

Global Shrimp Council launched with key support from the US National Fisheries Institute (NFI)

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The Global Shrimp Council (GSC) aims to increase consumption by reminding consumers, through targeted marketing communications and in store promotions, about the benefits of adding shrimp to their daily diet. The campaign will showcase the health benefits and incredible versatility of shrimp.

Emphasising the importance of responsible seafood choices, the campaign will educate consumers about sustainable wild and farmed shrimp and its impact on the environment. By choosing responsibly sourced shrimp, consumers promote sustainability.

As David Castro, GSC co-founder and CEO of Manta Bay, a Mexico-based seafood trading company, reflected in a press release: "The creation of the Global Shrimp Council marks a significant milestone in the journey of a sustainable and responsible shrimp industry. By bringing together key players and leveraging the support of the National Fisheries Institute, we are confident in our ability to harmonise the interests of participants in this significant industry through a systemic vision. One of these interests is to introduce the global consumer to the benefits of consuming the finest sustainably produced protein sources, such as shrimp."

Gabriel Luna, the GSC's other co-founder, added: "This announcement comes after a previous meeting held at the Global Shrimp Forum in Utrecht, Netherlands, where producers from several countries including Ecuador, Mexico, India, Vietnam and Indonesia agreed on the need to establish a global body to promote shrimp consumption across international markets. I want to thank the more than 20 participants at the meeting who pledged immediate support to kick off this initiative supporting the idea we presented along with David Castro, to create the Global Shrimp Council (GSC) under the umbrella of the National Fisheries Institute (NFI) in the US."

Miguel Barcenas, strategy consultant for the GSC, added: "The campaign aimed at promoting shrimp consumption first in the US and gradually across the world. The goal is to inspire consumers to indulge in this delectable and versatile seafood. From classic shrimp ceviche to innovative coconut curry shrimp the campaign promises to bring a wave of flavour and awareness to dining tables nationwide, highlighting the various health benefits, culinary possibilities, and the sustainability of shrimp consumption. Shrimp is not only a delicious addition to any meal but also a low-calorie source of protein and essential nutrients."

Lisa Wallenda Picard, president and CEO of NFI, concluded: "Global Shrimp Council in its mission to increase consumption of sustainable shrimp through education and inspiration. Collaborative efforts like these are essential to address the challenges facing our oceans and ensure that shrimp and seafood remain a tasty, healthy and sustainable choice for consumers."