

GSFF embarks on protecting the global shrimp industry

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The Global Shrimp Forum Foundation (GSFF), has launched analytical study to define the effective promotion of global shrimp consumption. Funds will be allocated to mangrove conservation, aquaculture improvement, and pre-competitive research projects. GSFF board will support Indonesia's mangrove conservation project.

Furthermore, the GSFF has issued a call for a study to define how global shrimp consumption can be promoted effectively. Farmed shrimp production in Asia, Latin America, and other parts of the world is rising, creating many jobs and generating a supply of healthy proteins. To prevent shrimp prices from spiraling downward, however, the industry must ensure that demand increases as much as production. To achieve this, the industry must collectively start to market the benefits of eating shrimp.

GSFF aims to define a collective narrative that every shrimp industry player could use globally when marketing. This includes the best channels to amplify the purpose, developing regionally relevant marketing tools or a combination of these tools, and more. GSFF aims to unify the industry and address the concerns through an aligned marketing effort.

The GSFF board contributed a small but significant step in this endeavor. The outputs from this study will outline the best approaches, the steps to get there, and the associated costs to deliver the strategy. This will make it a reality.

At the Global Shrimp Forum GSFF will convene industry leaders from Latin America, Asia, and other parts of the world. They will convene to discuss the status of ongoing marketing initiatives and look for synergies and best practices. One of the

initiatives that will be discussed to support this, is the feasibility of establishing a "Global Shrimp Council".

This is one of thirteen projects currently implemented by the Forest Conservation Fund. In Dabong, more than 600 families will protect close to 3,000 hectares of mangroves and fishing grounds surrounding the mangrove forest. These areas will be better managed to benefit local communities and biodiversity.