

New York Sea Grant has developed one novel resource guide to help seafood producers navigate the regulatory framework surrounding seafood production, processing, and sales in New York State

## NYSG Develops Seafood Marketing Resources to Help NY Producers Adapt to Changing Economics & Market Demand

A clear understanding of the regulatory requirements surrounding seafood production, processing, and sales is crucial to ensure resilience and sustainable growth in the New York seafood industry.

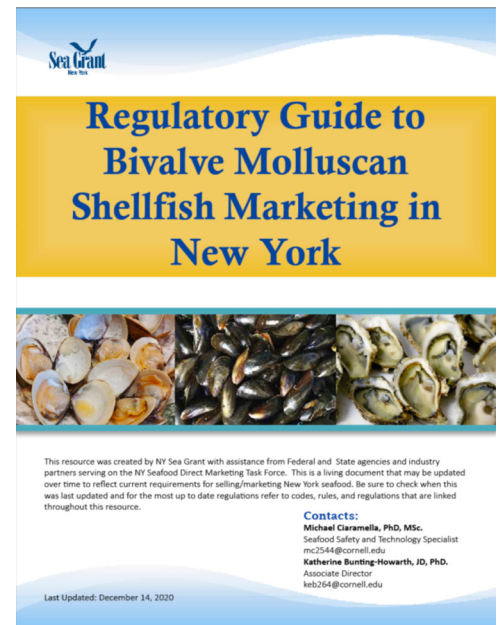
Quickly and effectively altering marketing strategies for seafood products can be challenging due to the complex regulatory structure surrounding the processing and sales of seafood in New York. Consolidated and easy to interpret resources outlining the requirements for marketing seafood is integral to the success and resilience of the New York seafood industry. This became very apparent during the 2020 COVID-19 pandemic with the industry's need to quickly adapt to new strategies for marketing its seafood.

To help seafood producers better navigate the regulatory framework surrounding the harvest, production, processing, and sales of seafood in New York, New York Sea Grant (NYSG) coordinated a Seafood Direct Marketing Task Force to start drafting guidance documents. The task force consisted of Federal and State agencies as well as industry and academic partners representing fishery and aquaculture producers in New York.

These NYSG-coordinated efforts resulted in the drafting of three regulatory guides covering wild harvest fisheries, aquaculture, and bivalve molluscan shellfish production; processing; and sales. To complement these guides and provide more detail on some of the requirements outlined, a series of eight supplementary resources were drafted. The drafted documents will be packaged into interactive PDFs that will be released in 2021 at [www.nyseagrant.org/rapidresponse](http://www.nyseagrant.org/rapidresponse). They will be housed online on the NYSG website to allow for regular updates to ensure they are quickly adapted to address regulatory changes and meet industry needs.

### Project Partners:

- Hudson Valley Fisheries
- Long Island Commercial Fishing Association
- New York State Department of Agriculture and Markets
- New York State Department of Environmental Conservation
- New York State Department of Health
- Upward Farms
- U.S. Food and Drug Administration
- Suffolk County Department of Economic Development and Planning
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**The Sea Grant Focus Area for this project is Sustainable Fisheries & Aquaculture.**

New York Sea Grant is a joint program of Cornell University, the State University of New York, and NOAA.  
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