fish and seafood among Canadians, focusing on seafood-positive Millennials and their families. The goal was to increase consumption from 1-2 portions per month to 2-4 portions per month.

Canadians aren't eating enough seafood. Phase 1 of the domestic marketing project involved public polling to identify the frequency of consumption among Canadians and barriers to increased consumption. It found that Canadians aren't eating the 1-2 portions of seafood per week recommended by Health Canada, and that perceived cost and familiarity are the largest barriers.

FCC and CAIA's domestic marketing campaign addressed these concerns by showcasing a "Smarter Meals Out of the Blue" approach that promoted the ease of swapping seafood into everyday favourite meals. The *Choose Canadian Seafood* website features over a dozen easy, fast, healthy and affordable family-friendly recipes that feature a wide variety of Canadian seafood. These recipes were promoted through digital campaigns and influencer marketing, but also through media campaigns and a grocery store feature at Sobeys and Metro locations.

The campaign created significant momentum with more than 30 million impressions in its first six months and over 65 million impressions total and would benefit from a longer-term approach. Seafood is a diverse protein category, with more than 200 species harvested along Canada's three coasts. Proven by the success of *Choose Canadian Seafood*, a long-term national marketing campaign stands to improve the image of Canadian seafood as a whole and provide Canadians with the most fulsome information about the benefits of various seafood options, contributing to improved health for Canadians overall.

Funding for this project ended March 2024. Visit chooseseafood.ca to view the campaign.

